

10 January 2019

## **NEW OBJ TECHNOLOGIES TO BE SHOWCASED AT WORLD'S LARGEST TECH & INNOVATION EXPO, CES**

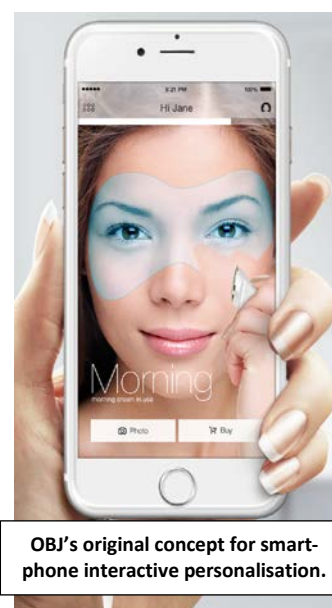
**OBJ Limited (ASX: OBJ)** is pleased to announce that its Personalisation technology, developed in conjunction with Procter & Gamble (P&G) as part of the second technology platform, is being showcased this week by P&G at the 2019 International Consumer Electronics Show (CES) in Las Vegas, USA.

OBJ's second technology platform, also known as In-Field Programmable Array Technology, was licensed to P&G in early 2018, with the system being showcased as the first product format to use that technology. Developed in conjunction with the Olay brand, the system combines smartphone skin analysis software and new wand tracking technology to determine the optimum skincare treatment for an individual, and thus instruct an applicator to deliver highly personalised skincare treatments to the precise needs of individual consumers.

The new Olay Wand and smartphone interface were developed as part of OBJ's technology partnership with the world's largest consumer products company.

"Showcasing our technologies alongside P&G at such a prestigious expo is a great honour and a very public demonstration of the strong technical and working relationship that exists between our two companies," said Mr Jeffrey Edwards, OBJ's Managing Director and Chief Technical Officer.

CES is the world's largest consumer electronics trade show and will run from 9-12 January 2019. In 2018, almost 200,000 industry and media professionals attended, generating 71.7 billion media impressions worldwide.



### **Directors**

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Mr Steven Schapera  
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## **ABOUT OBJ**

OBJ develops proprietary magnetic microarray drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors. OBJ partners with other companies in the design and development of next generation products using physical science rather than chemistry to provide new levels of product performance without the cost of reformulation or new ingredient approvals.

OBJ offers a portfolio of proprietary technologies and supports its partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

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## **ABOUT OBJ'S TECHNOLOGIES**

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OBJ has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces. These influence the movement and penetration through the skin of drugs, active ingredients and formulations at the molecular level.

Complex 3-D magnetic fields produced by low cost microarrays or powered electromagnetic inductors have the ability to repulse certain molecules to enhance diffusion and to alter the permeability of biological and non-biological targets.

OBJ's low cost microarray film technology that utilises diamagnetic repulsion, induced permeation and energy redirection has already reached international markets to provide OBJ's Partners with a new way of managing the speed, depth of penetration and delivery of active ingredients in a wide range of pharmaceutical, healthcare and consumer products.

## **FORWARD-LOOKING STATEMENTS**

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This announcement contains certain "forward-looking statements" concerning OBJ. Where OBJ expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis.

Forward-looking statements provided in this announcement are based on assumptions and contingencies which are subject to change without notice. Such forward-looking statements including statements regarding intentions, planned events and potential results are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements, and there are risks associated with OBJ and the industry which may affect the accuracy of the forward-looking statements. OBJ does not undertake any obligation to release publicly any revisions to any forward-looking statement to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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