

## New Product Launch - Tomato Infusion Lips Alive

### ASX Announcement

6 September 2017

### Highlights

- **Launch of Abundant Natural Health's second nutraceutical product: Tomato Infusion "Lips Alive".**
- **Further product releases are planned this year and the product pipeline is on track for a comprehensive portfolio by the end of 2018.**
- **Application approved for a \$98,020 grant under the "Innovation Connections Project Contract" with AusIndustry/UNSW and ABT. Abundant to match on a dollar per dollar basis.**

Abundant Produce Ltd (ASX: ABT, "Abundant"), is pleased to announce the launch of the second in a range of products by wholly owned subsidiary Abundant Natural Health Pty Ltd (ANH).

### Tomato Infusion Lips Alive

The culmination of several years of research, Tomato Infusion Lips Alive naturally relieves and protects dry and sun damaged lips. Shanan Birkin, CEO of ANH comments "this is the next step in a trio of Tomato Infusion complete face skin care products, the idea is to get the Abundant name on everyone's lips, pardon the pun." Ms Birkin commented further "research conducted by ANH distribution partners has highlighted the expected strong uptake of a natural effective lip balm particularly in the key China marketplace".

Tomato Infusion Lips Alive 10ml, is a sensuous lip balm containing our active lycopene ingredient to help smooth out dryness and sun damage, ease inflammation and restore aging and natural health to your lips.

Production is scheduled to commence in late September, with release early November 2017 – just in time for the Christmas rush. Branding is currently being finalised and Lips Alive will be available via ANH website in November coinciding with the market release.

Tomato Infusion products make use of the powerful antioxidant properties of lycopene, which studies have found to be much more effective in neutralizing free radicals than any other carotenoids found in the skin. Lycopene naturally helps the skin to defend itself against sun damage and oxidative stress, and to reduce roughness, wrinkles, and other visible signs of ageing.

As the product has a true scientific active it is positioned as a premium product above your normal everyday lip balm. ANH is focused on real science that gives real results that customers will realise naturally.



### **The Product Pipeline – Positioned for Growth**

Plans are on track to have several more nutraceutical products ready for manufacture and sale by the end of this year, primarily into China.

The plan is to have further product releases in 2018 which will provide ANH with a portfolio of around ten personal care products using plants naturally purpose-bred at the University of Sydney's Plant Breeding Institute. Extraction techniques are developed and tested in UNSW laboratories in order to avoid conventional chemical solvents and so maintain the efficacy of active botanical ingredients.

The Tomato Infusion range utilises UNSW's low temperature 'supercritical fluid extraction' technologies.

"We compress carbon dioxide gas to a critical level where it takes on properties closer to those of a liquid," Dr Matt Turner ANH Scientific Advisor. "Adjusting the temperature and pressure, we fine tune diffusivity and density to extract unpolluted nutrients in their active form so they can work their natural magic on our skin."

### **The Business Model: Research and Export Focus**

ANH diversifies revenue within the Abundant Group by accessing an entirely different market sector to take advantage of Abundant's core business model: collaborating and partnering with Australia's senior public research institutions and leveraging their wealth of scientific expertise and research infrastructure to develop internationally competitive products in both plants (seeds) and natural health products.

"A relentless focus on the world leading research taking place in Australia's knowledge cluster makes our products the equal of anything currently available," ABT CEO, Tony Crimmins said. "It also allows us to take advantage of Australian Government research grants dedicated to promoting Australian innovation whilst leveraging a low-cost royalty stream business model (seeds) and an export focused, cash generating natural health business."

"We built Abundant from the ground up to become one of Australia's new breed of export-driven businesses," Tony Crimmins said. "We integrate local scientific excellence with global distribution powerhouses to deliver Australian innovation to the world."

Abundant has just received the \$98,020 grant for further projects with UNSW from the Federal Government. "The precise details of the project are confidential but the results are expected to be very beneficial for ABT shareholders and users of our products alike," Shanan Birkin said, "innovation is important in the skin care business. Skincare is the biggest segment in the beauty industry with its global sales expected to exceed \$130 billion by 2019."

### **For more information, please contact:**

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### **About Abundant Produce Ltd**

Abundant Produce Ltd (ASX: ABT) develops agricultural intellectual property, creating superior seeds and now producing skin care products based on natural vegetable extracts. Based in Sydney and Cobbitty (at the University of Sydney's Plant Breeding Institute), Abundant breeds superior vegetable seeds for food producers, and vegetable plants for their active extracts. Abundant specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape, developing innovative products to target demand for highly productive food crops that thrive in low-tech conditions.