

# BORN

*global*



**Annual General Meeting 2019**



**SKIN ELEMENTS LIMITED  
ANNUAL GENERAL MEETING  
PROXY SNAPSHOT  
FRIDAY 29 NOVEMBER 2019**

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 01 REMUNERATION REPORT	Votes / %	23,084,781 / 96.26%	130,625	766,092	23,981,498
	Holders	28	2	6	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 02 ISSUE OF PERFORMANCE SECURITIES TO PALMER WILSON ASSOCIATES	Votes / %	65,604,339 / 98.64%	130,625	771,092	66,506,056
	Holders	39	2	7	



## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 03 ISSUE OF PERFORMANCE SECURITIES TO MR PETER MALONE	Votes / %	45,383,167 / 96.95%	130,625	1,296,092	46,809,884
	Holders	33	2	8	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 04 APPROVAL OF 10% PLACEMENT FACILITY	Votes / %	66,230,431 / 99.59%	130,625	145,00	66,506,056
	Holders	43	2	3	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 05 RE-ELECTION OF MR PHIL GIGLIA AS DIRECTOR	Votes / %	64,885,455 / 98.97%		180,625	496,092
	Holders	39		3	3

DISCLAIMER: These are unaudited positions for all votes lodged and processed. Final, audited votes will be provided after the close of voting and as agreed with your Client Relationship Manager. Data from Link Market Services.

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 06 APPROVAL OF DEBTHOLDER PLACEMENT	Votes / %	66,226,006 / 99.58%	180,625	99,425	66,506,056
	Holders	42	3	3	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 07 ISSUE OF SECURITIES TO LJM CAPITAL CORP PTY LTD	Votes / %	65,604,339 / 99.58%	330,625	571,092	66,506,056
	Holders	39	3	6	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 08 ISSUE OF SECURITIES TO COLOSSEUM SECURITIES PTY LTD	Votes / %	63,586,870 / 98.91%		130,625	571,092
	Holders	36		2	6
					64,288,587

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 09 ISSUE OF SECURITIES TO INDIAN OCEAN CONSULTING GROUP	Votes / %	65,804,339 / 98.94%	130,625	571,092	66,506,056
	Holders	40	2	6	

## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 10 RATIFICATION OF MAY PLACEMENT	Votes / %	66,230,431 / 99.59%	130,625	145,000	66,506,056
	Holders	43	2	3	



## SKN - ANNUAL GENERAL MEETING

		Lodged For	Lodged Open	Lodged Against	Total Votes
Resolution 11 RATIFICATION OF JUNE PLACEMENT	Votes / %	50,448,278 / 99.46%	130,625	145,000	50,723,903
	Holders	35	2	3	

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SKNLife



“The year is best summed up as one of consolidation and transition. This has culminated in the finalisation of the re-branding of the entire Skin Elements’ product range under the ‘SKNLife’ banner and the addition of new products lines to our flagship Soléo Organics sunscreen range.”

