



# It's not Make up, It's Microskin!



- Introduction from Barry Amor Executive Chariman
- To celebrate 10 years of Microskin, here are 10 fast facts
- **SPECIAL 10 Year celebration!!**
- **New clinic opens in Turkey**
- **Estonia Microskin participate in the French Vitiligo Society Conference in London and Paris**



*Professor Murat Toplan, patient, Hande Durman*

## New Clinic Opens in Turkey

Located in the country's city major Istanbul, the new Microskin clinic, whose licensee is high profile plastic surgeon Prof Murat Toplan opened its doors on the 31st March 2015.

The local media in Turkey provided extensive press coverage ahead of the clinic's opening, The clinic is located in the country's major city Istanbul and is run by Practice Manager Hande Durman, who will have daily contact with the patients.

We are holding away clinic by appointment:

**13-17 May. Melbourne**  
**20-25 May Sydney**

We are looking for interest in Perth and New Zealand.





# İstanbul, çok fantastik bir şehir

Endonezya'nın Hollywood yapımlarında rol alan ilk TV yıldızı Samuel Brodie, İstanbul'un çok fantastik bir şehir olduğunu söyledi.

Brodie, global temsilcisi olduğu Microskin lansmanı için İstanbul'a geldi. Estetik Plastik ve Rekonstrüktif Cerrahisi Prof. Dr. Murat Topalan'la birlikte lansmana ev sahipliği yapan Brodie, 24 yaşındaki vitiligo hastasına yaptığı ikinci deri uygulamasının ardından basın mensuplarının sorularını yanıtladı.

Türkiye'ye ilk kez geldiğini, ve ilk görüşte aşık olduğunu belirten Brodie, "İstanbul çok fantastik ve insanları çok harika. Buradan bir ev almak ve ikinci bir evimin de İstanbul olmasını istiyorum. Tam anlamıyla İstanbul'un büyülü bir şehir olduğunu düşünüyorum" dedi.



*One of the local newspapers in Istanbul covering the opening of the new clinic with Prof Topalan and Sam Brodie*



*Microskin Turkey Team- Ipek Topalan, Prof Murat Topalan, Hande Durman, Barry Amor, Julie Buckley, Mehmet Topalan, Gul Topalan Sevimli*

## TO CELEBRATE 10 YEARS OF MICROSKIN, HERE ARE 10 FAST FACTS



To celebrate Microskin's 10 year birthday!

**VISIT OUR SITE**

*AMP Business Awards - 2nd from the left Barry Lowndes, Linda Lowndes, Les Pascoe*

To celebrate Microskin's 10 year birthday, we are running a special across all clinics in US, Australia and Estonia – for every large bottle of Microskin purchased, customers will receive a 50ml or 2oz for free. **Offer ends Mid May!**

**1** Did you know that Microskin was started by a professional makeup artist Linda Lowndes, who needed to find a solution for covering up a birthmark? Together with Microskin's formulation chemist, Les Pascoe, the business was started. Microskin in those early years won a number of business awards. (photo receiving award)

**2** Julie Buckley, General Manager of Operations is celebrating 10 years with Microskin this year! Congratulations Julie

**3** Microskin recently supported Julian Burton Trust at their charity event called Splash of Colour held in October 2014 in Adelaide to

raise money for burns survivors

**4** ISBI (international Society for Burn Injuries) Congress which was held in Sydney in October 2014 welcomed Microskin as an exhibitor

**5** Microskin was represented at the GPCE (General Practitioner Conference Expo) in Brisbane in September last year

**6** Barry and Julie flew to Turkey in November 2014 to meet up with the newly signed Turkey clinic owners who had joined Microskin in April that year. During the visit they met with the Brazilian licensees who agreed to sign up.

**7** Microskin is not only used to cover birth marks and vitiligo, it has also widely been used to conceal tattoos

**8** The most widely used need for Microskin these days is vitiligo and it is used to even out skintone

**9** In May 2012 actor and performer Sam Brodie joined Microskin as the international global ambassador. He joined the group to raise the profile of Microskin particularly in Asia, where he is best known.

**10** The development of the Smartphone App will extend the reach for Microskin even wider





*French Vitiligo Society Conference*

## Estonia is conducting an away clinic in London 21-24 May

In March, Estonia Microskin were amongst 200 guests at the French Vitiligo Society Conference which was held in London and Paris. Sharing insights surrounding various camouflage techniques using Microskin, the pop up Microskin clinic brought together people from various European countries who turned out especially for the symposium. Lead by European Microskin representative, Maria Fiveger, the successful representation has put Microskin on the map as a suitable alternative concealer for vitiligo patients.



Katrin Taumann & Maria Fiveger talking at the Microskin stall in Paris

Thanks to New York Microskin, their patient Paige has kindly shared her story of how Microskin has helped her.

**Customer name** Paige

**Customer age** 38

**Occupation:** Corrections officer

**Customer condition** Vitiligo

**How has Microskin helped?** *Microskin has allowed me to wear anything I want! I used to wear long pants and sleeves no matter how hot it was. I wore such heavy makeup on my face and neck, it would get all over the collar of*

*work uniform. With my Microskin on, I can wear dresses and tank tops and it stays on me, not my clothes*

**How has your skin condition effected your ability to work/be happy?** *My skin condition has left me vulnerable to ridicule from inmates. I try to be strong, but it's hard sometimes.*

**How has Microskin improved this?** *"No one knows I even have vitiligo*

**How long have you been a Microskin customer for?** *I have been using Microskin for almost a year now*

**Message from Paige:** *It's not always easy, sometimes my application can take an hour or more, but it's all worth it when I don't have to hide. I feel like my old self again, and that is priceless.*





*Barry Amor*  
*Executive Chairman*



*A life changing  
Experience*

## As the Executive Chairman of a growing Australian business....

As the Executive Chairman of a growing Australian business....e As the Executive Chairman of a growing Australian business, it is with great pleasure and pride that this year marks our 10th anniversary. I put this success down to dedication, hard work and a unique product that serves the needs of patients both locally and internationally.

Since our initial listing on the GXG in March 2013, Microskin has expanded to 7 countries globally and there are more on the horizon. We will be completing a dual listing on the Marche Libre in Paris by the middle of this year which will enable us to raise fur-

ther capital to take Microskin to the next level.

The funds will allow us to focus on further research and development. It is our intention to enter into clinical trials with Microskin as a sunscreen as the next step towards adding to the Microskin range of products. Other diversified applications will follow.

It is our goal to increase the global accessibility of Microskin for those customers who are unable to visit a clinic but are perfect candidates for Microskin. So, we are currently developing a Smartphone App which will allow the customer to select their chosen

shade of Microskin pigment and have it delivered to their door. The App development will allow the customer to engage with Microskin from the comfort and privacy of their own home.

We're also thrilled to welcome new licensees to our team from across the globe. In the past 12 months we have added Brazil and India and Turkey. I'd like to thank my team for all the hard work and effort it has taken to meet all the individual requirements within the various markets in order to pass legal certification.