



Skin Elements Limited **ASX ANNOUNCEMENT**

ASX CODE : SKN

6 January 2017

Skin Elements completes successful ASX listing after Oversubscribed IPO

Australian natural skin care company Skin Elements Limited (ASX: SKF) is pleased to announce that it has completed a successful listing and commenced trading on the ASX today after its \$3.5 million IPO closed oversubscribed amidst strong investor demand.

The high level of investor support is a reflection of the major growth potential of Skin Elements unique all natural and organic range of skin care products – including the market leading Soleo Organics 100% natural and organic sunscreen – and the major market opportunity presented by the massive ~US\$10b global sun care market.

The Offer successfully raising \$3.71 million via the issue of 18.55 million shares at 20 cents each. The Offer also included one free attaching option for every two shares subscribed for, exercisable at \$0.20 on or before 31 October 2018. On listing the Company will have a tight capital structure, with 73.55 million shares on issue, and a market capitalisation of \$14.7 million.

Skin Elements is the owner and developer of a unique portfolio of all natural and organic sun care and skin care products. Its lead product, the Soleo Organics sunscreen, has won multiple global awards as the number one sun care product.

The Company has invested \$9 million on developing its portfolio of sun care and skin care products over an eight year period. The Soléo Organics sun screen product has undergone a highly successful test marketing phase in major global markets, which generated sales of around \$3 million, and has distributors in place in more than 15 countries and regulatory approval in key target markets – including the US FDA, the TGA in Australia, Health Canada and Japan Ministry of Health.

On listing Skin Elements will seek to rapidly execute the commercial launch of Soléo Organics sunscreen. This will involve an integrated marketing, manufacturing and distribution plan designed to see the Company become the number one recognised national and international sun screen brand.

It will also focus on the development of its next product range, the Elizabeth Jane Natural Cosmetics products, which has 10 products in the range, with a view to achieving a market launch in the medium term, and will also develop brand extension products for the Soléo Organics sunscreen.

Skin Elements board and management have a strong mix of relevant industry specific and corporate expertise, led by executive chairman Peter Malone, who has a strong record in leading technology development companies, and chief technical advisor Leo Fung, the founder and developer of the Soléo skin care Intellectual Property.

The Corporate Adviser and Lead Manager to the Offer was Perth-based corporate advisory firm Indian Ocean Corporate.



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About Skin Elements

Skin Elements is an ASX-listed skin care company focused on the development of natural and organic skin care products, as an alternative to current chemical-based products. It has developed a portfolio of products which includes its lead product, the Soléo Organics 100% natural and organic sunscreen, and the Elizabeth Jane Natural Cosmetics brand. The Company has completed a highly successful test marketing phase in major international markets for Soléo Organics and has regulatory approval with the USA FDA, TGA and other significant regulators. Skin Elements aims to become the number one recognised national and international sunscreen brand.

Further information is available via the Company website: <http://soleoorganics.com/>