

# Skin Elements (ASX:SKN) and Holista Colltech (ASX:HCT) collaborate to produce all natural sanitiser

ASX:SKN MCAP \$6.035M



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 03 April 2020 12:31



Executive Chairman, Peter Malone  
 Sourced: Business News

- Australian companies Skin Elements (SKN) and Holista Colltech (HCT) have entered into an agreement to launch a natural alcohol-free hand sanitiser
- The collaboration will see Skin Elements' natural formula combined with Holista's Path-Away agent to produce a softer, all-natural hand sanitiser
- The companies claim the new formulation will be softer on hands after repeated use as it's alcohol-free
- The Path-Away agent is claimed to be a powerful killer of more than 170 viruses, bacteria and fungi - naturally and without side effects
- The Skin Elements range is internationally recognised for its high-grade natural cosmetic care products

- Skin Elements will manufacture and distribute the product via its pre-existing network of four distributors, with reach to 10,000 retail outlets
- Skin Elements is up a remarkable 116 per cent to 4.1 cents a share. Holista Colltech has seen a 19.1 per cent jump, with shares selling at 12.5 cents each

Australian companies Skin Elements (SKN) and Holista Colltech (HCT) have entered into a binding agreement to launch a natural alcohol-free hand sanitiser.

The collaboration will see Skin Elements' new skin-sensitive, anti-microbial formula combined with Holista's Path-Away active ingredient to produce a softer, all-natural hand sanitiser.

## Soft and Safe

The companies claim the new formulation will be softer on hands after repeated use as it's alcohol-free. The combination of Skin Elements' advanced natural skincare and Holista's proven sanitising agent is a drawcard for people seeking eco-style products instead of harsh chemical disinfectants.

The Path-Away agent claims to be a powerful killer of more than 170 viruses, bacteria and fungi - naturally and without side effects. Holista also says it is non-irritant, doesn't stain and is odourless.

While it has been shown to kill a range of viruses - including [other coronaviruses](#) - it hasn't yet been specifically proven against COVID-19, though lab work is ongoing.

The new Invisi Shield Natural Hand Sanitiser is currently being formulated by Skin Elements using third party independent test results on ingredients. Once the product has been finalised, further appropriate independent laboratory testing will be undertaken as required.

HCT's Path-Away active ingredients are listed as Generally Recognised as Safe (GRAS) under the Code of Federal Regulations and Federal Drug Administration (FDA) and have been successfully tested at several laboratories approved by the World Health Organisation. The Skin Elements Soléo Organics range has regulatory approval with the FDA, Therapeutic Goods Administration (TGA) and other significant regulators.

The new Invisi Shield sanitiser will not be required to be registered by the TGA as it is deemed a personal cosmetics product, so it will essentially be already approved for market once the final formulation is devised.

## Path-Away to Market

Holista has the exclusive rights to distribute the Path-Away sanitiser ingredient in Australia. Skin Elements has the capacity to produce up to 20,000 100ml bottles of Invisi Shield a month at its West Perth facility. The company says it will conduct quarterly reviews to assess whether expanded production is required based on demand.

Holista will ship Path-Away concentrate to Skin Elements, which will use the product to produce Invisi Shield under recommended dilution guidelines. Under the terms of the agreement, the initial order for the concentrate will be a minimum of \$600,000 in the first year. Payment terms will be 50 per cent on order and 50 per cent before shipment. Quantities will be reviewed quarterly and adjusted based on demand and production capacity.

Skin Elements will distribute the product via its pre-existing network of four distributors, with reach to 10,000 retail outlets. SKN plans to introduce other bottle sizes, and to increase production capacity as demand across Australia and New Zealand - and potentially the globe - as required.

CEO of Holista Dr Rajen Manicka says the combination of natural ingredients in a powerful sanitiser will be an in-demand product, even after the pandemic has passed.

"Life after COVID-19 will see more use of sanitisers at a personal level and I am happy to see two Australian companies take the message of "all natural and alcohol free" to the world as an alternative to alcohol."

In early trade both companies have seen a sizeable boost. Skin Elements is up a remarkable 116 per cent to 4.1 cents a share. Holista Colltech has seen a 19.1 per cent jump, with shares selling at 12.5 cents each as at 12:02 pm AEDT.