

22 August 2017

## OLAY Launches New Magnemasks Collection

**OBJ Limited (ASX: OBJ)** is pleased to announce that the Company's Magnetic Infuser technology developed for Olay, a Procter & Gamble brand, has been launched in China. Olay redefines the standards of skin care with the unveiling of this, its first-ever premium face mask collection – Olay Magnemasks with a revolutionary Magnetic Infuser.

The Olay Magnemasks Magnetic Infuser is specially designed and developed, utilising OBJ's magnetic microarray technology, to enhance the penetration of Olay Magnemasks overnight mask cream ingredients. When used with the cream mask by gliding the Magnetic Infuser gently across skin, it infuses more of the key mask ingredients deep within the skin's surface by natural magnetic force, as compared to finger application.

The launch of Olay Magnemasks will bring the total number of products that incorporate the licenced OBJ technology to three. The Magnetic Eye Wand was the first, now in market under both Olay & SK-II brands, the Magnetic Booster was the second, recently launched under the SK-II brand and now the Olay Magnemasks Magnetic Infuser.

**AVAILABILITY:** Olay Magnemasks collection will be available across selected e-commerce providers in China commencing 21<sup>st</sup> August 2017.



### 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.

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## About OBJ's Technologies

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OBJ has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powdered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low cost micro-array film technology that utilise diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare and consumer products.

## About P&G

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P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

## Forward-looking Statements

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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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