



*A life changing
Experience.*

Welcome to the first issue of Microskin News, it is hoped that this will be a regular newsletter to stay in touch with customers, investors and all our international staff. Each clinic and department can contribute information on upcoming events, sales new and or improved products, updates on medical trials. Each issue we will be featuring a skin condition in the hope of sharing information and support to our customers.

In this issue:

- Introduction to all the Microskin family across the world.
- Skin condition – We have selected this month Vitiligo as this makes up the largest percentage of our client base.
- Customer Testimonial.
- Update from our Chemist on the latest R&D
- Update from Software Developers
- Update on the latest Medical Trial using Microskin
- Update on the cooperate level with Stock Market

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Calendar

March

12th -17th

Sydney Clinic

18th - 27th

Melbourne Clinic

May

17th -19th

ASPCR - ASDR
Conference

October

15th -18th

ANZBA
Conference
& Perth Clinic TBA

Customer Testimonial: Sarah Hue- Williams



My name is Sarah Hue-Williams and I suffer from Rheumatoid Arthritis and Lupus which leaves my fragile skin covered in scars and bruises. It seems silly in a way because there is so much intrinsically wrong with me, yet the one thing that bothers me is how my skin looks. When you are interfacing with people, it is my skin I feel most self-conscious about. I have searched all over the world for something that could cover these scars and bruises and would look natural. I discovered Microskin, an Australian made product in Brisbane. The Microskin consultant explained to me the benefits of Microskin. During this consultation, I wasn't pressured or rushed. It was a very personal appointment. My skin condition is not something I find easy to talk about. The consultants were

amazing and I often keep in touch with them, and receive emails on new products or applicators like the spray cans or roll on applicator. It could not have been a more pleasant experience. Microskin is easy to apply and stays on my skin for up to a week. If it is applied properly, it won't rub off and it doesn't stain clothes or furnishings. I have been using Microskin for over 2 years now. In my line of work, I am often invited to attend charity functions and corporate Dinners. I am now able to wear cocktail dresses, it's amazing – it's revolutionised how I go about covering up my skin problems and I feel very confident as I know my scarring on my legs are hidden by Microskin. I would recommend Microskin to anyone with a skin condition. The product is truly amazing.



Barry Amor - Executive Chairman

Barry's 40 year career spans the telecommunications, industrial equipment and information systems sectors. The focus of these skills has been on laying solid foundations for organizations intent on developing and exporting a range of complex products and equipment targeting industrial and commercial applications. Barry has cultivated a solid understanding of the issues associated with building

export-oriented businesses that have targeted various south-east Asian countries, the USA and New Zealand.

With a solid background in engineering, Barry began his career in telecommunications, subsequently gaining extensive experience in industrial automation, mining equipment, computer and communications hardware and enterprise software systems. The hands on experience gained founding businesses in several of these sectors has given him the ability to see the broad picture as well as the detailed nuances at work in the entrepreneurial environment. Later in his career he oversaw the foundation of a company which has set a new benchmark for enterprise resource planning (ERP) systems for mid-range organizations. Those systems boast a growing customer base in domestic and international markets. As chief executive charged with driving both product development and market growth, he gained an in-depth understanding of government grants for research and development and exports and the tax concessions appropriate to a company operating at the leading edge of technology development. This venture was preceded by a project in which he restructured and managed the sale of a national business distributing software and hardware. He has also run businesses distributing industrial control equipment, computer components and specialised equipment for application in coal mining and the oil industry.

In the last few years Barry has worked inside the corporate advisory sector, Barry is based in Brisbane, Australia.

Letter from the Board

The board of directors of Microskin Holdings has unanimously resolved to list the company on a recognized public stock exchange as soon as possible. Initially we will be listing on the regulated GXG:OTC Markets exchange in London. An Application has been submitted to the GXG exchange for review and we await confirmation of listing date. At the same time we will be preparing an approved prospectus document so as to then move to a dual listing on the more liquid and larger Entry Standard of the Frankfurt Stock Exchange, towards the middle of 2013. To facilitate these listings we have engaged Stepping Stone Equity Pty Ltd, who have experience with both boards, to project manage the listing process.

This constructive move to a public listing endorses the company's longer term global strategy and will help Microskin provide the necessary capital to support our international expansion plans as well as the introduction of the new range of products we wish to release. The GXG Market operate an exchange designed to provide investors with access to small and medium-sized growth companies, which best describes Microskin, and provides access to a global market, at the same time enhancing the companies profile with prospective shareholders in order to raise the equity finance that we need.



Julie Buckley (second from left) – General Manager Operations

Julie also holds the position of Company Secretary for Microskin International Pty Ltd and has been an integral part of the growth of Microskin from 2001. Julie has had over 30 years extensive experience in the finance sector of numerous businesses in Australia at all levels. She is responsible for all aspects of the day to day running of the company, including finance and audit requirements, product and software development, franchisee management, advertising and marketing. These responsibilities extend to product enhancement and quality control.

