



## **PRESS RELEASE**

# **ASX-listed Holista Secures Global Rights To Distribute Stem Cell Supplement Harvested From Algae**

**PERTH/KUALA LUMPUR, 14<sup>th</sup> November 2017** – Australian Securities Exchange-listed Holista CollTech Ltd (ASX:HCT, “Holista”) said today that it has secured global distribution rights for a supplement, sourced from algae found in pristine conditions in a lake in the United States, that can enhance stem cell growth and promote its release.

The Aphanizomenon Flos-aquae (“AFA”) algae, harvested from Klamath Lake in Oregon, is considered to be the most pristine environment in North America after Alaska – the only place in the United States where the bald eagle is still sighted.

The algae’s unusual properties are due in part to the fact that it grows on the surface of the lake that sits on top of a 7,700-year bed of rich volcanic ash.

Developed by renowned scientist Dr Stefano Scoglio (“Dr Scoglio”), the Klamath algae (AFA) product “Klamax™” includes two patented AFA extracts:

- Klamin®, which has a high concentration of phenylethylamine (“PEA”), a powerful molecule endowed with neuromodulating, immune-enhancing and neuronal stem-cells promoting activities;
- AphaMax®, concentrating AFA-phycoyanins and endowed with strong antioxidants, anti-inflammatory, and somatic stem-cells promoting activities.

“When consumed, the Klamax™ product (which contains a proprietary blend of Klamin® and AphaMax®) effectively enhances general wellness and anti-aging health, by promoting and supporting a normal neurological, somatic and stem-cells physiology,” declared Dr Scoglio, who is also the Nobel Prize Nominee for Medicine this year.

Holista intends to develop oral and transdermal preparations to be sold through network marketing platform, iGalen International Inc (“iGalen”), which has an agreement to source all its bio-pharmaceutical and dietary supplements products. iGalen has more than 12,500 distributors worldwide, and intends to enter Australia and New Zealand, apart from United States, Canada, Malaysia, Singapore and Philippines.

“The AFA algae is highly sought after for its rejuvenative properties. We are delighted that Dr Scoglio has entrusted us to roll out this product for the global stem cell market, which is growing at a rapid pace. His many publications and exclusive ownership of key patents is going to be an asset in our attempts to take on this market,” said Holista CEO Dr Rajen Manicka.

On 9 August 2017, Holista announced that it had secured the global rights for Emulin®, an all-natural carbohydrates manager developed by two Nobel Prize nominees.

On 21 September 2017, Holista announced that it was acquiring a 47% stake in iGalen from Dr Rajen for a nominal consideration of US\$1 pending shareholder approval.

**-END OF PRESS RELEASE-**



### **About Holista CollTech Ltd (HCT)**

Holista CollTech Ltd (“Holista”) is a research-driven biotech company and is the result of the merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd. Headquartered in Perth with extensive operations in Malaysia, Holista is dedicated to delivering first-class natural ingredients and wellness products and leads in research on herbs and food ingredients.

Holista, listed on the Australia Securities Exchange, researches, develops, manufactures and markets “health-style” products to address the unmet and growing needs of natural medicine. It is the only company to produce sheep (ovine) collagen using patented extraction methods, and is on track in nanonizing and encapsulating liposomes for the ovine collagen. Holista has suite of ingredients that is capable of serving the industry to provide low-GI baked products, low sodium salt, low fat fried foods and low calories sugar without compromise in taste, odour and mouth feel.

For more information on Holista: [www.holistaco.com](http://www.holistaco.com).

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