

31 August 2010

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**Holista CollTech Announces full Scientific Advisory Board**

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Holista CollTech Limited (the “Company”) is pleased to announce the finalisation of its Scientific Advisory Board, which sees the appointment of some of the world’s leading natural products scientists.

The appointments to the advisory board include:

1) **Professor Larry Walker**

Professor Walker is the **Director, National Center of Natural Products Research (NCNPR)** of the United States, based at the University of Mississippi, where he has worked for 10 years. The NCNPR is a highly acclaimed research center, whose work includes a collaborative agreement with the United States Food and Drug Administration (FDA) on botanical supplement research. Professor Walker also serves on the powerful National Complimentary and Alternative Medicine Advisory Council. He holds a doctorate in pharmacology.

The Company has been undertaking research in the United States, particularly with the NCNPR, to assist in developing a market for it’s rainforest herbs into the United States – the world’s largest botanicals market. The work undertaken in collaboration with the center has significantly advanced the Company’s expertise in developing one of Malaysia’s leading herbs – Kacip Fatima (*Labisia pumila*). The Company has been undertaking botanical research at the center since 2007.

2) **Professor Jeya Henry**

Professor Henry is the **Director, Functional Food Center of Oxford Brookes University**, which is the largest University and food activity center in Europe. The center has tested more than 700 different international foods brands throughout Europe, and also globally. Professor Henry brings significant expertise in food science and nutrition, which allows the Company to collaborate on new ideas and innovations that are fundamental to the growth of the Company. This expertise allows the Company to fulfill its vision of providing natural solutions to some of the problems facing the food industry globally.

3) **Professor Gulam Nabi Qazi**

Professor Qazi is the **Vice Chancellor, University of Hamdard**, India. Prior to this, he was the **Director** of the **Indian Institute of Integrative Medicine (IIIM)** in Jammu. Professor Qazi’s expertise in biotechnology and botanicals has allowed the Company to undertake its early botanical research at IIIM and with the assistance of Professor Qazi, has allowed the Company to be a co-inventor on 3 patents using the herb Kacip Fatima (*Labisia pumila*).

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The University of Hamdard is a leader in the area of nanotechnology. The Company has been working with Professor Qazi to advance its nano collagen research, a development that is now in its final stages prior to filing of patent and commercialization.

4) **Professor Aishah Latif**

Professor Latif is the **Director of the Center For Advanced Analytical Toxicity Studies (CAATS) of the Science University of Malaysia**, which has achieved accreditation under the National Association of Testing Authorities of Australia (NATA). Professor Latif holds a doctorate in pharmacology.

With the help of Professor Aishah, the Company's hydrolyzed (food grade) collagen research and development was carried out at the center, which allowed the hydrolyzed collagen to achieve the molecular size of 3 kilodaltons. Since this research was undertaken, the Company has developed proprietary "halal" enzymes and processes to provide maximum yields. The Company continues to work with CAATS on testing, analysis, and accreditation of its "halal" ovine collagen, which will be commercialized after the ovine collagen.

5) **Professor A. N. Rao**

Professor Rao has been the **Head of the Botany Department of the National University of Singapore** for 40 years, and is currently the **Emeritus Professor of Botany**. Professor Rao has a developed network of leading scientists in the area of botanicals, particularly in medicinal plants of the tropics and the rainforest. He is the **Editor in Chief** of the **Journal of Tropical Medicinal Plants** – the only journal in the world focusing in the niche areas of tropical medicinal plants.

6) **Dr. Deborah Cooper**

Dr Cooper was formerly, **General Manager** and **Chief Scientific Officer** of Colltech Australia Limited. Dr Cooper received her doctorate in cell biology from the University of Cambridge, and was responsible for the early work on sheep (ovine) collagen for the Company. Dr Cooper currently works with the Company's research team in Kuala Lumpur, along with researchers at the Science University of Malaysia in Penang in the development of the hydrolyzed collagen, and with the University of Hamdard, India on the development of the nano collagen.

The Scientific Advisory Board is headed by the **Group CEO – Dr. Rajendran Marnickavasgar** who is himself a pharmacist with a doctorate in Holistic Medicine with specialization of nutrition and effects on biological markers.

**Market Update**

During recent months, the Company has been working with Professor Henry on the development of several new products. To date, the Company has filed patents for various combinations of botanicals that lower the glycemic index of baked goods by 40%.

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In September, the Company will file a patent for a low fat chip that lowers the “fat pull” of potato fries by 40%.

The Company has also been working on the filing of a patent for “low sodium salt”. It is anticipated that this patent will be filed in November of this year.

These 3 patents have tremendous applications in the food industry that is under public and regulator pressure due the 4 “S” threats - Sugar, Salt, Starch and Saturates.

The company has filed 5 patents so far and plans to file 4 more in the course of this year, including a patent for Tongkat Ali (*Eurycoma longifolia*) in September 2010.

The appointments to the advisory board will ensure that the Company continues to advance world class science into products and solutions that will benefit humanity at large.

Your Faithfully

Ben Donovan  
Company Secretary

### About Holista CollTech Limited

Holista CollTech Ltd is a merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd focusing on natural ingredients for health supplements and lifestyle products. The company is the only producer of sheep (ovine) collagen using its patented extraction methods and is on track to develop a nano-encapsulated ovine collagen. Holista CollTech leads in research on herbs and food ingredients from Malaysia’s rainforest – the oldest in the world. The company’s mission is to build a world class company, focus on providing consumers with scientifically enhanced, engineered and tested natural health supplements and consumer products. The company is listed on the Australian Securities Exchange (HCT).

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