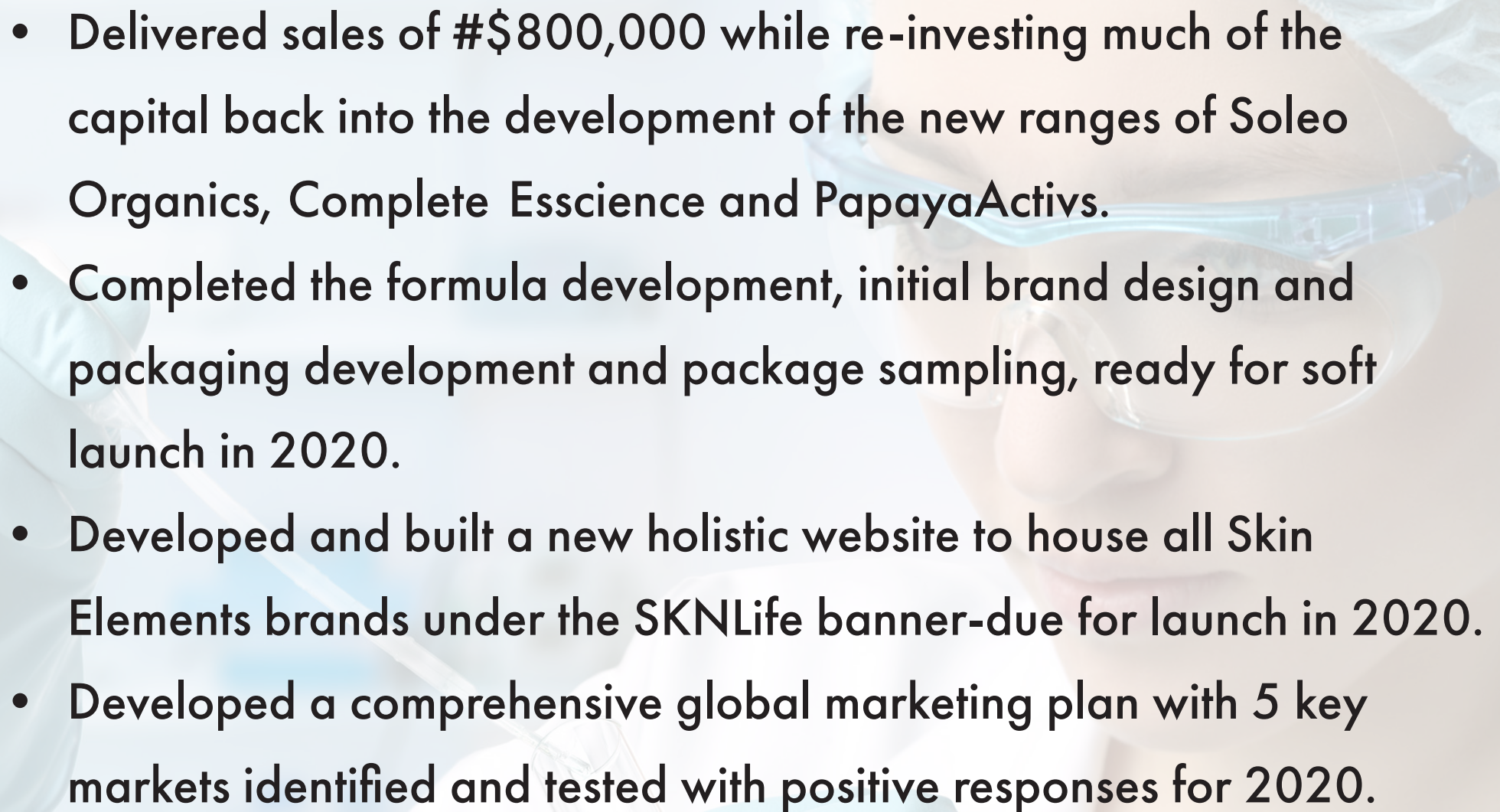
# SKNLife





**The year in review  
and the year going forward**



- 
- A person wearing a white lab coat, safety goggles, and a hairnet is holding a test tube. The background is a soft-focus laboratory setting. The text is overlaid on the left side of the image.
- Delivered sales of # \$800,000 while re-investing much of the capital back into the development of the new ranges of Soleo Organics, Complete Esscience and PapayaActivs.
  - Completed the formula development, initial brand design and packaging development and package sampling, ready for soft launch in 2020.
  - Developed and built a new holistic website to house all Skin Elements brands under the SKNLife banner-due for launch in 2020.
  - Developed a comprehensive global marketing plan with 5 key markets identified and tested with positive responses for 2020.

## BORN GLOBAL - THE OPPORTUNITY 2020

### THE USA

Ongoing discussions with a major online retailer in respect of launching a dedicated North American-focused SKNLife on-line store to market and sell the entire SKNLife product range into the massive North American market.



### BRAZIL

Company is currently applying for Brazilian Health Regulatory Agency (ANVISA) approval to market and sell its product range in the substantial Brazilian market. A distribution agreement with Soleo Organics Brasil - Comercio de Produtos Organicos Ltda to be the exclusive Skin Elements' distributor in Brazilian market is already in place.



### THE UK

This represents a major current opportunity, in the retail pharmacy segment. Company is advancing discussions with a major UK chemist chain for the potential roll-out of a large-scale distribution agreement, which would see Skin Elements' products in around 2,000 of their retail outlets. Company is also discussions over a potential distribution agreement with a major UK health store retail chain.



### EUROPE

Company is in discussions with distributors with a view to entering distribution agreements in a number of European markets, with a focus on providing entry to the very large supermarket segment in continental Europe.



### JAPAN & MALAYSIA

Skin Elements continues to pursue distribution opportunities in the burgeoning Asian skincare markets. These include Japan and Malaysia, and also in China.



### AUSTRALIA & NEW ZEALAND

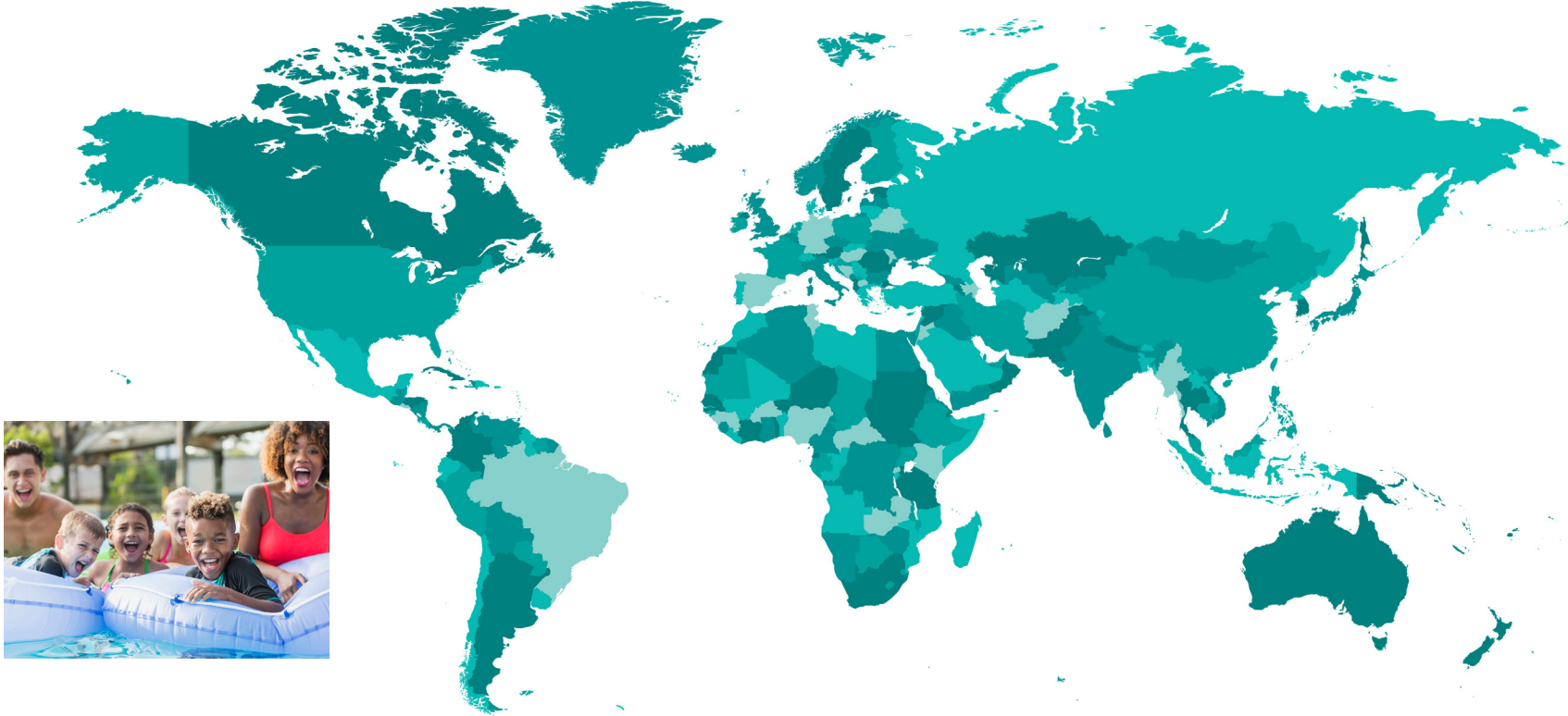
Skin Elements is well represented in different geographical markets in Australia and New Zealand by highly regarded distributors of quality health-related products including: Rener Health Products, Osborne Health Supplies, Global by Nature and CeresOrganics. The main target market is the early innovator retail market, predominantly the health shop segment, plus online sales.



