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#### Directors

Anthony Ho – Chairman  
NH Chua – Managing Director  
Patrick Ford – Non-executive  
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Peter French – Scientific  
Director  
Max Parkin – Executive  
Director

Corporate Information  
ASX Code: BXN



18 September 2017

## Bioxyne extends probiotic range, launches new website and marketing campaign

### Highlights

- Bioxyne's existing products, Progastrim® for gut and immune health, and proTract® for infants with atopic dermatitis (eczema) repackaged and available online
- New bioxyne.com website released with increased e-commerce capabilities, product resources and investor information

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**Bioxyne Limited** (ASX:BXN) is pleased to provide investors with a progress update regarding marketing of the Company's proprietary probiotic range.

### **New product packaging**

Bioxyne's two locally produced probiotic products - Progastrim® for gut health and immunity; and proTract® for infants with atopic dermatitis (eczema), have been repackaged to better position the products for local and China sale. The packaging reflects the Australian origin of the products and their clinical effectiveness.

Earlier this year the Therapeutic Goods Administration (TGA) reviewed the evidence supporting proTract's strong claims for improvement of eczema symptoms in infants and confirmed that the claims comply with their guidelines.

Each of the products in the range contains *Lactobacillus fermentum* VRI-003 – a potent strain of probiotic bacteria scientifically and clinically demonstrated to colonise the gastrointestinal tract and improve gut health, and to boost the immune system of infants and adults, including endurance athletes.

The marketing of Bioxyne's own probiotic range follows many years of sales of the active ingredient in products internationally, including the USA, Europe and Asia.

### **New [Bioxyne.com](http://www.bioxyne.com) website for consumers and investors**

In order to better support Bioxyne's product marketing, the [www.bioxyne.com](http://www.bioxyne.com) website has been redesigned.

Consumers can order the Bioxyne products directly through the new website, which also includes a Wellbeing Hub - containing a library of news, publications, clinical studies and other information highlighting the strong body of clinical evidence that reinforces the health benefits of using Bioxyne's products. A customer service hub has been implemented to support growing product sales.

Within the new website, an improved investor centre has also been launched. The investor centre contains Bioxyne's recent announcements, share price information, fact sheets and an email alert facility through which investors can access copies of announcements as soon as they are released to market.

### **Clinical study outcomes unveiled with new product range at Australian 'influencer' events**

Earlier this month, a series of Australian events commenced, designed to provide media and 'influencers' with access to the full domestic Bioxyne range of products and to discuss new research findings in the gut microbiome, probiotics and health.

At the initial event in Sydney, Bioxyne's Scientific Director, Dr Peter French, summarised the scientific evidence for the critical importance of the gut microbiome in general health, and what is known about the health benefits of some probiotics. Speaking at the event, Dr French said, *"The question now isn't whether probiotics are good for you, but which probiotics should be consumed and for what purpose. Consumers should look for probiotics that are of human origin, resistant to acid and bile, and that have been scientifically and clinically tested for their health claims. PCC® has an advantage over most other strains on the market due to the extensive scientific and clinical trials that demonstrate its health benefits."*

In follow up to the Sydney event, additional seminars are expected to occur over the coming months. A video of the first session is available here:

<https://bioxyne.myshopify.com/blogs/news/we-explain-the-science-behind-pcc>

The full set of clinical research outcomes can be seen at [www.bioxyne.com](http://www.bioxyne.com).

For further information:

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### **About Bioxyne**

Bioxyne Limited (ASX:BXN) is an Australian life sciences, health, beauty and nutritional wellbeing company (incorporated in 2000) with a focus on functional foods for nutritional wellbeing, beauty and immunotherapeutic products.

Bioxyne owns the patented probiotic, *Lactobacillus fermentum* PCC® plus a number of registered fictional food formulations.

Bioxyne's focus is on the development and establishment of direct sales presence in Asia, Australia and New Zealand to distribute its range of registered functional food, beauty and probiotic products with its patented strain of *Lactobacillus fermentum* VRI-003 (PCC®). The PCC strain is manufactured and distributed by Chr. Hansen (Denmark) a global leader in the manufacturing of natural food cultures and supplements products.

For more information on Bioxyne, please visit [www.bioxyne.com](http://www.bioxyne.com)