

Lips Alive, Eyes Alive, Salt Soothing Gel, and Magnesium sports performance and pain relief range

ASX Announcement
19 December 2017

Highlights

- **Product releases in December 2017 and January 2018, resulting in a total of six products under the Abundant Natural Health product range.**
- **Lycopene Range – extended to include a lip balm and an eye cream in time for the Chinese New Year.**
- **Body Range – Magnesium Sports Spray and Ache Relief Gel.**
- **Skin Range – Salt Soothing Gel for scaly skin, relieving itchiness and irritation.**

Shanan Birkin, CEO of Abundant Natural Health (ANH), is pleased to extend the Tomato Infused Lycopene range of skin treatments for face, lips and eyes, as foreshadowed during Abundant's recent capital raising.

"The increased capital has given us the ability to implement a substantially expanded marketing strategy and build brand awareness in Australia and China," Ms Birkin said. "The right product, coupled with impressive packaging and backed by an excellent communications strategy, will bring consumers to ANH and drive future revenue."

Tomato Infusion Lips Alive and Eyes Alive Face Range

ANH's lycopene Face Range now includes Tomato Infusion Face Revive, Lips Alive and Eyes Alive. All utilise ActiveLyc^o™ (trademark pending): lycopene supercritical-fluid-extracted from our own tomatoes, purpose-bred and grown at Sydney University's Plant Breeding Institute.



"We're particularly excited about the potential for the eye cream to drive ANH Face Range awareness and sales," Ms Birkin said. "Eye products are the largest segment of the global facial cream market. Our products reduce multiple signs of eye aging such as fine lines, wrinkles, puffiness, dryness, and uneven skin tone, and can be applied on-the-go, giving them an edge over regular eye care products."



Consumer awareness and concerns about the toxicity of some of the ingredients in eye products are driving increased demand for natural ingredients. ActiveLyc^o™ uses 'cold pressed' low temperature supercritical fluid extraction processes to preserve delicate botanical structures, avoiding oxidation and keeping the active ingredients 'alive' so that they can protect and restore aging skin.

According to a [Report on Cosmetics and Toiletry](#) by Technavio (a leading research agency),

"The online channel will play a vital role in market growth over the coming years, allowing vendors to gain increased visibility. Manufacturers are predominantly expanding their online presence as one of the most discussed subjects online, as well as one of the top three Google search topics being 'beauty'."

ANH is focused on online marketing channels, including social media. "Getting our product to the consumer requires an understanding of how consumers are informing themselves, and the trend is Facebook and Instagram," Marketing Manager Claire Woods said, "ANH now has over 1,200 followers, compared with less than 50 only a month ago".



Cucumber Infusion Magnesium Sports Spray and Ache Relief Gel

Magnesium naturally assists in the recovery of muscle soreness, fatigue and deep ache. Our dual action sports spray and gel deliver high concentrations of magnesium and cucumber extracts to affected areas reducing the impact of pain and cramps. Cucumber lactic acids help to draw much-needed fluid to the muscle whilst the magnesium assists in repairing muscle tissue and restoring normal function.

Cucumber Infusion Salt Soothing Gel

Executive Director, Tony Crimmins, has suffered from psoriasis for the past 30 years. Over these decades, his search for relief has cost him over \$300,000 without result... until now. Salt Soothing Gel works for Mr Crimmins and he is determined to spread the word and help other sufferers.

Transparency Market Research independent experts estimate that the global market for psoriasis treatment, worth US\$7.8 billion in 2015, is projected to expand at a compound annual growth rate of 5.10% during the period for 2016 to 2024, to attain a value of US\$12.1 billion by the end of the forecast period.



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“Salt Soothing Gel brings the beach to the sufferer,” Tony Crimmins said. “I have always found that an ocean swim resulted in better skin for a few days. Now you can keep a bottle of the beach in your bathroom, combined with cucumber extracts to keep your skin moisturised”.

ANH’s new products will be available in January 2018, and will announce when products are available for purchase online via the newsletter and social media.

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About Abundant Produce Ltd

Abundant Produce Ltd (ASX: ABT) develops agricultural intellectual property, creating superior seeds and now producing skin care products based on natural vegetable extracts. Based in Sydney and Cobbitty (at the University of Sydney’s Plant Breeding Institute), Abundant breeds superior vegetable seeds for food producers, and vegetable plants for their active extracts. Abundant specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape, developing innovative products to target demand for highly productive food crops that thrive in low-tech conditions.

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