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The Manager
Company Announcements
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New therapeutic, skin care products to boost REGENTM range

Highlights

- Novel products, brands developed to commercialise *REGENTM* and *DEMURETM* products in both Australian and overseas markets via online and over the counter sales
- New *REGENTM* Pain Relief Spray flagship product in range of *REGENTM* therapeutic products
- *Transdermal SolvencyTM* and *Transdermal Permeating ComplexTM* (TPCTM) incorporated into *REGENTM* and *DEMURETM* products and marketing to support differentiation strategy using novel formulations to enhance performance and strengthen intellectual property value
- “Aust L” listing with the Australian Therapeutic Goods Administration (TGA) being progressed for *REGENTM* therapeutic products; approvals being obtained with China’s State Food and Drug Administration (SFDA) for *DEMURETM* skin care products

Australian natural products provider BioProspect Limited (ASX:BPO) today announced the development of new novel products and brands as part of the commercialisation of natural *REGENTM* and *DEMURETM* products in domestic and international markets.

BioProspect’s Managing Director, Charles Pellegrino, said the new products and marketing development would facilitate the development of Re Gen Wellness Products into a successful, standalone business adding to the Company’s natural product range.

“Since acquiring Re Gen Wellness Products in August 2009, BioProspect has moved quickly to commercialise its products based on natural Australian ingredients, including emu oil,” he said.

“A major product relaunch is being undertaken along with the development of the necessary regulatory, distribution and marketing channels to ensure Re Gen’s success.

“After undertaking considerable market development activities both in Australia and in promising overseas markets such as China, we have now refined our marketing strategy, branding and formulations to achieve our commercialisation targets.”

The first major new product to be launched as part of a new therapeutic range is *REGEN*[™] Pain Relief Spray, which has been developed for use by sufferers of arthritis and muscular and joint pain. The product features the unique *Transdermal Solvency*[™] which can achieve rapid and longer term benefits from the active components.

Case study testing of this unique product has been extremely positive and test marketing is underway to generate further feedback to support the full product launch. Additional products in the new therapeutic range include *REGEN*[™] Pain Relief Rub, *REGEN*[™] Emu Oil Capsules (Aust L 169721), *REGEN*[™] Pure Emu Oil and *REGEN*[™] Massage Oil. Other therapeutic products are under development targeting both internal and external indications.

BioProspect is working with selected GMP (Good Manufacturing Practices)/TGA accredited facilities in seeking Aust L listing with the Australian TGA of a number of the new *REGEN*[™] products, including the *REGEN*[™] Pain Relief Spray and Rub.

Meanwhile, a review of the skin care products following changes to Chinese regulatory requirements has led to the development of a core range concept. Twelve products are now fully developed with proven and novel formulations under the *DEMURE*[™] brand. The concept of *Transdermal Permeating Complex*[™] (*TPC*[™]) has been applied to the majority of this range, based on a unique combination of emu oil and other plant essential oils to enhance product performance.

In China, BioProspect is seeking approval from the SFDA for the 12 core *DEMURE*[™] products, with the aim of facilitating sales through distribution partners into the A\$20 billion a year Chinese cosmetics market.

“The *REGEN*[™] range has progressed rapidly since our acquisition of the business, and we now have a pathway towards sales of natural therapeutic and skin care products across Australian and international markets. BioProspect sees *REGEN*[™] as a perfect fit within our natural product portfolio, and is confident of delivering returns from these exciting Australian products for the benefit of shareholders,” Mr Pellegrino said.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Colin Johnston', with a stylized, cursive script.

COLIN JOHNSTON
Company Secretary