“In addition to these major opportunities, we are working with distributors in major European and Asian markets, as well as Brazil and closer to home, in Australia and New Zealand. I look forward to being in a position to share details of material progress on these opportunities in the year ahead.”

## BORN GLOBAL - THE OPPORTUNITY 2020

### THE USA

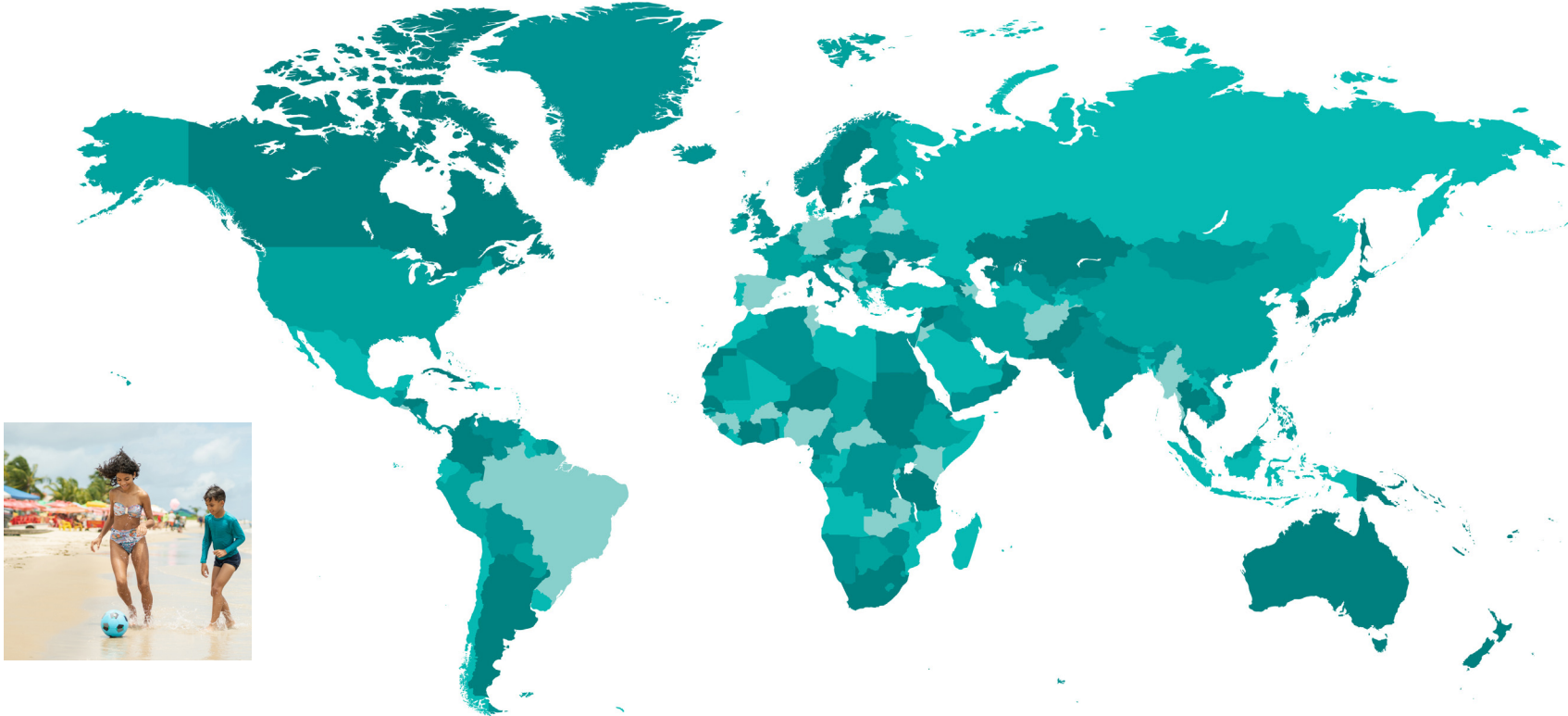


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## BORN GLOBAL - THE OPPORTUNITY 2020

