



“ESSENTIAL OILS OF TASMANIA SPEARHEADS CONSORTIUM DRIVING COMMERCIALISATION OF BIOACTIVE EXTRACTS”

Atlas Pearls and Perfumes Limited (ASX: ATP) (“Atlas”) is pleased to announce that its wholly-owned subsidiary, Essential Oils of Tasmania (EOT), is driving the next stage of the commercialisation process of its bioactive plant extracts intended for cosmetic use.

A consortium of research partners established in a Tasmanian-based 2011 collaboration (EOT, Botanical Resources, IP Pragmatics, Diemen Pepper, Ranicar Pacific, MacTavish West and Rural Industries Research and Development Corporation (RIRDC)) have successfully completed the initial stages of analysis on new Tasmanian bioactive plant extracts.

The primary aims of the Australian Bioactives Consortium were to deliver Tasmanian sourced stable plant extracts with proven bioactivity relevant to the cosmetics industry.

The Consortium’s research identified three plant extracts with the greatest market potential: Tasmanian Native Pepper leaf (*Tasmannia lanceolata*), Blackcurrant cane (*Ribes nigrum*) and Tanacetum daisy flower (*Tanacetum cinerariifolium*).

Working into phase two of development in the next year, EOT will further refine research parameters, assess scale-up manufacturing capacity and investigate the commercialisation opportunities of the extracts.

Essential Oils of Tasmania Business and Product Development Manager, Lisa Lods, is working closely with the cosmetics industry to commercialise the identified bioactive extracts.

In commenting on the next stage of commercialisation, Ms Lods said:

“We are delighted with the outcomes of the research Consortium and are looking forward to working in continued close partnership with the Consortium members as we refine our research and investigate the commercialisation process of selected natural Tasmanian bioactive plant extracts.”



In commenting from a business impact point of view, Mr Stephen Gleeson, the newly installed Managing Director of EOT said:

“Essential Oils of Tasmania sees great market potential for these extracts in the cosmetics industry and will continue to explore a range of international opportunities to commercialise this exciting part of Atlas Pearls and Perfumes land based business.”

EOT will build and commission an innovative manufacturing facility in Tasmania for production of fragrance, flavour and cosmetic ingredients from unique Australian indigenous botanicals and marine (pearls) and fungal products, and secure long term supply agreements for these products.

It will include Australia's first commercial Supercritical Fluid Extraction (SFE) plant using CO₂ for the extraction of ingredients and bioactive compounds. Tasmania is recognised as an attractive source of new cosmetic ingredients because of its environmentally pure resources.

ABOUT ATLAS PEARLS AND PERFUMES LTD

Atlas Pearls and Perfumes (“Atlas”) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of “nature’s most precious gift”, the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. With the integration of Essential Oils of Tasmania in 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

For more information please visit: www.atlaspearlsandperfumes.com.au or www.eotasmania.com.au



ABOUT AUSTRALIAN BIOACTIVES

The Australian Bioactives research project was jointly funded by the Rural Industries Research and Development Corporation (RIRDC) and five Tasmanian and one International Company. This project brought together a unique and complex combination of partners to identify new active extracts from plants of potential

value to the global personal care industry: to make skincare products which deliver valued anti-ageing and anti-wrinkle benefits. The research partner and lead company was MacTavish West, a Hobart-based consultancy for food and non-food natural plant chemicals (phytochemicals) led by Dr Hazel MacTavish-West. Commercial partners Botanical Resources (better known for pyrethrum production) and Essential Oils of Tasmania (an essential oils company based in Kingston) collaborated, alongside Diemen Pepper (suppliers of native pepper products, Birchs Bay). Other partners include Ranicar Pacific (Deloraine-based freeze drying company) and IP Pragmatics, a multinational intellectual property (IP) asset management company, with offices in Sydney and expertise in commercialising IP.

For more information please visit: www.australianbioactives.com.au

For further information please contact:

Rod North, Managing Director,

Bourse Communications Pty Ltd

T: (03) 9510 8309, M: 0408 670 706,

E: rod@boursecommunications.com.au