



## GSK Oral Healthcare Moves to Clinical Evaluation

OBJ Limited (ASX: OBJ) is pleased to announce that it has executed a Clinical Evaluation and Exclusivity Agreement with GlaxoSmithKline ("GSK") Consumer Healthcare in preparation for a human clinical trial in the field of Oral Healthcare. Under the Agreement OBJ has granted GSK an exclusive right to conduct the study and to negotiate future licensing terms and conditions in consideration for GSK funding the clinical trial plus OBJ's costs and expenses in supporting the trial. The study will be the largest undertaken in the area of oral healthcare using OBJ's FIM™ technology.

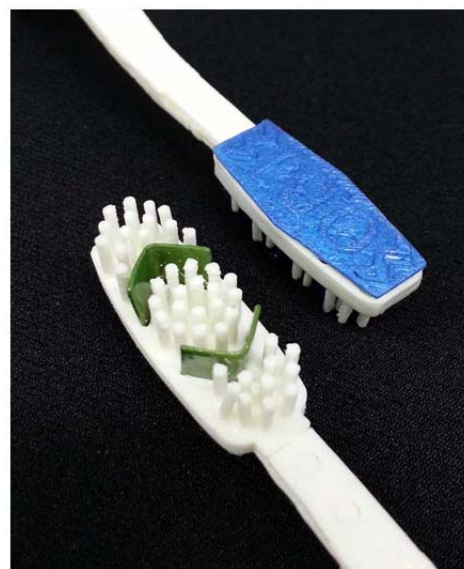
GSK has approved the following statement:

"OBJ and GSK have executed a Clinical Evaluation and Exclusivity Agreement which contains the terms and conditions under which OBJ and GSK have agreed to work exclusively together for GSK to evaluate OBJ's FIM microarray technology with the objective of performing an in vivo study in humans and once the results of the study become available, GSK will discuss with OBJ potential further agreements for the development of OBJ's proprietary technologies in the field of oral healthcare.

GSK will conduct the human study and OBJ will support GSK by providing the OBJ Technology and technical support as requested by GSK from time to time"

### 5 Year Collaboration

OBJ and GSK have been working together for over 5 years in the development of new toothbrush technology based on OBJ's Field-in-Motion (FIM™) technology. As part of this collaboration, OBJ developed specific magnetic microarrays for the three major commercial tooth care areas of anti-carries (decay), hyper-sensitivity (sensitive teeth) and remineralisation (re-hardening). Following significant success in independent third party studies in all these categories, GSK funded a small human pilot study during 2012, the results of which have now led to the first major human efficacy study as set out in the Agreement.



Microarrays imbedded in the front and back of a 3D toothbrush model

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# OBJ Limited

leaders in magnetic micro-array drug delivery



## The Clinical Evaluation

The clinical evaluation will be conducted in the UK by GSK's Oral Healthcare group in Middlesex. The study is expected to commence towards the end of 2013 however the duration, number of subjects and the detailed protocols to be employed in the study are still being planned in preparation of submission for ethical approval.

## Next Generation Toothbrush

OBJ's proprietary thin-film magnetic micro-arrays are well suited to oral health and toothbrush production as the low cost and flexible design is highly compatible with modern toothbrush production line technologies. The ability to integrate drug delivery technology into a toothbrush at very low additional cost, resulting in a new approach to improved oral hygiene has the potential to go beyond the scope of toothpaste chemistry alone. The low cost, high performance capabilities of OBJ's toothbrush technology is especially applicable to new growth markets.

For more information:

**OBJ Ltd:**

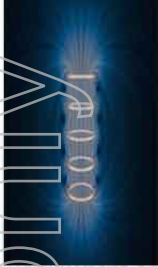
Mr Glyn Denison  
Director

<b>Telephone</b>	+618 9443 3011
<b>Email</b>	<a href="mailto:info@obj.com.au">info@obj.com.au</a>
<b>Web</b>	<a href="http://www.obj.com.au">www.obj.com.au</a>

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## **About OBJ:**

OBJ develops proprietary magnetic micro-array drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors.

OBJ partners companies in the design and development of next generation products using physical science rather than chemistry to provide new levels of product performance without the cost of reformulation or new ingredient approvals.

OBJ offers a portfolio of proprietary technologies and supports partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

## **About OBJ's Technologies:**

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration of drugs, active ingredients and formulations at the molecular level.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.

OBJ develops low cost micro-array film technology that utilises diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

## **Forward-looking Statements**

This announcement contains certain "forward-looking statements" concerning OBJ. Where OBJ expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with OBJ and the industry which may affect the accuracy of the forward-looking statements. OBJ does not undertake any obligation to release publicly any revisions to any forward looking statement to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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ABN 72 056 482 636

284 Oxford Street, Leederville 6007 Perth, Western Australia

Telephone +61 8 9443 3011 Facsimile +61 8 9443 9960

[www.obj.com.au](http://www.obj.com.au)