

## ASX RELEASE

ASX Code: ESE



31 July 2019

### **eSense product development and commercialisation update** **Expanding into topical application category**

#### **Investment highlights**

- Expansion of current product line into topical medicinal and cosmetic applications
- New products represent the commercialisation of three major topical application categories

Life science company eSense-Lab Limited (ASX: ESE) ("eSense" or "the Company") is pleased to announce the expansion of its current product line into topical medicinal and cosmetic applications.

The Company is using its proprietary terpene profile, which is used to reverse engineer high value plants such as cannabis, to create formulae that are added to creams, ointments and balms to be marketed directly to distributors and consumers.

The new commercialisation opportunities have resulted from the successful internal laboratory testing of eSense's proprietary terpene profile on skin irritation, cracked skin and general and muscular pain.

e-Sense will expand into the following categories of topical (skin) application:

- Balms/liniments - medicated topical preparations applied to the skin
- Ointments - semi-solids that provide a barrier on the skin to minimise moisture loss
- Creams - semi-solids that penetrate the outer layer of skin and form a barrier, maintaining moisture.

Uses for the above include:

- the relief of pain and stiffness for muscles or arthritis
- herbal infusions, tinctures, medications including cannabidiols

eSense intends to market the end products directly to distributors and consumers.

The new products will be released for sale in Q3 of 2019 on the eSense sales website, which the Company plans to launch next month.

**eSense CEO Haim Cohen says:** "Expanding into products such as balms, ointments and creams expands the commercialisation of eSense's proprietary terpenes from products for internal consumption to topical applications. Being able to apply our product to both medicinal and cosmetic products that are used on the skin is an important step for eSense-Lab, demonstrating the expanded product profile and additional markets that we can access."

**Ends**



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**About eSense-Lab**

eSense-Lab Ltd (ASX:ESE) is a life sciences company creating virtual plant-based products for medicinal and recreational consumption. Headquartered in Israel, eSense-Lab combines genetics, mRNA expression, phytochemical characterisation and unique formulations to generate comprehensive models of rare or high value plants. With multi-disciplinary research and development expertise, eSense has game-changing techniques and unique reverse-engineering capabilities, placing it at forefront of the growing international terpene market. eSense has created virtual cannabis, with all the characteristics of the real plant, without the psychoactive and heavily regulated cannabinoid compound, for mass consumer consumption. To learn more please visit: <https://www.esense-lab.com>/To learn more about eSense-Lab, visit [www.esense-lab.com](http://www.esense-lab.com)