### BRAZIL



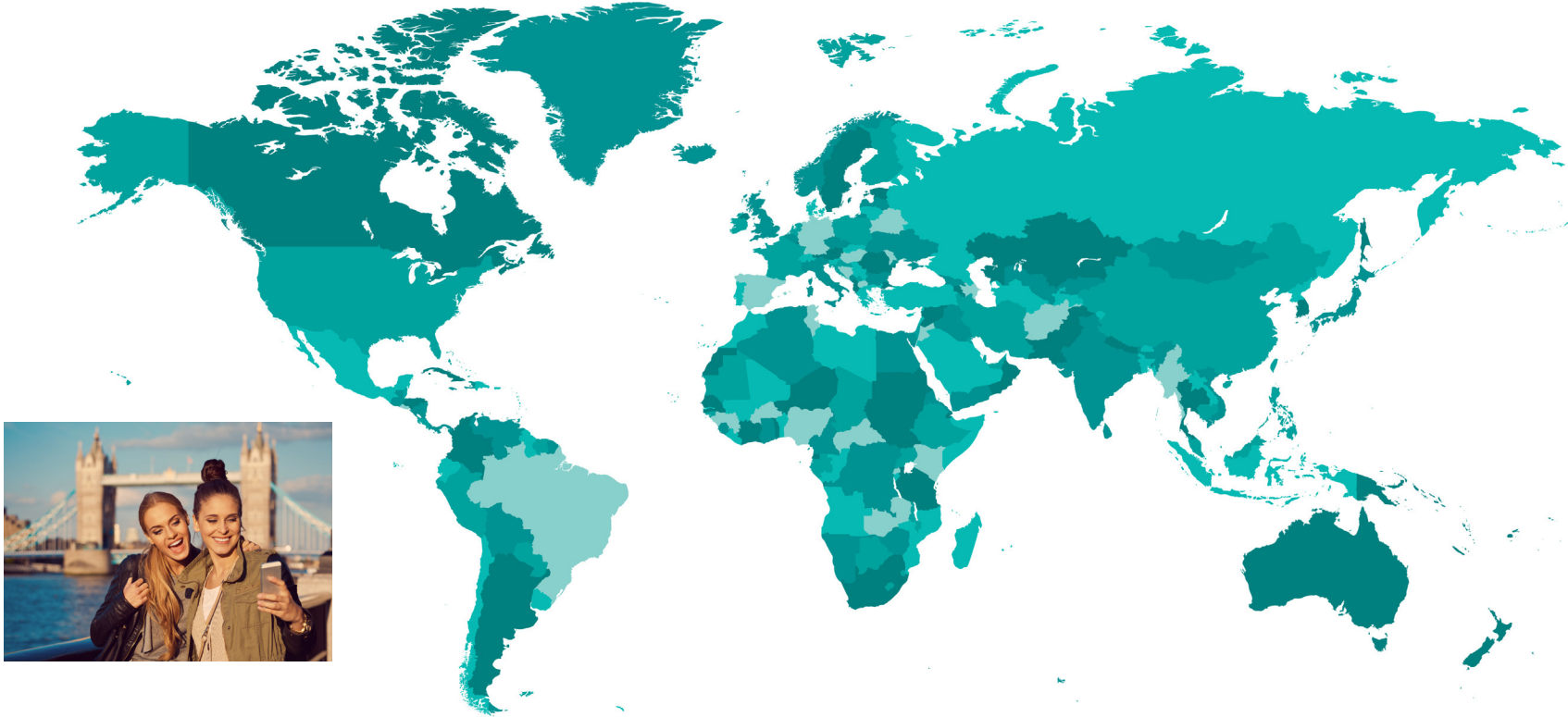
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## BORN GLOBAL - THE OPPORTUNITY 2020

### THE UK

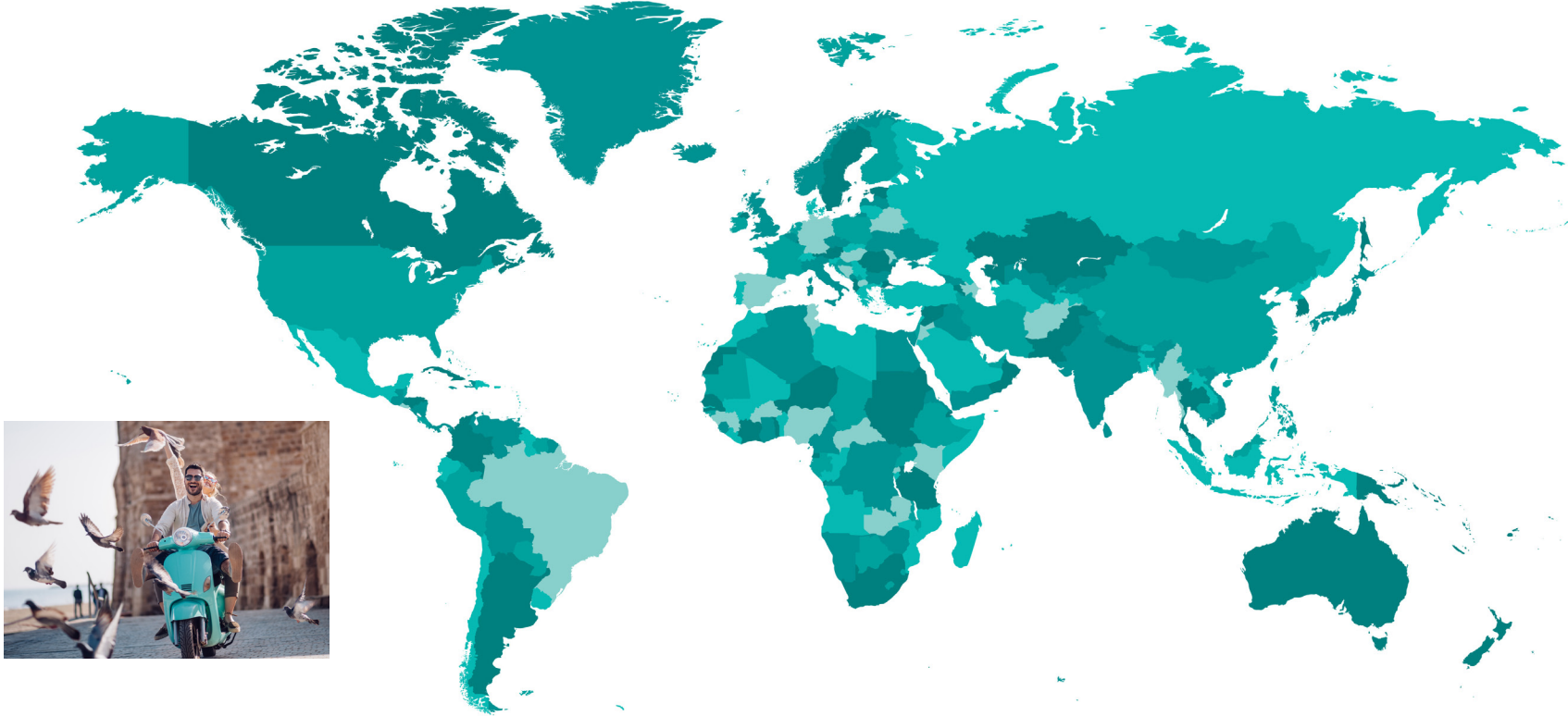


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## BORN GLOBAL - THE OPPORTUNITY 2020

