



# Skin Elements Limited ASX ANNOUNCEMENT

ASX CODE : SKN

6 April 2017

## Skin Elements Appoints Australian Head of Sales and Provides Sales & Operations Update

### Key Points

- Skin Elements appoints Australian Head of Sales to drive pharmacy and retail health segment sales
- New distribution partnerships and sales delivered in key global markets – negotiations on further distribution partnerships ongoing
- Targeted marketing and PR program underway

Australian natural skin care company Skin Elements Limited (ASX: SKN) (Skin Elements, the Company) is pleased to announce the appointment of Ms Queena Truong as Australian Head of Sales with immediate effect.

This represents a key appointment to Skin Elements' senior management team as the Company continues to execute its business plans to position it as the number one recognised national and international sun screen brand.

Ms Truong will be responsible for developing and implementing sales strategies in the pharmacy, and retail health and wellbeing segments. She will also be tasked with developing new innovative sales channels to grow brand awareness and market share for Skin Elements' unique range of natural and organic skin care products – including the market leading Soleo Organics 100% natural and organic sunscreen.

Queena Truong has a strong mix of relevant skill sets having previously worked as a pharmacist for a period of five years at Royal Perth Hospital (RPH) in Western Australia, and also has a depth of experience and strategic insight in international business, from SMEs to multinational operations.

As a pharmacist, Ms Truong has worked in a range of clinical and management roles including managing both the inpatient and outpatient pharmacies at RPH. She also has 15 months experience in international business, gained in the hospitality sector in Canada immediately prior to joining Skin Elements. Ms Truong has a Bachelor of Pharmacy from Curtin University, Western Australia and a Master of Business Administration from the University of Western Australia.

Commenting on the appointment Skin Elements Executive Chairman Mr Peter Malone said:

*"We are excited to announce the appointment of Ms Queena Truong to the pivotal role of Australian Head of Sales. As we continue to progress our sales and distributions strategies and expand our product range, Queena's role in leading and developing our Australian sales function is of key importance to the Company. Her strong mix of relevant pharmacy, and business and management experience make her the ideal candidate for this role and a key addition to our senior management team."*

### Update on Sales and Business Operations

Since the Company's ASX listing in January this year, it has opened two new markets for the Soleo Organics sunscreen, in the Netherlands and Slovenia. Additionally, global ecommerce business Etailz on Amazon, Organic Natralox in Hong Kong and Alphanet in Japan continue to develop sales for our products.

For personal use only



## Skin Elements Limited ASX ANNOUNCEMENT

ASX CODE : SKN

Targeted marketing and public relations programs have also commenced. These are focused on social media via Instagram, Facebook and Twitter campaigns, which have delivered immediate success with Skin Elements' Instagram following tripling over the past week.

ENDS

**For further information, please contact:**

Peter Malone  
Executive Chairman  
Skin Elements Limited  
T: +61 439 430 770  
E: peter@senatural.com

Media and Investor Inquiries  
James Moses  
Mandate Corporate  
T: +61 420 991 574  
E: [james@mandatecorporate.com.au](mailto:james@mandatecorporate.com.au)

**About Skin Elements**

Skin Elements is an ASX-listed skin care company focused on the development of natural and organic skin care products, as an alternative to current chemical-based products. It has developed a portfolio of products which includes its lead product, the Soléo Organics 100% natural and organic sunscreen, and the Elizabeth Jane Natural Cosmetics brand. The Company has completed a highly successful test marketing phase in major international markets for Soléo Organics and has regulatory approval with the USA FDA, TGA and other significant regulators. Skin Elements aims to become the number one recognised national and international sunscreen brand.

Further information is available via the Company website: <http://soleoorganics.com/>