

**ASX ANNOUNCEMENT**

19 June 2025

**EZZ Launches in US Market and Receives FDA Registrations****Highlights**

- Dedicated US brand EZZDAY launched with an initial range of four health supplements registered with the US FDA
- US-based manufacturing commenced to support local consumer preferences and supply chain resilience
- Shopify store live from 18 June 2025 at [ezzday.com](https://ezzday.com)
- Amazon store launch and influencer marketing campaigns to follow shortly

**EZZ Life Science Holdings Limited (ASX: EZZ) (EZZ or the Company)**, a genomic life science company with a mission to improve quality of life and human health, is pleased to announce a significant milestone in its international expansion strategy with the official entry into the United States – one of the world's largest health supplement markets.

Following receipt of US Food and Drug Administration (FDA) registration for four new dietary supplements, EZZ has officially launched its new US-focused brand, EZZDAY. These initial products have been specifically formulated for the US market to address rising consumer demand in four high-growth health categories:

- EZZDAY Debloat & Gas Relief Pro (Capsule)
- EZZDAY Vaginal Probiotics & pH Balance (Capsule)
- EZZDAY Triple Anti Solution (NAD+, Multi-Collagen & Resveratrol) (Gummy)
- EZZDAY Colon Detox (Capsule)

To support this market launch, EZZ has commenced US-based manufacturing, reinforcing its commitment to local quality standards, consumer expectations and supply chain agility.

The Company's dedicated EZZDAY Shopify store went live on 18 June 2025, with product presales now underway. The store can be accessed at [www.ezzday.com](https://www.ezzday.com).

The launch of the EZZDAY Amazon store is scheduled for the coming weeks, with a suite of influencer-led marketing campaigns to build early momentum and drive brand awareness among US consumers.

**Glenn Cross, Chair of EZZ Life Science, commented:**

*"Launching in the US is a key milestone for EZZ. This is a highly strategic market for us, and we've taken a very considered, localised approach – from our EZZDAY brand positioning to FDA registration and US-based manufacturing. We're excited about the opportunity to grow a strong and sustainable presence in North America."*

**ENDS**

*This announcement has been authorised by the Board of EZZ Life Science Holdings Limited.*

**For further information, please contact:**

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**About EZZ Life Science Holdings Limited**

[EZZ Life Science Holdings](#) (ASX: EZZ), is a genomic life science company with a mission to improve quality of life and human health. EZZ is passionate about investing in the future of consumer health through the development of e-commerce and distribution of high-quality products via omnichannel models across Australia, New Zealand, China and worldwide. pleased to provide an update on its market entry strategy into the United States, a key growth market for the company.

For more information, please visit our corporate site [ezzlife.com.au](http://ezzlife.com.au) and our consumer site [ezzdna.com.au](http://ezzdna.com.au).