

P&G LAUNCHES FIRST PRODUCT INCORPORATING OBJ TECHNOLOGY

OBJ Limited (ASX: OBJ) is pleased to announce that the first product to be developed by Procter & Gamble (P&G) under the Product Development Agreement will be launched in Seoul, South Korea on September 30th, 2014 as an SK-II product.

SK-II is P&G's fastest growing prestige skincare and cosmetic brand and is widely marketed throughout Japan, China, South-East Asia, Australia and in selected global markets.

The SK-II Eye Wand will be the world's first commercial product to incorporate OBJ's magnetic micro-array technology and will be launched firstly in South Korea and Japan, followed by China, other Asian countries and in coming months in SK-II's remaining markets (www.sk-ii.com).



The SK-II Eye Wand development was led for P&G by Dr. Suda Sudarsana, SK-II Global Franchise Director and for OBJ by Mr. Jeff Edwards, the Company's Technical Director.

"In the very dynamic skin care category, it is critical that we (SK-II) innovate at "the speed of fashion", commented Dr Sudarsana. "Working in collaboration with OBJ has allowed us to leverage its expertise in diamagnetic physics which, in combination with P&G's biology and chemistry expertise, is resulting in record development speed in a key strategic growth area of beauty."

The SK-II project focused on the development and testing of a special magnetic micro-array that significantly enhanced delivery, and therefore the efficacy, of key molecules employed in SK-II formulations.

FIRST PRODUCT LAUNCH

The South Korean launch is being managed by P&G's Brand Communications Group and will involve leading journalists from selected publications (Cosmopolitan, Elle, Singles, Heren, etc.) and will focus on breakthrough technology introduction, SK-II skin care products that incorporate the OBJ technology together with SK-II's continuous innovation capability in R&D. The launch will span five days with a heavy media focus. Mr. Edwards has been invited by P&G to attend the launch in South Korea.



BACKGROUND TO THE ANNOUNCEMENT

The SK-II Eye Wand project was the first of three work plans that formed the initial work plans of the P&G Product Development Agreement (PDA) announced in April 2014.

Under the SK-II work plan, OBJ worked closely with P&G and SK-II's technical teams in Japan and Singapore in the development of the first custom micro-arrays able to significantly increase skin penetration of key anti-aging ingredients.

The final result was an array that enhanced delivery by some 300%. OBJ's Skin Science team, led by Dr Matt McIldowie, generated much of the supporting data that underpins SK-II global marketing and product placement programs.

OBJ was also heavily involved in the product design, production and testing programs, that have allowed P&G to develop the SK-II Eye Wand product in significantly shorter time than would usually be the case.



Dr Lucas Nanini, P&G's Quality Assurance inspector during Wand production in Singapore

MANUFACTURING

OBJ's magnetic micro-arrays were manufactured in volume by the Company's preferred supplier and shipped in bulk to Singapore for final assembly and testing. Production was undertaken by P&G's selected manufacturer in sterile clean room conditions and under strict quality assurance programs developed in collaboration between OBJ and P&G.

Completed Wands were then shipped to Japan for packaging before dispatch for the SK-II product launch.



P&G PRODUCT DEVELOPMENT AGREEMENT

While the SK-II product is the first to reach production and commercial launch under the PDA, two additional work plans are currently progressing and further work plans are under negotiation.

Furthermore, a number of additional products and product platforms are under discussion with various additional P&G franchises. The success of the first SK-II Eye Wand product and its ease of development with OBJ are expected to stimulate additional work plan discussions.

SIGNIFICANCE OF THE FIRST PRODUCT LAUNCH

OBJ has established an excellent working relationship with P&G which has resulted in the commercial launch of this first product. This relationship augers well for further product developments with P&G's other brands.

About Procter and Gamble:

P&G is the world's largest consumer goods company with a brand portfolio containing over 300 household names – from *Gillette* to *Duracell*, *Olay* to *Covergirl*. With 130,000 employees, P&G provides global market access across 180 countries and serves some 4.4 billion consumers daily. P&G's annual turnover is in excess of \$US83 billion/annum.

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.

About OBJ's Technologies:

OBJ has developed a platform of physical enhancement technologies based on low-cost magnetic micro-arrays that influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D array and moving magnetic fields have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of certain biological and non-biological targets.



OBJ develops low cost micro-array film technology that utilise diamagnetic repulsion, induced permeation and energy redirection to offer a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical and consumer products.

Forward-looking Statements

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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