

12 December 2017

OBJ Receives P&G's "Partner Of The Year" Award

OBJ Limited is pleased to announce that it has received P&G's "Partner of the Year Award 2017" at a ceremony at The Kobe Innovation Centre in Japan last week. The award was presented to OBJ's Managing Director and Founder, Mr Jeffrey Edwards, by Mr Stanislav Vecera, President of P&G Japan. The award was given to OBJ for its work in the design and development of the SK-II Eye Wand and Magnetic Power Booster products.



Two Partner of the Year Awards were issued this year. One to OBJ and the other to Mr Willy Koh, CEO of Racer Technologies, OBJ's preferred manufacturing partner based in Singapore. OBJ and Racer have worked closely together on all the above mentioned P&G and SK-II product innovations.

Mr Edwards said, *"I am honoured to accept this award on behalf of OBJ and would like to thank the SK-II team for its recognition. OBJ and its team work hard to create real innovations that impact positively on people's lives. We are delighted that our efforts have been recognised and rewarded by SK-II and P&G Japan"*

The "Partner of the Year Award" is part of P&G's Connect & Development program that recognises the contribution made by a select number among its hundreds of partners, for their innovation and collaboration that have driven P&G's business results during 2017.

Dr Suda Sudarsana, Global Franchise R&D Leader of SK-II said "It is exciting to combine OBJ's expertise in diamagnetic physics with P&G knowledge of skin biology and chemistry and then unite with Racer's capability of low-cost/high-quality contract manufacturing that enabled us to design, develop and deliver such exciting and consumer obvious innovation as the Eye Wand and the more recently launched Magnetic Power Booster. With the right partners and the right focus, it is amazing what we can do with our C&D strategy.

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About OBJ

OBJ develops proprietary magnetic micro array drug delivery and product enhancement technologies for the pharmaceutical, healthcare and consumer goods sectors. OBJ partners 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 partners by providing IP-protected market exclusivity, expertise in magnetic array design, feasibility and efficacy and claims testing, engineering and production.

About OBJ's Technologies

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 micro arrays 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 micro array 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.

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