Rochella (far left) Accountant - Accounts Department, works as an assistant to Julie with regards to financing and prepares all general reports for the board.

Mhairi (front and centre) Skin Camouflage Practitioner has joined Microskin in December 2011

when her and her husband moved from the UK. Mhairi has a nursing background and has trained with the British Association of Camouflage. Mhairi brings with her a wealth of knowledge and has made great contributions to our R&D, branching into new areas for Microskin applications.

Michelle (far right) Receptionist has been with Microskin since 2008 Michelle is our front desk receptionist and is usually the first point of contact at Microskin whether it is on the phone, email or in person.

Mitchell (far back) Colour Technician - Mitchell is a Full time University student studying Architecture. He has high level of understanding of art and colour. He has been working part time at Microskin for nearly 2 years, helping with customer's orders and preparing stock to be shipped to our overseas clinics.



Sam Brodie

I have been hired as the Brand Ambassador for Microskin; my background comes with a wide range of talents. I am Scottish/Indonesian, I speak several languages and love the idea of helping people.

My celebrity life started in the UK with reality TV, I then moved back to Indonesia. To date I have appeared in 39 Movies and I am currently hosting a cooking show, which airs twice a week on the Asian food channel 'Good Food Good Mood' (ANTV). I am also hosting a talk show called 'Sam's House' (Indosiar), shown throughout Asia. I like to keep busy and currently I am writing an autobiography which is due for release in 2013. There will also be a film based on my life story, with a sound track that will be taken from my latest Album.

With an excellent background in colour I have also helped out in the away clinics and conference demonstrations. My goal is not just to help here in Australia but also to promote Microskin on an international level, to help all the clinics around the world.



Les Pascoe

I am an Industrial Chemist with a long history of involvement in the Cosmetics, Surface Coating and Speciality Chemical industries in Australia.

I began with Microskin International, as a Consulting Chemist, in 2004, and have been heavily involved in the Research and Development of the unique Microskin Simulated Second Skin range of products.

We are currently developing additions to the Microskin range such as a revolutionary, ground breaking aerosol delivery system, which mirrors air brushing properties, tinted finishing powders and oil replenishing removal creams. A specialised sunscreen is also under development and accreditation.

I have always considered my Microskin Simulated Second Skin involvement to be the most rewarding part of a long industrial chemistry career



IT Department

Don Fletcher (Software Architect- pictured) & John Trevor (Software Writer) have been working with Microskin for many years now developing and enhancing our software “Microskin Clinic” on ongoing basics. Currently they have been busy modifying the software to accommodate our new scanning devices. This is only the first stage of changes in the way Microskin colour matches to the skin tone. Unfortunately we can’t go into to many details as there is a patent pending but the new software will be more portable and easy to use which will enhance online and remote sales.

Don Fletcher

Design, architecture and development of ERP and Database Systems

I was a co-founder of Clear Objective, a software company based in Brisbane, Australia and had the role of Chief Technical Officer. As the original architect and principle developer for the “Clear Enterprise” ERP system I have experience in database design, software development, business processes and financials.

Since 2006 I have been working with McWilliam’s Wines to develop and implement an ERP system for the wine industry. This has been a challenging project with the aim of building methodologies for formal inventory management, production and supply chain planning (Many companies in the wine industry see the actual wine production as a “black box work in progress” within their financials - I set out to change this and add some transparency to the process).

Specialties: Software architect, ERP design, database design, software development, business analysis, inventory management, management reporting, business intelligence





The Psychosocial and Psychological well-being of children and adolescents with burn scarring

The Centre for Children's Burns and Trauma Research (CCBTR), Queensland Children's Medical Research Institute, University of Queensland and Microskin International have been working collaboratively on a project exploring the long-term adjustment of children and adolescents who sustain burn injuries and the efficacy of the use of the cosmetic camouflage, Microskin™ to assist children to manage the impact of living with burn scarring.

This research project is led by Ms Jessica Maskell who is a senior social worker in the Stuart Pegg Paediatric Burn Centre (SPPBC) at the Royal Children's Hospital and sees first-hand the trauma, pain and distress a burn brings to a child and their family. Professor Roy Kimble, Director of CCBTR and SPPBC, Associate Professor Peter Newcombe, School of Social Work and Human Services (SWAHS), Professor Graham Martin, Child and Adolescent Psychiatry and Associate Professor Michele Foster, SWAHS are also involved in this study.

The trauma and distress associated with these injuries can continue throughout treatment and long into rehabilitation and reintegration due to the long-term physical and psychological changes that occur when a burn injury is sustained, for example, changes in appearance, trauma symptoms and the impact of societal expectations. Further research and clinical interventions are needed to help these children adjust and accept this traumatic experience and the future difficulties and triumphs that come with it.