### EUROPE

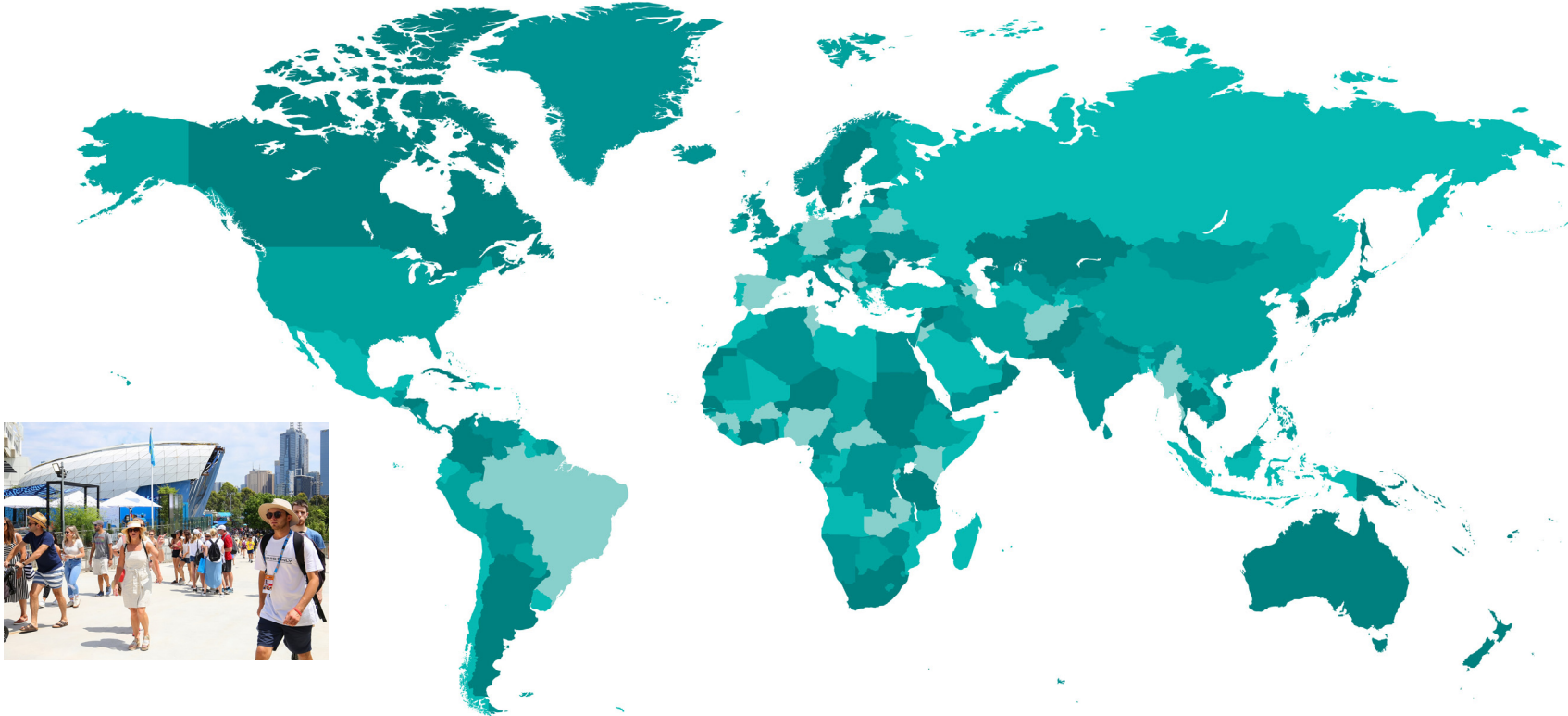


#### EUROPE

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## BORN GLOBAL - THE OPPORTUNITY 2020

