

## **Microskin and Bertshire Agree to Terms for Distribution of Microskin Products in Italy**

LONDON and BRISBANE, Australia, April 7, 2017 – Microskin plc (MLSKN:Euronext Paris) announced today that specialist distributor Bertshire Ltd has this week confirmed they will complete their due diligence and agree to terms to exclusively distribute Microskin products throughout Italy where the beauty industry has annual turnover of EUR €9 billion. Bertshire will expand on their current product range and drive sales of all Microskin products into the pharmacy, hypermarket, supermarket, beauty salon and cosmetic marketplace.

Microskin products include ISOCOL™ Rubbing Alcohol Antiseptic, an all-in-one-bottle with a multitude of applications from general cleaning to skin treatment. Microskin also is a leader in personalized, color-matched line of waterproof, second skin products that are currently used by people who want to conceal vitiligo, rosacea, birthmarks, burns, eczema, lupus, keloid scarring, tattoos, and other skin-related conditions. In addition, Microskin is in the process of regulatory approval for Sunseal, a non-pigmented sunscreen that retains all the other properties of the "second skin" product, including sweat proof, highly waterproof, and long lasting.

David Robinson, Global Markets Director for Microskin said, “Microskin and Bertshire are a great match for our growth plans in Italy to drive distribution of current and future Microskin products. Bertshire has an established distribution network throughout Italy and their team consists of some of the most experienced people in cosmetics distribution in the country.”

Roberto Marchetti, Director of Bertshire Ltd said, “We see a great opportunity in the Italian marketplace for Microskin products. Their current camouflage product is ideal for beauty salons and pharmacies and the new range of products like the sunscreen and acne products only compliment the offering. Our organisation will be able to leverage our established distribution channels and also develop new channels to make Microskin a leader in its category in Italy.”

### **About ISOCOL**

The ISOCOL brand was founded in Australia in 1982 and has become one of Australia’s most trusted and iconic brands with the now very familiar Crocodile on the green bottle, and the “*One bottle, so many uses*” slogan is easily recognizable. ISOCOL has developed into a brand that is now widely recognized and sold across Australia and New Zealand in all supermarkets and pharmacies. Microskin finalized the acquisition of ISOCOL in February 2017.

### **About Bertshire Ltd**

Bertshire Ltd is an established distribution company with a highly experienced team of executives from within the distribution, cosmetics and pharmaceuticals industries.



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With established networks throughout Italy and Continental Europe, they offer a complete end-to-end product distribution and marketing solution into Italy and throughout Europe.

### **About Microskin plc**

Founded in 2005, Microskin plc is a public company that develops simulated second skin for a variety of cosmetic and medical uses. Microskin's simulated second skin is the world-leading product that combines years of cosmetic chemistry research with a proprietary color-matching software. Because Microskin's second skin does not rub off, it is water-resistant and lasts for several days. Each client receives an individualized product kit that can easily be applied at home. For more information, please visit <http://www.microskinuk.com/>.

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