



SkinBioTherapeutics plc
("SkinBioTherapeutics" or "the Company")

Croda Launches Zenakine™ at in-cosmetics Global, Amsterdam

- The first formal, public launch of SkinBiotix, now named Zenakine™, as Croda's newest active ingredient
- Launched at in-cosmetics Global, the world's largest cosmetic ingredients exhibition
- Described by Croda as a "*cutting-edge neuroactive ingredient designed to counteract the effects of stress on the skin and improve overall wellbeing*"

8 April 2025 - SkinBioTherapeutics plc (AIM: SBTX), a life science company focused on skin health, announces that its commercial and manufacturing partner, Croda plc has launched Zenakine™ (previously known as Skinbiotix™) at in-cosmetics Global 2025, the world's largest cosmetic ingredients exhibition.

The product has been described as "*...a cutting-edge neuroactive ingredient designed to counteract the effects of stress on the skin and improve overall wellbeing*" and "*taking sleep x Emotion x Skin health connection to a new level.*"

Information from Croda Beauty's website and media materials:

Zenakine™ is a cutting-edge neuroactive ingredient designed to counteract the effects of stress on the skin and improve overall wellbeing. It works in sync with the skin's natural biological rhythms, enhancing melatonin production to help improve sleep quality, elevating positive emotions and stimulating skin regeneration. It is the first ingredient with clinical instrumental measures on sleep quality and duration benefits.

Clinical studies confirmed:

- An enhanced feeling of happiness in users, showing a 13.5% increase after one month versus placebo
- Improved sleep quality, with an 11.3% improvement in just two weeks
- A reduction in visible signs of skin fatigue, evidenced by a lifting effect with a 13.3% increase after one month versus placebo

Comprehensive Benefits for Consumers

Zenakine's wide-ranging benefits have been quantified through comprehensive trials, demonstrating measurable improvements for both mind and body. According to Croda Beauty Actives, key advantages include:

- Improved skin resilience to physical and emotional stressors
- Smoother skin with reduced lines and signs of tiredness
- Enhanced emotional balance and sleep quality, promoting a more rested appearance
- A sustainability-first approach. Zenakine is crafted through biotechnology, with 100% natural-origin content (ISO 16128). It is readily biodegradable and adheres to RSPO and COSMOS standards

Zenakine Benefits for Formulators

For formulators focused on innovation, Zenakine takes a major step by marrying science with emotion for skin health benefits. The ingredient offers a clinically backed, multifunctional solution for addressing skin quality while promoting well-being. It also provides a new avenue for sustainable, clean, effective cosmetic formulations. Backed by robust data and designed with sustainability in mind, it is poised to offer a competitive edge to cosmetic formulators.

Applications listed include:

- Eye contour care
- Face / neck skin care
- Scalp treatments

The ingredient has been launched as five different [formulations](#):

- Adaptive relaxing face serum
- Harmonising beauty mist
- Timeless sleeping mask
- Bioferment-infused reviving cream
- Zenakine - clinical studies night cream

For more information on the product, see links below:

Webpage: [LINK](#)

Press release: [LINK](#)

Commercial agreement

SkinBioTherapeutics finalised commercial terms with Croda following successful additional studies of its skin lysate. The terms include tiered royalties based on global sales revenues on any licensed products derived from the partnership.

Under the terms of the agreement, all details about formulation, functionality and Croda's financial expectations remain confidential due to the competitiveness of the cosmetics market. Any royalty revenues arising from future sales will be reported to the market at the appropriate time.

Stuart Ashman, CEO of SkinBioTherapeutics, said:

"The international launch of Zenakine™ by Croda has been a long anticipated event for the SkinBioTherapeutics team and our investors. We could not be more delighted with the initial launch impact and the excitement of the Croda team to be able to talk about Zenakine™ to the global industry at long last.

"Croda is reporting that this is the first scientifically proven active ingredient for anti-ageing application, and together with the formulation options in their marketing literature, tells a compelling story to the cosmetics industry. We will be monitoring initial industry interest on the ground for this first range of applications."

-Ends-

Images from the in-cosmetics global conference, showing the Croda stand and Zenakine™ exhibition stands.



Image of Croda stand at in-cosmetics global 2025



Image of Zenakine™ study results on Croda stand

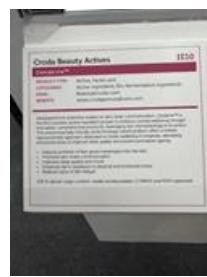


Image of Zenakine™ details on Croda stand

SkinBiotix launch presentation webinar

The management team will hold an Investor Meet Company presentation at **11am BST on 16 April 2025**. At this presentation, the team will update shareholders on both the HY results and the launch.

The presentation will be open to all existing and potential SkinBioTherapeutics shareholders. Questions can be submitted pre-event via the [Investor Meet Company dashboard](#) up until **15 April 2025, 09.00am BST**, or at any time during the live presentation. Investors who already follow SkinBioTherapeutics plc on the Investor Meet Company platform will automatically be invited.

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Notes to Editors

About SkinBioTherapeutics plc

SkinBioTherapeutics is a life science company focused on skin health. The Group's proprietary platform technology, SkinBiotix®, is based upon discoveries made by the translational dermatology team at the University of Manchester.

The Group's foundation business is targeting the skin healthcare market via five pillars, the most advanced of which are cosmetic skincare (SkinBiotix) and food supplements to modulate the immune system by harnessing the gut-skin axis (AxisBiotix). The cosmetic pillar has a partnership with Croda plc and the Group's first in-house product, AxisBiotix-Ps™, is a food supplement to address the symptoms of mild to moderate psoriasis.

The Group is also acting as a consolidator and is making acquisitions in complementary areas such as skin care and cosmetic applications, that also bring new distribution and geographical platforms, and manufacturing capabilities through which it can funnel its in-house pillar products.

The Company listed on AIM in April 2017 and is based in Newcastle, UK. For more information, visit:

www.skinbiotherapeutics.com.

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