### AUSTRALIA & NEW ZEALAND

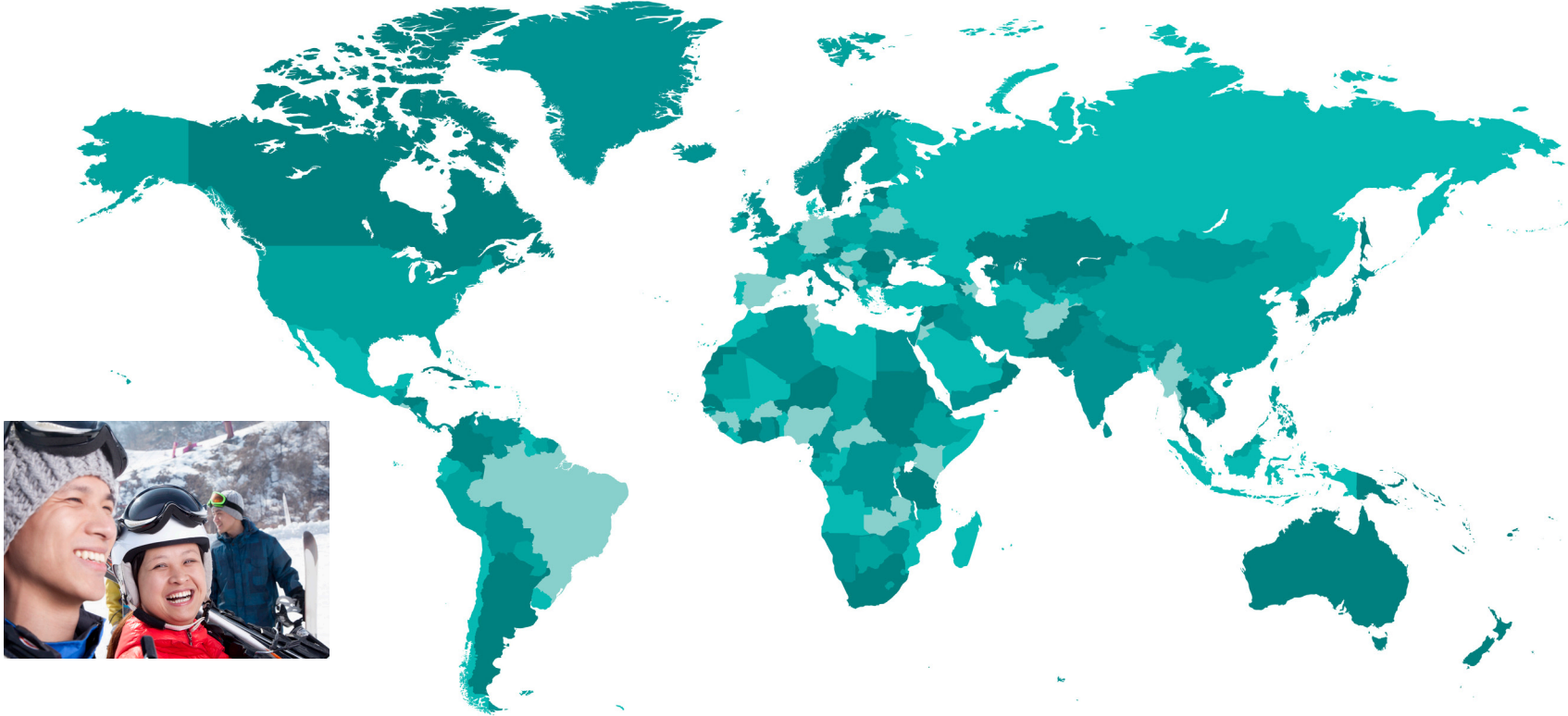


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## BORN GLOBAL - THE OPPORTUNITY 2020

### JAPAN & MALAYSIA



#### JAPAN & MALAYSIA

Skin Elements continues to pursue distribution opportunities in the burgeoning Asian skincare markets. These include Japan and Malaysia, and also in China.

# SKNLife

## BUILDING A GLOBAL SKNLIFE BRAND STRATEGY

### KEY PRODUCTS

40

### CHANNEL / TARGET MARKET

17

### KEY STATISTICS

10



#### SKNProtect

- Everyday Formula Extra Lite 40g / 80g / 150g
- Everyday Formula Extra Lite Coconut 40g / 80g / 150g
- Original High Performance 40g / 80g / 150g
- Original High Performance Coconut 40g / 80g / 150g
- Baby Formula Extra Sensitive 80g / 150g
- Face formula Moisturising 40g / 80g
- Face formula Moisturising Tinted 40g / 80g
- SunProtect Packs x 4 kinds

- USA - through online store created in San Francisco
- Japan - through retail outlets via chain of sport stores
- UK - through chain of Pharmacy stores
- Europe - through Slovakian health store / Poland - through chain of Health stores
- Malaysia through online health stores
- Australia - through online store
- Australia - through distributors and wholesalers
- China - through direct mail

- 18 Skus plus combination packs
- All natural and Organic
- 3 hour water resistance
- Vegan
- No Animal Testing-Cruelty Free
- No. 1 rated by the EWG
- Reef Safe Sunscreen
- Biodegradable
- Australian Made



#### SKNActivs

- PapayaActivs Arthritis Cream 75g
- PapayaActivs Psoriasis, Dermatitis & Rashes Cream 75g
- PapayaActivs Eczema Cream 75g
- PapayaActivs Wounds & Burns Cream 75g
- PapayaActivs Muscle Aches & Pains Cream 75g
- PapayaActivs Complete Skincare Cream 240ml
- PapayaActivs Complete Skincare Cream 240ml No Added Fragrance

- Australia - through online store
- Australia - through distributors and wholesalers
- USA - through online store created in San Francisco
- Japan - through retail outlets via chain of sport stores
- UK - through chain of Pharmacy stores
- Europe - through Slovakian health store / Poland - through chain of Health stores
- Malaysia through online health stores
- China - through direct mail

- 5 Skus
- No Animal Testing-Cruelty Free
- Biodegradable
- 60% McArthur Pawpaw Extract
- No Petrochemicals
- All Natural active ingredients
- No Sulphates
- No Parabens
- Australian Made



#### SKNCare

- Complete Esscience Hydrating Facial Cream 50ml
- Complete Esscience Complete Skincare Soap (3 bars)
- Complete Esscience Complete Skincare Body wash 350ml
- Complete Esscience Scalp Care Shampoo 250ml
- Complete Esscience Scalp Care Conditioner 250ml
- Complete Esscience Replenishing Shampoo 250ml
- Complete Esscience Replenishing Conditioner 250ml
- Combined Skincare Packs x 11 kinds

- Australia - through online store
- Australia - through distributors and wholesalers
- China - through online sales
- USA - through online store created in San Francisco
- Japan - through retail outlets via chain of sport stores
- UK - through chain of Pharmacy stores
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- No Animal Testing-Cruelty Free
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- 60% McArthur Pawpaw Extract
- No Petrochemicals
- All Natural active ingredients
- No Sulphates
- No Parabens
- Australian Made



#### SKNCosmetics

- EJNC Anti Aging Signature 50ml
- EJNC Daily Forming & Lifting Hydrating Cream 100ml
- EJNC Intensive Recovery Rejuvenating Night Cream 100ml
- EJNC Daily Purely Whitening Essence 120ml
- EJNC Anti-Aging Eye Serum 30ml
- EJNC Gentle Micro-dermabrasion facial polish 125ml
- EJNC Ultra C+ serum 20ml

- Australia - through online store
- Australia - through distributors and wholesalers
- UK - through department store
- Malaysia through online health stores
- USA - through online store created in San Francisco
- Japan - through retail outlets via chain of sport stores
- UK - through chain of Pharmacy stores
- Europe - through Slovakian health store / Poland - through chain of Health stores

- 5 Skus
- No Animal Testing-Cruelty Free
- Biodegradable
- All Natural / Organic active ingredients
- Australian Made



## BUILDING A GLOBAL SKNLIFE BRAND STRATEGY

# SKNLife



### SKNProtect

Soléo Organics protecting you from the sun...naturally



### SKNActivs

Pawpaw skincare cream at its most powerful-5 x more Pawpaw in a cream than any other brand. Your health & wellness is really all that matters care for it ... naturally



### SKNCare

Complete Esscience - a lifetime of naturally healthy skin - Your complete skincare partner...naturally



### SKNCosmetics

EJNC -uncover younger healthier looking skin.