The research project consists of a multi-centred randomized control trial investigating the use the cosmetic camouflage, Microskin™ to cover scarring and its impact on quality of life, self-concept, body image and social integration on children and adolescents with burn scarring. The project also contains a qualitative component exploring the influence a burn injury and scarring has on identity development for these children and adolescents.

To date, it has been found that children and adolescents with burn scars have lower quality of life and higher behavioral problems than healthy children and that the cosmetic camouflage, Microskin™ has a positive impact on their quality of life particularly in the socialization domains, e.g., peer relationships, school social functioning and perceptions of physical appearance. The use of Microskin has also had an impact on behavioral problems with parents and children reporting a decrease in behavioral problems.

This project will be completed by the end of 2013 with a number of articles to be published in peer-reviewed journals. With the results that have been found from this project, it is hoped that cosmetic camouflage will be more accessible to children and adolescents with burn scarring as another intervention available to them during their rehabilitation and reintegration.



Ms Jessica Maskell, Clinical Researcher



Kerry Gilroy is a color specialist/consultant at Microskin New York. She is a cosmetologist and makeup artist and has a bachelor's degree in Psychology.



Nicole Lettiere is a Microskin Consultant/Color Specialist in the New York Clinic. Nicole is a cosmetologist and makeup artist.



Liz Keane is a Microskin Consultant/Color Specialist in the New York Clinic. Liz has her Bachelor's in Studio Arts, and Masters in Art Education.



Yirlany Perez is the Office Manager at the Microskin New York Clinic. Yirlany has received her Bachelor's degree in English.



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Lindakay Rendina is a color specialist and consultant at Microskin Pasadena, as well as a certified medical cosmetic specialist, licensed esthetician, and journeyman film/tv makeup artist with a BFA in Painting, Drawing and Sculpture.



Lauren Scott is a color specialist in the Pasadena California clinic. She is licensed Esthetician and Make-up Designory (MUD) Certified Celebrity Make-up Artist.



Katrin Taumann is the Office Manager and Consultant and I have Pedagogical Master Degree.



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Maria Fiveger is a color specialist/consultant at Microskin Tallinn. She also runs a beauty salon and has a master's degree in international business management.

Saudi Arabia – Coming Soon

National Center for Vitiligo & Psoriasis Light Clinic- Riyadh





What is Vitiligo?

Vitiligo is a common acquired skin condition which affects 0.5-1% of the world's population. It is characterised by white patches on the skin that can occur on any part of the body. These commonly develop on the skin surrounding body openings (eyes, mouth, nostrils), body folds (armpits, groin) or the face. Areas of skin that are exposed to trauma or friction such as the hands and knees are also common sites.

Unfortunately because patients are usually healthy, vitiligo is often considered as a purely cosmetic condition and therefore doesn't receive the attention it deserves. Vitiligo can have significant effects on a person's psychological wellbeing, can be socially debilitating and can be associated with other autoimmune conditions such as thyroid disease and diabetes.

People of all ages and ethnicities can be affected, and both males and females equally. The exact cause is unknown, but is thought to result from the destruction of pigment cells (melanocytes) by the body's own immune system due to autoimmune mechanisms. Environmental and genetic factors may also play a role with 20-30% of patients having a positive family history.

It is diagnosed on examination of your skin and the presence of the characteristic white lesions. A skin biopsy may also be taken to confirm the absence of melanocytes in the affected skin.

There is no cure for vitiligo at this present time, however various treatments are available that aim to return pigment to the pale areas. Success of these therapies varies from

person to person. Treatments include steroid or other creams (e.g. pimecrolimus, tacrolimus), UV light therapy, or various surgical skin/cellular grafting techniques. Where vitiligo is very extensive depigmentation of residual pigmented spots with monobenzyl ether of hydroquinone or laser therapy can be carried out to obtain complete depigmentation. Camouflage with make-up, dyes or micro-tattooing are also a very important aspect in morphologically disfiguring vitiligo. In all vitiligo patients adequate sun protection is important to avoid sunburn.

Counsellors, psychologists and support groups can also be very helpful to vitiligo patients. As our understanding of vitiligo improves through continuing research, the future holds the possibility for the discovery of better treatments, arresting progress of diseases and possibly a cure.

Vitiligo Association of Australia

Vitiligo Association of Australia (VAA) is a not-for-profit patient support group established in October 2010. VAA aims to educate and support patients and families with vitiligo, to promote research in vitiligo, to minimize or eliminate social stigmas, to increase public awareness, to have international collaborations in vitiligo research, to represent Australia in international forums on vitiligo, advocate in health policy planning and to have a friendly interaction with vitiligo patients and their families.

We have established support groups in all states of Australia and welcome you to join us. Check our website for details about our meetings, events and guest speakers.

Compiled by Dr Su-Lin Chan, Perth, WA