

AxisBiotix – FAQs

What are the stand-out results from the study?

- *More than 70% of participants that reached the final stage reported reduction in itchiness, redness, irritability and flaky skin.*
- *Furthermore, c.60% of those participants felt healthier and had better digestion.*

How did / do you ensure compliance of participants?

- *It was difficult to ensure compliance during COVID, with a remote study, without being intrusive. However, those that commenced the study in earnest reported that they saw positive results.*

How confident are you that these results are strong enough to support a product launch?

- *The results clearly speak for themselves. In excess of 70% positive response is an outstanding result in our opinion.*
- *The pictures and testimonials are very compelling. If you want to see some of these testimonials, please visit the website at www.axisbiotix.com, and also watch the video where a couple of our participants talk about their condition before and after taking part in the study.*

Do you think you had enough participants in the study?

- *Yes. We intended to commence the study with 100 participants, but the overall demand was such that we increased the study first to 150 participants, then to 200 and finally to 265.*

What improvements could be made to the formulation over time, to increase the response rates?

- *It is in the nature of this business to continue to evolve formulations. We may also consider putting the product into a capsule and adding additional flavours to make the product easier to fit into people's busy lifestyles.*

What has happened to the participants of the study since – are you still maintaining a supply to them?

- *When asked if the participants wished to receive further product, all those who completed the study have eagerly agreed to receive product up to the point of commercial launch. This not only extends the study but builds a customer advocacy group.*

How big is the psoriasis market?

- *According to psoriasis.org 125 million people worldwide, which is 2 to 3% of the global population suffering from psoriasis.*

Why did you choose psoriasis over other autoimmune skin diseases?

- *Psoriasis is an autoimmune condition which can strike at any age and for which there is no cure.*
- *The psoriatic community are very well educated about their condition and are incredibly proactive in seeking out treatment. Our interaction with them during the development and the study was most compelling.*
- *Please visit the www.axisbiotix.com to see some of the written and filmed testimonials from some of our participants.*

How much of the UK / global psoriasis market do you expect to take?

- *Given this is a new product in a new market, the Company would not want to speculate on the broader market opportunity however it will provide guidance on its expectations for the initial phase of commercialisation once it has more visibility on interest.*

When will you launch in the UK and internationally?

- *The aim is to start commercialising the product in Q4 2021.*
- *We need to register the product as a food supplement in the UK, Europe and the United States. This could not be done until the results were released.*
- *We will move diligently forward to execute this as swiftly as possible as and when registrations are granted. We will release the product by subscription in a phased and orderly manner.*
- *In the meantime, we encourage anyone interested in a subscription to AxisBiotix-Ps™ to preregister their interest at www.axisbiotix.com.*

What was the effect of the product in the other skin areas you looked at e.g., acne, eczema?

- *Whilst this study was specifically focused on sensitive skin conditions like psoriasis, due to the overwhelming number of applications for positions on the study, we also accepted participants with atopic dermatitis, rosacea and acne amongst other skin conditions.*
- *We saw positive results across all conditions which presents us with the opportunity to do more research and develop other potential formulations that are specifically focused and targeted towards other skin disorders.*

Why will you be selling this product via online subscription rather than through general sale via health food shops or pharmacies?

- *Our interaction with the psoriatic community during the development of this specific formulation led us to believe that a direct order model backed up by an interactive mobile phone app that provides both a journal and a reminder facility would benefit customers more.*
- *As this is a food supplement and is required to be taken every day a subscription model works best, and this is best fulfilled through an ecommerce / web portal.*

Where will you be selling the product? UK only or to other countries?

- *We plan to launch the product in Q4 2021.*
- *Our intention is to launch internationally and we will do so on a phased basis as and when we receive regulatory clearance for specific geographic regions.*

Is this product available to everyone? How will you manage supply of the product if its popularity exceeds expectations?

- *We will manage supply according to demand.*
- *Our manufacturer has more than sufficient capacity to provide commercial volumes.*

What IP protection do you have around the product? Is it just for the specific formulation? Could a similar product be easily developed?

- *We guard our IP carefully. We have filed a patent around AxisBiotix-Ps™. We also believe the complexity of the formulation would make it difficult to replicate.*

What is the price per sachet?

- *We will endeavour to keep the price of the product in line or cheaper, if possible, than the average daily cost of treatment for chronic sensitive skin in conditions like psoriasis. This is currently between £1.25 and £1.50.*
- *As we continue with our plans for commercialisation, we will update the market accordingly when we reach a finalised market price.*

Is there scope for developing similar products for severe psoriasis or other skin conditions such as eczema? Has research already begun in these areas?

- *The additional participants that we accepted onto this study have given us a strong indication that probiotic formulations can influence overall skin health.*
- *With targeted bacterial ingredients, we can target other specific skin conditions.*
- *Research has already begun, and we will update the market accordingly.*

What are the next company milestones this year?

- *We are strongly focused on the launch of the AxisBiotix-Ps product in Q4 2021 and we will continue our commercial and scientific development endeavours in all other segments of the business.*