

ASX ANNOUNCEMENT (ASX: ANO)

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## ANTARIA EXPANDS ZINCLEAR-IM™ DISTRIBUTION IN EUROPE

Antaria Limited today announced it has appointed Bregaglio Srl as distributor in Italy and Greece of its ZinClear-IM™ range of sun care dispersions.

Bregaglio, with headquarters in Milan, has been a leading distributor of personal care ingredients in Italy and Greece for over 25 years. Bregaglio offers the cosmetic and pharmaceutical industries technical know how and the availability of its well-equipped laboratories for the research and development of new formulations.

Bruce Cameron, Executive Chairman of Antaria, said, "We are delighted to work with a company of Bregaglio's experience in the key European sun care markets of Italy and Greece. The appointment of Bregaglio compliments our existing strong distribution channels for Antaria's sun care products in other European countries and we look forward to our customers benefiting from the formulation and product development skills that Bregaglio provides."

### The ZinClear-IM™ Opportunity

ZinClear-IM™ is Antaria's dispersion of microfine, zinc oxide particles for use in beach wear, daily wear and colour cosmetics formulations. ZinClear-IM™ combines the safety and broad spectrum UV absorption properties of zinc oxide with superior transparency and improved aesthetic benefits.

The global sun care industry is currently undergoing significant change, with new regulations requiring sun care and skincare producers to ensure greater levels of protection and safety. These regulation changes, combined with growing consumer concern surrounding the use of chemicals in sunscreens, are driving unprecedented demand for the proven safety and broad spectrum protection of zinc oxide. Antaria's ZinClear-IM™ 50CCT product is one of very few sun care products to have gained approval by the European regulatory body ECOCERT, and as such is attracting significant interest from the rapidly growing natural sun care and skincare segment in Europe and worldwide.

During the December 2008 quarter, Antaria launched three new variants for personal care products in its ZinClear-IM™ sun care range in response to feedback from its distributors and customers. These variants will help Antaria increase its penetration into the sun care and cosmetics segments of the market requiring a softer, drier, non-greasy feel. The Company expects that one variant, a 50wt% dispersion of zinc oxide in Natural Jojoba oil, developed to further target the rapidly growing natural cosmetics segment, will also be the next of Antaria's products to obtain key European "ECOCERT" approval.

### About Bregaglio

Bregaglio has always offered the cosmetic and pharmaceutical industries the strength of its skills and the availability of its well-equipped laboratories and pilot equipment, for the research and development of new formulations.

Nowadays, its activity does not only consist of the fast and timely distribution of raw materials and specialities, but also extends to the creative research and development of cosmetics in a society that is undergoing continual transformation.

Twenty five years have passed since Bregaglio first began to increasingly integrate its technical know-how with innovative research, proposing precisely changes in customs and society as a point of observation and study in order to create appropriate responses to changing needs. This is how Bregaglio have discovered that Cosmetics is not made up of abstract products, but on the contrary, by working together with leading companies, can develop technical solutions that contribute to the creation of a modern new cosmetics culture.

Bregaglio is certified ISO 9001:2000 since 2000 and SA8000 (Social Accountability certification) since 2005.

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**About Antaria**

Antaria Limited develops, manufactures and sells a range of advanced metal oxide powders and dispersions worldwide. Antaria's products are marketed under five parent brands, ZinClear® – broad spectrum, mineral-only UV filters in cosmetic emollients used for sunscreen, skincare, and pharmaceutical formulations Alusion® – plate-shaped particles used to enhance colour cosmetics formulations to mask wrinkles and fine lines; AlPearl™ – alumina particles for industrial pigment applications; Cercat™ – cerium oxide nanoparticle dispersion used in diesel fuel applications; and NanoZ™ – nano zinc oxide additives that allow stable UV absorber performance for coatings and plastics.

**For Further Information**

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