

## ANH BUSINESS UPDATE

Having successfully developed and marketed a range of products providing effective, topically applied relief from musculoskeletal pain, ANH will formally expand its product offerings on 29th October with the launch of a new range of products providing relief from the pain and irritation of psoriasis. The company has also initiated public trials of new product targeting a third significant market: headaches and migraines.

With Australian pharmacy presence picking up momentum, ANH has appointed Market Solutions Inc to provide U.S. representation for ANH products, developing and implementing a bricks-and-mortar retail strategy to sit alongside the company's Amazon online presence.

With inventory in bonded warehouses in mainland China, the company is well prepared to write distribution deals with immediate effect with professional buyers at the second China International Import Expo being held in Shanghai in early November.

## NEW PRODUCT RANGE

### Ocean Soothe Psoriasis Relief

Following successful public trials in Australia, and an expert panel review by dermatologists and psoriatic psoriasis sufferers in the US resulting in formal Seal of Recognition by the National Psoriasis Foundation (NPF), Abundant Natural Health will officially launch a psoriasis product range on Tuesday 29th October at Bondi Beach coinciding with World Psoriasis Day and accompanying media interest. This will be a unique product category promoted on the NPF website being 100% Natural.

With around 125 million people worldwide suffering from psoriasis (over 8 million in the US alone), no cure and treatment market (estimated at \$12.1 billion by 2024) characterised by marginal efficacy and significant side-effects, management regards this as a highly attractive market for which ANH appears to have a competitive offering.

The launch will be a public event involving psoriasis sufferers, health professionals and media, following which Ocean Soothe products will immediately be available online for purchase in Australia, the US and China, and subsequently rolled out to Australian pharmacies.



### NEW PRODUCT Magnesium Lotion

Also on 29th October, ANH will add a moisturising Magnesium Lotion to its musculoskeletal pain relief range in response to consumer demand for lotion delivery of magnesium in addition to our spray and gel options.

The worldwide pain management industry is estimated at US\$32 billion with opioid reliance.

## DISTRIBUTION

### US Distribution

Headquartered in Fort Worth, Texas and with offices spanning the United States, Canada and Mexico, Market Solutions Inc has been engaged to develop and implement a campaign to develop ANH shelf presence in mainstream and specialty retailers in the US for our Magnesium and Psoriasis ranges.

The role is substantially commission based, remuneration based on sales achieved. This retail strategy will complement the Company's Amazon.com placement and – for the psoriasis range – a National Psoriasis Foundation campaign targeting members, patients and medical practitioners.

### China Distribution

Over 400,000 purchasers conducted business at the inaugural China International Import Expo (CIIE) held last November with the organisers reporting orders and transactions worth US\$57.83 billion. ANH exhibited in 2018, achieving intense interest but was not positioned to immediately enter into distribution agreements.

From 5th to 10th November 2019, ANH will again exhibit at the CIIE, this time with inventory onshore in free-trade-zone bonded warehouses and an ecommerce platform which will facilitate both end-consumer sales and distribution agreements with third party (China based cross-border) online sellers. These resources are supported by Chinese language websites and a growing social media presence.



## NEW PRODUCT PUBLIC TRIALS

Abundant is currently conducting public trials of a 100% natural, innovative and effective, opioid-free nasal spray for the treatment of headaches and migraines.

Early results indicate the majority of participants experience a reduction in both the duration and frequency of migraine episodes. A positive correlation with pain intensity is also noted but more data is required to confirm an association.

Shareholders and the public are invited to participate at [abundantnaturalhealth.com/nasal-spray-trial-1](http://abundantnaturalhealth.com/nasal-spray-trial-1). The worldwide migraine market is estimated at US\$4 billion.

"In each of the three market segments we are targeting, strong growth outlooks which are underpinned by ageing demographics worldwide and expanding consumer interest in natural biologics," ANH General Manager, Shanan Birkin said. "They are also attractive because our OTC nutraceuticals do not require the capital expenditure associated with drug approval trials, and yet there is large and growing consumer demand for effective natural treatments."

Abundant Produce Limited's Annual General Meeting will be at 11 am on 29th November 2019 in the Company's offices at Unit 23, 376-380 Eastern Valley Way, Chatswood.

Immediately following the Annual General Meeting, shareholders will be invited to the opening of the Company's new Good Manufacturing Practice production laboratory (currently in the final stages of construction).

This facility will allow the Company to develop, manufacture and test new formulations entirely in-house, prototyping innovative new products for testing and public trials.

"Abundant Natural Health uses cutting edge science and relentless experimentation to harness 100% natural biologics and minerals, revolutionising the way we treat debilitating conditions such as psoriasis, muscle aches and pains, and migraines," Shanan Birkin said. "We look forward to providing shareholders with a glimpse of this process and the chance to meet some of the people who bring these wonderful products to life."

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## **ABUNDANT PRODUCE LTD**

ABN 46 606 255 887

ASX CODE: ABT

### **AUSTRALIAN REGISTERED OFFICE**

Unit 23  
376-380 Eastern Valley Way  
CHATSWOOD NSW 2067 AUSTRALIA

### **CONTACT DETAILS**

Telephone	+61 475 148 018
Email	<a href="mailto:admin@abundantproduce.com">admin@abundantproduce.com</a>
Web	<a href="http://www.abundantproduce.com">www.abundantproduce.com</a>

