

## MEDIA COVERAGE



### **ASX Company News: Holista CollTech Develops Food Grade Sheep Collagen**

October 26th, 2010

Holista CollTech Limited (HCT), an Australian Securities Exchange-listed company with operations in Malaysia and Australia, announced that it has completed the required research and development (“R&D”) to develop the world’s first food-grade sheep (ovine) collagen using all halal processes and protocols.

Building on its earlier world-first patented processes of extracting ovine collagen for medical and cosmetic use, Holista recently completed R&D at its Malaysian facility to develop foodgrade ovine collagen which is compliant with Islamic laws, opening significant new market opportunities.

Collagen has been consumed for centuries as part of Traditional Chinese Medicine – and is widely used in China, Taiwan, Korea and Japan. The most common protein found in humans, it also has applications in modern medicine for anti-ageing, burns, bone health, and in a wide range of cosmetics. Ovine collagen has been proven to heal wounds and burns.

Traditionally, collagen has been extracted mostly from cows (bovine) or pigs (porcine). Bovine collagen presents problems for Hindus and Buddhists who cannot use beef products, and for potential users concerned by recent incidents of “mad cow” disease, while Muslims are prohibited from porcine products. Holista’s disease-free collagen will address a significant market gap as it is culturally neutral to most potential users.

Holista completed six months of R&D with a team from the University of Science, Malaysia, to develop the processes and protocols to make its ovine collagen halal. It is applying to Malaysia’s Department of Islamic Development (JAKIM) for certification, which will qualify it for use among Muslims and for export to the Middle East and countries with significant Muslim populations.

Shortly after the completion of the research project, Holista successfully developed a foodgrade collagen prototype at its pilot plant on the outskirts of Kuala Lumpur. Holista’s CEO Dato’ Dr. Rajen Marnickavasagar (“Dato’ Dr. Rajen”) said, “Following these successes Holista is proceeding with plans to build a facility to extract halal ovine collagen commercially. We had earlier acquired a parcel of land in a biotechnology hub near Kuala Lumpur and will commence



## MEDIA COVERAGE

construction in November 2010 of a purpose-built facility.”

[www.holistaco.com](http://www.holistaco.com)