#### BRAND POSITION

#### CHANNEL STATEMENT

#### PRICE POSITIONING

#### BRAND ESSCIENCE

Soléo Organics is sold online, in health stores and Pharmacies.

Premium Natural and organic segment.

Soléo Organics is a healthy alternative to traditional chemical sunscreens which is also safe for our environment.

PapayaActivs is sold in Pharmacies and online.

Affordable mid-tier for a therapeutic range.

60% McArthur Pawpaw Extract by far the strongest Pawpaw cream on the market (Lucas Pawpaw = 3.8% Pawpaw).

Complete Esscience is sold in Pharmacies & online.

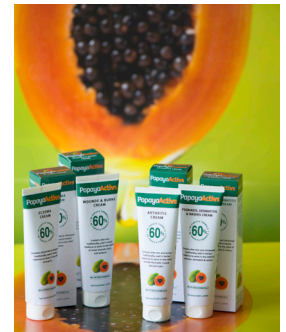
Skincare /Hair care for the entire family from children to the elderly mid-tier pricing.

Healthy natural pawpaw skincare creams that benefit health & wellness.

Will be sold through department stores and online also through direct retail outlets.

Top tier natural organic cosmetics.

Natural organic cosmetics that are effective in rejuvenating and revitalising the skin and are safe for the environment.



## THE SCIENCE BEHIND SKNLIFE

Leo Fung (Chief Technical Advisor) working on new formulas at the UWA laboratory facilities along with Bio tech master graduates who form part of the training team that Skin Elements has designed and instigated at the UWA.



## INTRODUCING SKNLIFE TO THE MARKETPLACE

Soléo Organics protecting you  
and your family from the sun...naturally  
Soléo Organics Creating a...

# SKNLife



Soléo Organics is totally free of synthetic chemicals. It is formulated according to naturopathic principles, using only organic and all natural ingredients which are packed with botanical extracts, natural moisturisers, antioxidants and vitamins. Soléo Organics is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products.

Visit [www.soleoorganics.com](http://www.soleoorganics.com)



Soléo Organics natural science by





## INTRODUCING SKNLIFE TO THE MARKETPLACE

Complete Esscience your complete skincare partner...naturally

Complete Esscience creating a...

# SKLife



Complete Esscience features the highest percentage of McArthur Pawpaw Extract™ in a cream - 5 x more pawpaw (papaya) than any other brand. Our range of papaya based skincare moisturises, rejuvenates and smoothes the skin and relieves redness. Our products are Australian owned and manufactured, are not tested on animals, contain no petrochemicals, sulphates or parabens and are suitable for the entire family from infants to the elderly. Visit [www.sknlife.com.au](http://www.sknlife.com.au)



Complete Esscience natural science by



## INTRODUCING SKNLIFE TO THE MARKETPLACE

Your health & wellness is really all that matters, care for it...naturally.

PapayaActivs creating a...

# SKNLife



PapayaActivs is the most powerfull papaya (pawpaw) cream on the market. It has 5 x more papaya in a cream than any other brand with 60% McArthur Pawpaw Extract™. It contains active ingredients, chickweed, arnica, aloe vera and chamomile traditionally used in herbal medicine to assist in the relief of Psoriasis, Dermatitis & Rashes / Eczema / Arthritis and Wounds & Burns.



\*Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

# INTRODUCING SKNLIFE TO THE MARKETPLACE

## AUTUMN



Soléo Organics protecting you and your family from the sun...naturally  
Soléo Organics Creating a...

**SKNLife**


Soléo Organics is totally free of synthetic chemicals. It is formulated according to naturopathic principles, using only organic and all natural ingredients which are packed with botanical extracts, natural moisturisers, antioxidants and vitamins. Soléo Organics is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products.

Visit [www.soleoorganics.com](http://www.soleoorganics.com)



## WINTER

Soléo Organics protecting you  
& your family from UVA & UVB rays...naturally





Soléo Organics Creating a...

**SKNLife**

Soléo Organics is totally free of synthetic chemicals. It is formulated according to naturopathic principles, using only organic and all natural ingredients which are packed with botanical extracts, natural moisturisers, antioxidants and vitamins. Soléo Organics is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products.

Visit [www.soleoorganics.com](http://www.soleoorganics.com)



## SPRING



Soléo Organics protecting you  
and your family from UVA & UVB rays...naturally  
Soléo Organics Creating a...

**SKNLife**

Soléo Organics is totally free of synthetic chemicals. It is formulated according to naturopathic principles, using only organic and all natural ingredients which are packed with botanical extracts, natural moisturisers, antioxidants and vitamins. Soléo Organics is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products. Soléo Organics family has grown to include L to R; Original Formula-High Performance (also in Natural Coconut Parfum), Everyday Formula-Extra Lite (Vegan) & (also in Natural Coconut Parfum), Face Formula-Moisturising (Vegan) & Baby Formula-Extra Sensitive. Visit [www.soleoorganics.com](http://www.soleoorganics.com)





## INTRODUCING SKNLIFE TO THE MARKETPLACE

### SUMMER

Soléo Organics Protecting  
your family from the sun

... naturally



Original Formula-  
High Performance  
Original Formula-  
High Performance Coconut  
Everyday Formula-  
Extra Lite  
Everyday Formula-  
Extra Lite Coconut  
Face Formula-  
Moisturising  
Baby Formula-  
Extra Sensitive

### Soléo Organics creating your SKLife

Soléo Organics is formulated according to Naturopathic principles, using only organic and all natural ingredients which are packed with botanical extracts, natural moisturisers, antioxidants and vitamins. Soléo Organics does not contain synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products.

Soléo Organics family has grown to include formulas which will be available soon - ask for them at your local pharmacy or health food store or go online to our new website [www.sknlife.com.au](http://www.sknlife.com.au) and enter the promotion code: Nurture20% to receive a 20% discount of your first order.







