

## WELLFULLY'S RÉDUIT PRODUCTS CLEARED FOR "SWISS MADE" LABEL

Wellfully Limited (ASX: WFL) (Wellfully or the Company) is pleased to announce that it has been cleared to use the "SWISS MADE" label and the associated logo comprised of the famous white cross on red background. Approval extends to all RÉDUIT Skinpod® and Hairpod® products, and is effective April 26<sup>th</sup>, 2022.

- **The prestigious "SWISS MADE" label optimises the brand positioning of Wellfully's products across all global markets and visually associates the products with the highest international quality standards of Swiss brands;**
- **Studies have determined the additional value added by the coveted Swiss logo to be as much as 20% of the sale price for certain products, and as much as 50% for luxury items, when compared to comparable goods from other origins\*.**



The rigorous review and certification processes conducted by the authorities lasted several months and included inspection of Wellfully's Swiss production site for both quality and cost performance. The confirmation was finally granted by a Lugano authorised notary and legal office confirming compliance with SR 232.11 Federal Act of 28 August 1992 on the Protection of Trade Marks and Indications of Source (Trade Mark Protection Act, TmPA), OPM 232.111 Decree on the protection of trademarks and indications of origin (OPM), as well as 232.112.3 Ordinance on the Use of Swiss Indications of Source for Cosmetic Products.

Each formulation has been checked and reviewed by a legal counsel based on the "Swissness legislation" which requires that at least the 60 per cent of the manufacturing costs for cosmetics are sustained in Switzerland; and at least 80 per cent of the research, development and production costs are sustained in Switzerland.

**Director**

Mr Paul Peros  
Mr Antonio Varano  
Mr Steven Schapera  
Mr Jeffrey Edwards  
Mr Anton Eaton

**CFO**

Mr Sergej Dolezil

**Company Secretary**

Mr Henko Vos

**Registered Office**

284 Oxford Street  
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ABN: 72 056 482 636

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The “Swissness” is further protected by the Swiss Federal Institute of Intellectual Property (IGE/IPI). The IPI is responsible for examining, granting and administering industrial property rights (patents, trademarks and designs). It works together with governmental agencies, trade associations and businesses to enforce Swiss indications of source within Switzerland and internationally.

\*“Swissness – Präzisere Kriterien“, KMU Portal der für kleiner und mittlere Unternehmen der Schweizerischen Eidgenossenschaft

## ABOUT WELLFULLY

Wellfully is a fully integrated, science-based wellness company. In addition to our own-brands, RÉDUIT and SWISSWELL, we also offer a portfolio of proprietary technologies and support partners by providing IP and expertise in magnetic array design, feasibility and efficacy, and claims testing, engineering, and production.

## ABOUT WELLFULLY’S TECHNOLOGIES

Wellfully has developed a number of physical enhancement technologies based on the interactions between ingredient molecules and weak atomic forces, positioning the Company as a world leader in the science of magnetic fields as they relate to drug or active-ingredient delivery.

The first of Wellfully’s magnetic technologies was the Magnetic Microarray. Complex 3-D magnetic fields, produced by low-cost microarray film, influence the movement and penetration through the skin of drugs, active ingredients, and formulations at the molecular level. This was licensed and commercialised in 2014.

The second magnetic technology, the Programmable Array technology, employs powered electromagnetic fields that can be altered to suit individual consumer’s skincare needs. This was licensed for skincare applications in 2020.

The third magnetic technology uses magnetic fields to alter the wettability of a surface, substantially enhancing contact between liquid and solids. Magneto-Wetting underpins the Company’s current developments in haircare, skincare, and surface hygiene, in conjunction with Wellfully’s recently developed Ultrasonic Misting technology. International patents have been filed.

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## FORWARD-LOOKING STATEMENTS

This announcement contains certain “forward-looking statements” concerning Wellfully. Where Wellfully 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 Wellfully and the industry which may affect the accuracy of the forward-looking statements. Wellfully does not undertake any obligation to release publicly any revisions to any forward-looking statements 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.

This release has been issued with the authorisation of the Board.

- Ends -

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