



PHOSPHAGENICS

*Company Announcement*

## **Phosphagenics New Elixia Skincare Products to Launch on Shopping TV**

**7 April 2011, Melbourne, Australia:** Melbourne biotechnology company Phosphagenics Limited (ASX: POH, OTCQX: PPGNY) is launching its new Elixia® skincare range on Foxtel's shopping channel TVSN.

The first on-air event is scheduled for this weekend beginning Friday 8 April. As part of the launch, Phosphagenics' CEO, Dr Esra Ogru, will be presenting the scientific benefits of the Elixia® line during six hourly live shows between Friday and Sunday 10 April.

The launch event will introduce Phosphagenics' Elixia's High Performance Range and Natural Anti-ageing Range to TVSN's vast audience. Dr Ogru will describe the substantial advantage of its patented TPM® Delivery Technology to deliver topical products into the skin.

TVSN is Australia's only TV Shopping Network and reaches over 7 million people via FOXTEL, AUSTAR and OPTUS. TVSN is open for shopping 24 hours a day, seven days a week via Channel 176 and the website. With over 5,000 products including Health and Beauty, TVSN produces 84 hours of live television every week in Australia and is wholly owned by Direct Group Pty Ltd.

"Phosphagenics is determined to successfully launch its over-the-counter products in Australia to the benefit of both its shareholders and Australian consumers," said Dr Ogru. "The point we keep stressing is that TPM® technology is delivering extraordinary real and visible results for skin, and is backed by proven science that is also used in pharmaceutical products. We believe that the consumer deserves a product that works."

"TVSN shapes up as an excellent platform for Phosphagenics' products because we are able to directly educate consumers about our products and the technology that backs them up."

Online and direct shopping have become major distribution channels for brands. In the US home shopping is a \$10 billion annual industry and home shopping in Australia is estimated at \$1.4 billion in 2010 according to a recent Euromonitor market report.

**Ends**

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## **About Phosphagenics**

Phosphagenics is commercialising drug delivery applications based on its novel transdermal (drugs administered via skin) TPM® – Targeted Penetration Matrix technology. TPM® is a patient friendly and cost effective system used to deliver proven pharmaceutical and nutraceutical products.

The lead product advancing through clinical trials is an oxycodone matrix system.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).

[www.phosphagenics.com](http://www.phosphagenics.com)