Soléo Organics natural science by



# INTRODUCING SKNLIFE.COM.AU

FREE shipping for orders over \$80AUD in Australia and New Zealand

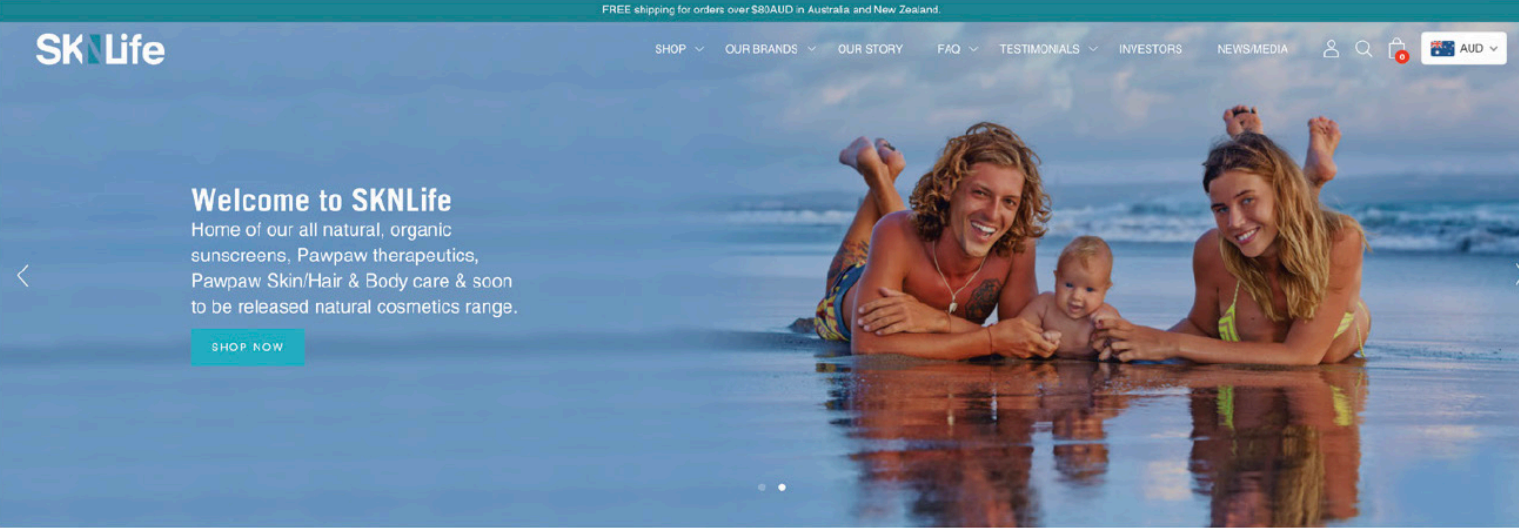
SKNLife

SHOP ▾ OUR BRANDS ▾ OUR STORY FAQ ▾ TESTIMONIALS ▾ INVESTORS NEWS/MEDIA     AUD ▾

Welcome to SKNLife

Home of our all natural, organic  
sunscreens, Pawpaw therapeutics,  
Pawpaw Skin/Hair & Body care & soon  
to be released natural cosmetics range.


SHOP NOW



Shop All Brands

SKN*Care*


SKN*Active*



Complete Skin Care Soap (3 bars)

☆☆☆☆☆


\$22.95 AUD



Complete Skin Care Cream (100ml)

☆☆☆☆☆


\$32.95 AUD



Hydrating Facial Cream (50ml)

☆☆☆☆☆


\$35.95 AUD



Complete Skin Care Body Wash (350ml)

☆☆☆☆☆





\$22.95 AUD

 Rewards

# INTRODUCING SKNLIFE.COM.AU

FREE shipping for orders over \$80AUD in Australia and New Zealand.

**SKNLife**

SHOP ▾ OUR BRANDS ▾ OUR STORY ▾ FAQ ▾ TESTIMONIALS ▾ INVESTORS ▾ NEWS/MEDIA ▾     AUD ▾


## Welcome to SKNLife

Home of our all natural, organic sunscreens, Pawpaw therapeutics, Pawpaw Skin/Hair & Body care & soon to be released natural cosmetics range.

[SHOP NOW](#)

### Shop All Brands


[SKNCare](#) [SKNActive](#)



Complete Skin Care Soap (3 bars)

☆☆☆☆☆


\$22.95 AUD



Complete Skin Care Cream (100ml)

☆☆☆☆☆


\$32.95 AUD



Hydrating Facial Cream (50ml)

☆☆☆☆☆


\$35.95 AUD



Complete Skin Care Body Wash (350ml)

☆☆☆☆☆

\$22.95 AUD

 Rewards

## CREATING A SKNLife

### SKNProtect

Our SKNProtect division was born out of 9 years research & development that resulted in a major advancement in sun protection technology. Based on all natural, organic ingredients our award-winning sun protection cream, Soléo Organics, is formulated to protect you from both UV-A and UV-B solar radiation while providing natural moisturising care for your skin.



### SKNActivs

This division was built around our proprietary papaya based filtrate containing the highest percentage of SE Papaya Formula in the market by far. Our therapeutics range, PapayaActivs, was developed using this powerful papaya extract base supplemented by proven ingredients used in traditional herbal medicine to treat a range of skin conditions.



### SKNCare

From our leading expertise in the use of SE Papaya Formula for the treatment of skin conditions, we developed a range of products for cleansing, hydrating, revitalising and generally caring for your skin. The Complete Esscience range of products is your skin's natural best friend.



### SKNCosmetics

This division is dedicated to bringing you all natural & organic cosmetics with ingredients such as Argireline and Cannabis carefully selected after independent scientific research. All the Elizabeth Jane range of products are therefore ideal for sensitive skin & provide an effective alternative to synthetic chemical based cosmetic care for your skin.



**Thank you for attending  
please feel free to test the new Elizabeth Jane  
Natural Cosmetics formulas  
in the down stairs boardroom.**

**SKNLife**

