



## Skin Elements Limited ASX ANNOUNCEMENT

ASX CODE:SKN

20 March 2020

### **Skin Elements Limited (SKN) – Launches New Skin Sanitiser Range**

Skin Elements Limited (ASX:SKN) (the Company) has, in its half year report announcement released to the market on 2 March 2020, confirmed its development program involving its Invisi Shield skin sanitiser range, and is now pleased to advise further details on Invisi Shield.

As part of its ongoing research and development into natural skincare formulas, Skin Elements has been collaborating with Absolut Solutions Pty Ltd over the past two years on research and development and test marketing in the hand sanitiser products sector.

Skin Elements is now proceeding to bring the project to commercialisation as a range of personal care hand sanitisers under the Invisi Shield brand.

Invisi Shield is a personal care sanitiser product range that offers personal users broad spectrum antimicrobial control and protection.

The current Invisi Shield hand sanitiser range is as follows:

- Invisi Shield Extended Life Hand Sanitiser – is a alcohol free formula with long lasting effectiveness against germs for up to 24 hours which is currently being produced and is not required to be registered by the Therapeutics Goods Administration (TGA). This product is deemed personal cosmetic products which comply with the Therapeutic Goods (Excluded Goods) Determination 2018. The product is available now in limited supply by contacting the Company directly, and online from the Company's website in April 2020.
- Invisi Shield Natural Hand Sanitiser – is a fast acting plant based alcohol formula with natural moisturisers is ready for manufacturing. This product is not required to be registered by the Therapeutics Goods Administration (TGA) and is deemed personal cosmetic products which comply with the Therapeutic Goods (Excluded Goods) Determination 2018. This products will be available in April online through the Company's website and through select Australian distributors.
- Invisi Shield Natural Alcohol Free Hand Sanitiser – is a plant based formula containing natural bioflavonoid extracts with up to 2 hours anti-microbial action which is currently being formulated. Once the new plant based formula have been finalized, the assessment of any applicable regulatory framework and appropriate independent laboratory testing program will be undertaken. This information together with expected

Natural Science by Skin Elements

32 Ord Street, West Perth  
Western Australia, 6005  
P 08 6311 1900  
F 08 6311 1999

[www.mcarthurskincare.com](http://www.mcarthurskincare.com)  
[www.soleoorganics.com](http://www.soleoorganics.com)  
[www.skinelementslimited.com](http://www.skinelementslimited.com)

timeframes on when this product will be made available for sale will be advised to the market at this time.

Mr Peter Malone Executive Chairman says “the unprecedented demand for hand sanitisers has seen the Company respond with a decision to proceed to launch the Invisi Shield hand sanitizer range”.

This announcement has been authorized by the Board of Directors.

**For further information, please contact:**

Peter Malone  
Executive Chairman  
Skin Elements Limited  
T: +61 439 430 770  
E: [peter@senatural.com](mailto:peter@senatural.com)

Media and Investor Inquiries  
James Moses  
Mandate Corporate  
T: +61 420 991 574  
E: [james@manadatecorporate.com.au](mailto:james@manadatecorporate.com.au)

**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, the Soléo Organics 100% natural and organic sunscreen, pawpaw based PapayaActivs natural therapeutic skincare, the Elizabeth Jane Natural Cosmetics brand, and the Invisi Shield skin sanitiser range. 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://skinelementslimited.com>

