

**19 SEPTEMBER 2012**

## **Exclusive Distribution Agreements for Ovine Collagen In North Asia And South East Asia**

Listed Australian life sciences company Holista Colltech Limited (ASX:HCT) has celebrated the completion of its Collagen plant re-design program in Western Australia, with the signing of its first two annual contracts for the distribution of cosmetic-grade ovine collagen.

The initial commitment is for 24,000 kilograms per annum of cosmetic grade Ovicoll to be produced at the newly renovated and re-engineered plant, located 200 kilometres south-west of Perth in Collie, Western Australia.

The contracts (worth in total nearly AUD 1.5million) are with German giant Behn Meyer and American corporation Connell Bros. Company (CBC). Both companies have committed to 12,000 kilograms of product each, providing significant product profitability and cash flow for the business.

“Behn Meyer is a global giant spanning 11 countries and 22 offices and started selling our first ovine collagen products in Thailand in November of 2011 and since then they have received very positive feedback from consumers,” said Holista Colltech CEO Dr Rajen Manicka.

Behn Meyer will have a regionally exclusive distribution arrangement for ovine cosmetic collagen in South East Asia and Connell Bros. Company will have exclusive arrangements for North East Asia.

“Importantly, the agreements will include future products like nano collagen, collagen peptides and a higher-grade collagen and they especially like the advantages of sheep collagen over cow and pig derived product and the fact Australian sheep are disease free,” said Dr Manicka.

Following a production re-design of its plant in Collie, the company will have the capability to produce four thousand kilograms of high-grade collagen per week, for the global cosmetics industry.

“The company is now in a sales and production mode with our ovine collagen and these powerful distribution arrangements give us access to fast growing markets in Asia,” said Dr Manicka.

**About Behn Meyer:** A German company founded in 1840 and now a specialty cosmetic and food ingredient supplier for a wide variety of industries across South East Asia.

**About Connell Bros. Company:** Part of the Wilbur-Ellis group of companies, a leading international marketer and distributor of agricultural and industrial products.

**About Holista Colltech:** With offices in Australia and Malaysia, the company produces high grade oviceuticals (derived from sheep) for food and cosmetic industries from a state of the art plant in Collie, makes value-added food ingredients to enhance health outcomes for fast and processed food without changing taste, flavour and appearance and is supported by superior distribution channels in Asia.

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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 patent applications, 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](http://www.holistaco.com)

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