

MEDIA RELEASE – ASX-Listed Holista Develops Nano-Collagen with India’s Hamdard University

Malaysian-based, Australian-listed Holista and India’s Hamard University Develop Nanonized Collagen Which Can Be Applied On Human Skin

Kuala Lumpur/Perth, 25 July 2011 – Australian Securities Exchange-listed (ASX :HCT) **Holista CollTech Limited** (“Holista”), a biotech research company with operations in Australia and Malaysia, said today it has successfully developed and filed a patent jointly with India’s Hamdard University to produce *collagen nanoparticles* which maintain their integrity, effects and safety.

Holista, which recently successfully developed and patented the extraction food-grade collagen from sheepskins and qualify it for halal (approved for use by Muslims) consumption, can use this latest patent to make collagen as true nano-particles (below 100 nanometers in size) which can in turn be applied on human skin instead of normal ingestion of collagen.

The ethical committee of Hamdard University, known for its nanotechnology research, approved pharmacokinetic studies conducted over 18 months in collaboration with the Indian Institute of Nuclear Medicine and Allied Sciences, and the results showed a 300 percent improvement in collagen retention in the skin.

Safety studies in the form of MTT Assay (cell viability) were done with the All Indian Institute of Medical Sciences.

The Vice Chancellor of Hamdard University, Dr Gulam N Qazi, said: “Hamdard University has world-class competencies in nanotechnology that this successful collaboration has clearly shown.”

Dr. Rajendran Marnickavasagar, CEO of HCT, said the success in nanonized collagen is a major breakthrough for the company. “This is another value addition to our ovine collagen extraction patent. Nanonized collagen, which increases skin hydration by three fold, would be a very valuable offering to the highly competitive global cosmetic industry.”

The company has started talks with a leading company in the cosmetic industry with interest in collagen based products.

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About Holista CollTech Limited

Listed on the Australia Securities Exchange (ASX:HCT) since 2004, Holista CollTech Ltd is a research-driven biotech company dedicated to delivering scientifically enhanced, engineered and first-class natural health supplements and wellness products for the general consumers. The Group develops, manufactures and commercialises “health-related” products to address the unmet and growing needs of natural medicine and is the only company producing sheep (ovine) collagen using its patented extraction methods.

Holista’s main operations are in Malaysia where it specialises in the research and development (R&D) and commercialisation of ovine collagen. Its other operating subsidiaries include Total Health Concept Sdn. Bhd. which distributes health supplements in Malaysia and South East Asia.

Holista has filed several global patents, two of which have been granted. To advance R&D in nutritional products, the Group is collaborating with world-leading institutions such as the University of Western Australia, Oxford Brookes University (UK), National Centre for Natural Products Research (US), Indian Institute of Integrative Medicine and University of Hamdard (India) and Tsinghua University (China).

The Group has a customer base of 45,000 and access to more than 1,700 distribution points.

For more information, visit www.holistaco.com

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