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ASX Code: MXC

New Year Launch of Derma Plus CBD Herbal Cream for Treatment of Psoriasis

- MGC Pharmaceuticals' (MXC) MGC Derma Division will launch the first product in its Derma Plus product line on 1 January 2018
- The product is the CBD Herbal Repair Cream which is specifically targeted for relief of mild forms of psoriasis
- The Derma Plus range has been independently and successfully clinically tested in Europe during 2017
- Results confirmed the product's efficacy for the relief of a range of highly irritated or inflamed skin conditions
- The Herbal Repair Cream will be available for sale through MGC Derma's existing and future commercial distribution pipelines, and eCommerce platforms
- Two additional Derma Plus products for treatment of acne and dermatitis conditions, the Herbal Balm and Herbal Replenish Cream, also planned for launch in early 2018
- Negotiations at final stage for exclusive distribution deal on global eCommerce cosmetics platform, to commence in early 2018

MGC Pharmaceuticals Ltd (ASX: MXC or "the Company") is pleased to announce that its MGC Derma division will launch its first Derma Plus product from 1 January 2018.

The product is the Herbal Repair Cream which utilises proprietary cannabidiol (CBD) compounds and is used for the daily treatment of mild forms of psoriasis symptoms. The symptoms successfully treated through the independent tests completed to date include effective reduction of skin irritation (by 69% after 4 weeks of evaluation), and treatment of skin itchiness, flaking and severe dryness.

Independent experts estimate that the global market for psoriasis treatment, which was worth US\$7.8 bn in 2015, is projected to expand at a compound annual growth rate (CAGR) of 5.10% during the period for 2016 to 2024 and attain a value of US\$12.1 bn by the end of the forecast period. Source: [Transparency Market Research](#)

The Herbal Repair Cream will be made available for sale from 1 January 2018 to customers globally through MXC's existing commercial distribution channels and eCommerce platforms, including the MGC Derma website: <https://mgcderma.com/cbd-herbal-repair-cream> and throughout the European Union, North America and Australasia where the product is approved for sale.



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Successful Independent European Clinical Testing

The product has been clinically tested to assess its efficacy in persons with psoriasis by Dr Rok Devjak, MD PhD, at the leading dermatological clinic in Slovenia. Results from the clinical test program showed that the Herbal Repair Cream helps to significantly reduce itching, flaking and dryness as well as soothe, soften and comfort sensitive skin and reduce the symptoms of dry skin for people with psoriasis.

According to the International Federation of Psoriasis Association, approximately 5.0% people suffer from one or more forms of psoriasis, globally. In the U.S. alone, the condition affects nearly 7.5 million people, which is roughly 2.0% of the population. Moreover, approximately 100,000 new cases are registered and reported every year. Source: [Grand View Research](#)

Two additional products from the Derma Plus range are expected to be made available for sale in early 2018. The additional products are: a Herbal Replenishing Cream which can be used for the daily care of mild seborrheic dermatitis and a Herbal Repair Balm which can be used for the daily care of oily and acne prone skin.

MGC Derma Division is a 51:49 joint venture between MGC Pharmaceuticals and well-credentialed cosmetic manufacturer Dr. M. Burstein Ltd.

Roby Zomer, Co-founder and CEO, MGC Pharmaceuticals commented:

“The Derma Plus range is one of MGC Derma’s most exciting and innovative products that has been in development for nearly 2 years, so we are very proud to finally make it available for commercial sale from 1 January 2018. The Herbal Repair Cream, has demonstrated strong results throughout the clinical test program which validates the benefits of medicinal cannabis-based skin care products, in particular ones which utilise our proprietary CBD compounds.”

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About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is an EU based specialist medical cannabis company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company’s founders were key figures in the Israeli medical cannabis industry and the core business strategy is to develop and supply high quality Cannabinoids based pharmaceuticals products for the growing demand the medical markets in Europe, North America and Australasia.

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