

8 September 2015

NEW WORK PLAN WITH P&G TARGETING IN-SHAVE BENEFIT

- **Breakthrough opportunity in large scale shaving market**
- **First expansion for OBJ beyond skincare**
- **OBJ technology returns positive results in second major P&G trial**
- **Key P&G brands introduced to DCE technology**

Magnetic micro-array drug delivery and product enhancement technology company OBJ Limited (ASX: OBJ), under its ongoing and expanding relationship with Procter & Gamble (P&G), has signed a new work plan targeting the area of in-shave benefit.

The work plan sets out a program to quantify the opportunities for OBJ's magnetic microarray technology to drive new benefits in men's and women's shaving products.

"In-shave benefit is a sector where we see substantial opportunity for OBJ's technology because consumers already have an applicator in their hands," said Jeffrey Edwards, OBJ's Managing Director.

"The blade is an ideal carrier for our microarray technology as it allows us to take full advantage of normal consumer behaviour and potentially deliver a range of new benefits without any additional steps or effort by customers."

While being in a very early development stage, OBJ management believes its technology can excel in the shaving sector and generate benefits in what is an enormous available market.

Second major human clinical trial by P&G

Results have been released by P&G from a second major human clinical trial conducted by an independent US-based Contract Research Organisation. The clinical study was designed to quantify the effect of OBJ technology on key biological functions of the skin.

The results showed that the OBJ magnetic microarrays delivered substantial statistical improvements in key skin barrier functions and skin health indices when compared to the same formulation delivered using an identical applicator without OBJ's technology.

This large human clinical study represents a substantial investment by P&G in further validating OBJ's technology while highlighting its ability to improve skin health and cosmetic benefits.

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DCE applicator technology introduced

Recent meetings with P&G in Cincinnati, USA have provided OBJ with the opportunity to demonstrate its new Dynamically Configurable Emulsion (DCE) technology to a number of key P&G brands. A number of these brands have expressed substantial interest in the new technology.

The DCE technology is outside the scope of the existing P&G Product Development Agreement.

- Ends -

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.

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