

Bod Australia to enter natural medicine market with Pinpoint

Highlights:

- **Bod's first entry into the A\$4.6 billion natural medicine market**
- **Pinpoint will sit under the Bod Australia brand and is therefore a higher margin product**
- **Specifically formulated to facilitate learning, support memory and improve concentration**
- **Uses an extract of the herb Bacopa Monnieri**
- **Expected to be available for retail through pharmacies from February 2017**

Sydney, Australia – 3 November 2016 – Developer and distributor of natural, evidence based skin care and health products, Bod Australia Limited (“**Bod**” or the “**Company**”) has received notification that its Pinpoint product has been approved for manufacturing.

Pinpoint is Bod's first entry into the complementary medicines & natural health industry under the Bod Australia brand. Revenue from the industry reached \$3.5 billion in Australia during 2014 and is expected to grow to \$4.6 billion in 2017-2018 (*Source: Skincare in Australia Euromonitor International June 2016*).

Pinpoint uses a specific extract of the herb Bacopa Monnieri, which through numerous clinical trials has shown an ability to improve mental performance in adults and children aged seven years and over. This includes improved memory and recall, clear thinking, focus and mental calmness.

Bod has commissioned Sydney-based manufacturer, Sphere Healthcare, who was recently delivered a sample batch of the Bacopa Monnieri extract. This has since been tested and is now approved by Sphere for production. This will allow for the finalisation of product specifications, Therapeutic Goods Administration (TGA) listing on the Australian Register of Therapeutic Goods (ARTG) and the commencement of production. Bod expects Pinpoint to be available for sale in Australia from February 2017, with the product expected to retail at \$39.95 for 60 capsules.

Bod's sales team has tested the product conceptually with retailers and has received very positive interest to date.

Pinpoint will be targeted towards:

- Children and students to facilitate learning
- Professionals and people in high demand careers
- Mature and elderly people to reduce age related decline in mental performance



Bod Australia CEO Jo Patterson said: “We’ve seen excellent data to support the efficacy of Bacopa Monnieri. While the raw material has been known for many years we feel it has not been properly utilised and marketed for human consumption. We can see widespread application for an Australian manufactured product and look forward to releasing Pinpoint early in 2017.”



For more information: <https://bodaustralia.com/>

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About Bod Australia

Bod Australia Limited operates a skin care and health products business focused on all natural, evidence based products. Bod Australia has exclusive rights to distribute Dr Roebuck's in Australia, New Zealand and the export market to China, and BIOEFFECT in Australia. Lead by an experienced sales team which includes ex-Bellamy's sales representatives, the Company is focused on distribution of brands in the skin care segment and intends to develop new products across baby skin care and natural remedies for the enhancement of memory and recall.

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