

## YSB's Bouf Haircare Continues Strong Performance

27 June 2025

Anagenics Limited (ASX:AN1, "Anagenics" or the "Company") is pleased to provide an update on the recent launch of Bouf Haircare by York Street Brands (YSB), which was developed using Anagenics' proprietary technology.

Anagenics confirms continued strong performance of Bouf Haircare, with the brand maintaining momentum following a successful launch in May and its Flouf Factor Growth Tonic selling out.

Bouf Haircare is expected to generate \$2.3 million in sales during its first quarter, which would result in a royalty of \$230,000 to Anagenics. Based on current trends, the brand is on track to reach \$9 million in sales in its first year, ahead of initial expectations. YSB is assessing further growth opportunities including potential expansion into international markets.

Anagenics reaffirms that based on recent data, this agreement would represent a meaningful long term royalty asset for the Company, significantly exceeding the minimum 10-year payments of \$4.5m.

### Strategic Significance

The successful launch of Bouf highlights the strength of AN1's licensing model and the ongoing monetisation of its intellectual property portfolio. It also demonstrates the ability of York Street Brands – a proven consumer brand builder behind BOOST LAB and tbh Skincare – to bring innovative formulations to market at scale. The royalty stream is expected to improve profitability and potentially scale further if Bouf expands overseas. Anagenics retains the rights to continue marketing and growing its existing hair regrowth brands, including évolis®, within its owned-brand portfolio.

See the Company's [previous announcement](#) on 4 June 2025 for more information.

*This announcement was authorised by the Board of Anagenics Limited.*

### For further information, please contact:

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### Anagenics Limited (ASX:AN1)

Anagenics is a health, beauty, and wellness business growing shareholder value through the global distribution and sales of its proprietary and licensed brands of differentiated, clinically validated anti-aging solutions. BLC Cosmetics Pty Ltd is Anagenics' wholly owned subsidiary focused on sales and distribution of leading Australian and international brands of cosmetic and wellness products.

For further information, please see [www.anagenics.com](http://www.anagenics.com)