



23 March 2021

### **Launch of 3<sup>rd</sup> commercial probiotic strain: to promote healthy skin**

Blis Technologies Limited's (BLT:NZX) latest commercial patented probiotic strain BLIS Q24™ is the key active ingredient in a new product line for the probiotic pioneers: cosmetic skincare.

The product will be launched under a new brand "Unconditional Skincare Co." and will be available exclusively online at [www.unconditionalskin.com](http://www.unconditionalskin.com). One product will be launched initially: Live Probiotic Hydration Serum powered by BLIS Q24™. Further cosmetic skincare products for the face are in development and the company is also considering a range of further potential applications including body and personal care.

The product is scientifically proven to promote skin health. In addition to significant clinical research, consumer market research has been undertaken in both NZ and the USA with ~130 consumers completing 30 days usage of the product during 2020/2021. Results were positive; the concept was highly engaging, and the product delivered. Key highlights included participants indicating a reduction in acne (~80%), less dryness (~82%) and a reduction in redness (~62%). Overall, 72% of participants indicated that the product was better than their regular moisturiser.

Blis has developed a breakthrough formulation (patent pending) that uniquely allows BLIS Q24™ to stay alive and have a long shelf-life (up to 2 years). This is viewed as a significant step forwards in the skincare industry. There has been a steady increase in the number of cosmetic skincare brands claiming probiotic properties, but most have been unable to produce a product that includes a true probiotic; that is live bacteria. Those that have, tend to have short shelf-life. Most products claiming to be "Probiotic" are using dead cultures, prebiotics (compounds that feed probiotics but are not probiotics themselves) or postbiotics (by-products of live bacteria or lysates).

BLIS Q24™ works with a range of skin types to re-balance the skin's microbiome, enhancing the natural qualities of skin. The probiotic strain works by inhibiting the growth of bad bacteria on the skin, therefore increasing prevalence of good bacteria. This provides the skin with the ability to fight off frequent issues including redness, blemishes, dryness and oiliness.

Probiotic skincare is predicted to be a key trend in 2021 as the skin microbiome becomes a consumer focus. Consumer interest in more natural and sustainable products is leading to a move away from big mass players and an openness to small, authentic and innovative brands. This provides an opportunity for Blis with its new breakthrough, innovative product: Live Probiotic Hydration Serum powered by BLIS Q24™.

The global premium skincare market was valued at US\$140 billion in 2019<sup>1</sup>. eCommerce is a big driver in the beauty and personal care category and is set to register a higher forecast compound annual growth rate (CAGR) than any other channel globally, at 11% over 2019-2024<sup>1</sup>. In addition, Covid-19 had a significant impact on buying patterns in the category and it is expected consumers will continue to shop online for skincare products.

<sup>1</sup> Passport - World Market for Beauty and Personal Care, September 2020: Euromonitor International

<sup>2</sup> Global Skin Microbiome Modulators Market: Focus on Products, Applications, Distribution Channels, Country Data (14 Countries), and Competitive Landscape - Analysis and Forecast, 2019-2030: Research and Markets

The relatively new global “microbiome modulators” skincare market was valued at US\$541 million in 2019 (of which the probiotic segment contributes roughly 68%) and is anticipated to grow to US\$2.97 billion by 2030. This is aided by the strong consumer trend towards the health of the microbiome (inside and out) and the search for natural ingredient-based products in the skincare category<sup>2</sup>. Strong growth is seen in both prebiotics and probiotics, with consumers looking for scientifically proven, active ingredients that can deliver results. Further evidence of the trend towards probiotic skincare investment is evident in the increased M&A activity in innovative small-sized businesses or start-ups: including Unilever Ventures acquiring shareholding in Gallinee (2018) and H&H Group acquiring Aurelia (2019).

## **Ends**

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## **About Blis Technologies Ltd**

*Delivering proven health benefits through evidence-based, advanced probiotics*

Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support, teeth and gum health and skin health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at [www.blis.co.nz](http://www.blis.co.nz).

Website: [www.unconditionalskin.com](http://www.unconditionalskin.com)

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