



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

Commercial Launch Progressing as Expected

30 June 2025 - SkinBioTherapeutics plc (AIM: SBTX), a life science company focused on skin health, reports that following the successful global launch of Zenakine™ by Croda Beauty in April 2025, the commercialisation of the product is progressing as expected by management.

According to the Croda Beauty website, Zenakine™ is being described as:

"...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."

SkinBioTherapeutics has had a long standing commercial and manufacturing agreement with Croda plc since 2019. As a result of the competitiveness of the global cosmetic industry, SkinBioTherapeutics is under a strict confidentiality agreement that prevents it from divulging information on sales or providing market forecasts.

In the meantime, management will be holding a presentation for investors about the recently signed commercial agreement with Superdrug on Thursday 3 July 2025 at 11am BST. For more information, please visit the Investor Meet Company link [HERE](#).

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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 that harness the gut-skin axis (AxisBiotix). The cosmetic pillar has a partnership with Croda plc and the Group's first in-house product, AxisBiotix-Ps™, a food supplement to alleviate the symptoms of inflammatory skin conditions, is sold directly and via Amazon, and will be sold via an exclusive UK commercial deal with Superdrug.

Sold directly and via Amazon, and will be sold via an exclusive UK commercial deal with Superdry Stores plc later in 2025.

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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