



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

**Successful technical presentation of Zenakine™ by Croda Beauty team**

**Comment on reduction in share price**

- Croda holds technical presentation at the in-cosmetics global 2025 meeting to full capacity auditorium and receives standing ovation
- Zenakine™ additional benefits revealed at the launch, including improvement of cell longevity and skin regeneration for increased anti-ageing
- Management sees no reason behind movement in share price

**9 April 2025** - SkinBioTherapeutics plc (AIM: SBT~~X~~), a life science company focused on skin health, announces that, following the successful global launch of Zenakine™ by Croda Beauty at the in-cosmetics Global 2025 meeting in Amsterdam yesterday, management sees no reason for the reduction in share price on 8 April 2025.

Stuart Ashman, CEO of SkinBioTherapeutics said: *"The Croda Beauty team held a technical presentation to a completely full auditorium (standing room only) and presented on the cosmetic active ingredient and its benefits - as we had expected and so much more. The positive reception from the audience was very exciting to see."*

Apart from the anticipated cosmetic claims that the management of SkinBioTherapeutics had been expecting, Croda Beauty team described additional biological mechanisms demonstrated by Zenakine™:

- Reduction of cortisol damage via melatonin production to promote better sleep
- Resynchronisation of the peripheral skin biological clock to improve circadian rhythm
- Improvement of cell longevity and skin regeneration for increased anti-ageing
- Reduction of residual tension improving skin regeneration and avoiding the appearance of expression wrinkles

The presentation received a standing ovation from the audience and the Croda Beauty stand subsequently received considerable interest in the product. The SkinBioTherapeutics team looks forward to this interest continuing for the remainder of the show.

SkinBioTherapeutics' CEO, Stuart Ashman and Dr. Surinder Chahal will discuss the additional and significant attributes of this extraordinary product, its applications and commercialisation at the forthcoming Investor Meets Company Presentation on Wednesday 16th April 2025.

**-Ends-**

**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](http://www.skinbiotherapeutics.com).

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