

14 February 2018

ASX Code: MXC

## Cult Beauty confirms official sales launch of MGC Derma and Derma Plus cosmetic ranges

- MGC Pharmaceuticals' (MXC's) range of MGC Derma and Derma Plus products has today been officially launched on leading global online cosmetics store, Cult Beauty
- The launch follows the execution of a strategic distribution agreement between MXC's European subsidiary, MGC Derma and Cult Beauty last month
- 15 of MGC Derma's cosmetics products and its Derma Plus skin care range, developed for the relief of highly inflamed and irritated skin conditions, are now being sold on the global Cult Beauty site
- The launch is supported by a 6-month exclusive sales campaign on MGC Derma products and additional promotional activities, with feature articles already secured in leading industry publications
- Cult Beauty is a UK-based online beauty store that specialises in selling cutting edge, and hard-to-find beauty products to consumers around the world



**MGC Pharmaceuticals Ltd (ASX: MXC or “the Company”)** is pleased to announce leading global online beauty store Cult Beauty has today launched the Company's range of MGC Derma and Derma Plus cosmetics products from its online sales platform. The launch follows the execution of a sales and distribution agreement between MGC Derma (MXC 51%) and Cult Beauty signed and announced in January 2018.

15 of MGC's cannabidiol cosmetic products and its Derma plus skin care range are now for sale to Cult Beauty's customers in the UK and around the world, as legally permitted. Sales will be driven by a 6-month exclusive marketing campaign led by Cult Beauty and additional public relations and promotional activities, with feature articles already secured in leading fashion industry publications.

CultBeauty.com are expert curators and trend dictators. They distil the global beauty industry down to its brightest and best; from the latest scientific discoveries, to hundred-year-old remedies that have never been bettered. This is a beauty hall of fame that you can shop in the knowledge that anything you buy will be outstanding.

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MGC Derma is a joint venture with industry-credentialed cosmetics manufacturer, Dr. M. Burstein Ltd., operating in Europe, of which MGC Pharmaceuticals owns 51 per cent and retains management control. MGC Derma is a leading cannibidiol (CBD) cosmetic brand with distribution deals across a number of markets where the products are permitted.

## Roby Zomer, Co-founder and CEO, MGC Pharmaceuticals commented:

“We’re excited our MGC Derma and Derma Plus products have been officially launched on the Cult Beauty online beauty site and are available to be purchased by its global customer base, where legally permitted. Cult Beauty is known for its careful selection, curation and promotion of the products available on its site. The launch places our products alongside some of the beauty industry’s leading cult products, providing exposure of our brand and product range to a whole new market, which is now hearing about the benefits of our CBD-based skincare range.”

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## About MXC

MGC Pharmaceuticals Ltd (ASX: MXC) is an EU based specialist medical cannabis company with many years of technical clinical and commercial experience in the medical cannabis industry. The Company’s founders were key figures in the global medical cannabis industry and the core business strategy is to develop and supply high quality Cannabinoids based pharmaceuticals products for the growing demand in the medical markets in Europe, North America and Australasia.

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## About Cult Beauty

Cult Beauty was born when two skin care obsessives grew frustrated by the all-too-often condescending messaging (and underwhelming offerings) they came across throughout the beauty industry. Having invested in innumerable ineffective creams and disappointing serums, Jessica DeLuca and Alexia Inge both vowed to boycott bathroom cabinets full of hollow promises (and wasted pounds).

“One day Jessica and I decided to analyse our bathroom beauty stash and tot up the cost of the quarter-used products we’d wasted our hard-earned money on (I dare you to try it!). For me, this amounted to just-shy of £900, which provided the 'shove' we required to start on our quest to curate a beauty Hall of Fame: our own authoritative treasure trove of products that our customers could trust.” - **Alexia Inge, Cult Beauty Co-Founder & Co-CEO**

We are a dedicated team of beauty devotees on the hunt for the coolest cult products the world has to offer. {Cult Beauty} is *the* destination for those looking for the next big thing. Whether it’s a problem-solving treatment or a yet unheard-of oil, we pride ourselves on our transparency (we list full ingredients and publish *all* reviews) and *only* sell the products that blow us away.