



AQUA BIO TECHNOLOGY ASA

Aqua Bio Technology ASA: Commercial update

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As announced in [the stock exchange notice 11 June 2020](#), Aqua Bio Technology (ABT) has entered into a strategic partnership with the [Canadian company DCP Dermoscience](#) (DCP). The DCP agreement gave ABT exclusive rights to two new skin care series for development of its own brands and "private label" for ABT's customers. The first two skin care series following from the DCP agreement will be named "Seidr" and "Seidr Clinique". The name "Seidr" comes from Norse mythology and refers to supernatural abilities and powers practiced by strong women. The new brand "Seidr" is developed in close cooperation with the media bureau [Glitch Studios](#). Both "Seidr" and "Seidr Clinique", like ABT's existing products, will contain high levels of active ingredients.

As announced on [10 September 2020](#), ABT has also acquired all rights to the skin care series Moana Skincare. As part of a further commercial development of Moana Skincare, the company will launch these products under a new sister brand to adapt the products for distribution to new/other markets than where Moana is sold today. Moana Skincare will continue to exist, be further developed, and be available to existing and new customers. The new brand, developed in close collaboration with the media bureau [Atyp](#), will be launched under the brand "Be Natural".

For "Seidr", "Seidr Clinique" and "Be Natural", ABT Korean [Yonwoo Co Ltd.](#) (Yonwoo) will be used as a packaging supplier. Yonwoo was established in 1983 as a manufacturer specializing in packaging materials for cosmetic and personal care products. Yonwoo is today a leading supplier in packaging for cosmetics globally.

As mentioned in the [stock exchange notice in February 8 2021](#), Hydrafacial, in collaboration with Restorsea, has launched its [new product Restorsea Lip Fix Kit](#) based on ABT's hatching fluid ingredient (Aquabeautine XL). Further, Nasdaq-listed LifeMD (formerly Conversion Labs) announced in a [stock exchange notice in February 22 2021](#) that they are ready to launch their new product NavaMD which is based on ABT's hatching fluid ingredient (Aquabeautine XL) in the first quarter of 2021.

For further information, please contact Espen Kvale, CEO, telephone +47 916 28 092

Aqua Bio Technology (ABT) is developing and commercializing sustainable biotechnology for use in skin care products. ABT's cosmetics ingredients are effective and they provide the cosmetics industry with natural alternatives to traditional ingredients. ABT is also marketing and distributing natural skin care products developed by partners towards consumers and professional users. ABT's focus on commercialization and development of natural ingredients and natural skin care products has been, and will continue to be, an important part of the company's strategy going forward. Aqua Bio Technology is listed on Euronext Expand.

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Attachments

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