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SenzaGen signs distribution agreement in Korea

SenzaGen has signed a distribution agreement with the Korean company WOOJUNG BSC, Inc. Korea passed a legislation to ban animal testing of cosmetics on December 2015, which will be effective on February 4, 2017. With this new agreement, SenzaGen will enter one of the world's most exciting markets and WOOJUNG BSC will market GARDskin for the field of cosmetics in Korea.



- Collaborating with new strong partners is an integral part of our business model. The agreement with WOOJUNG BSC means that we will be present in one of the most important Asian markets. Korea, just as India, has imposed a ban on animal testing on cosmetics. WOOJUNG BSC has a wide network of customers and partners in the life science sector, and also the company has been offering various solutions to the pharmaceutical GMP market and preclinical CRO services. This provides long-term benefits to our product portfolio and SenzaGen, says Anki Malmborg Hager, CEO of SenzaGen.

Korean company WOOJUNG BSC was established in 1989 and is one of the leading research facilities in Korea. Customers include universities, pharmaceutical companies and research institutes, to which WOOJUNG BSC provides services.

- We offer a range of services to leading cosmetic and pharmaceutical companies and universities in Korea and with GARD we will expand and strengthen our offer. With the new legislation, we see that more and more of our customers will demand animal-free tests and with GARD, we get a safer and better test. It benefits us, our customers and all consumers, says Benjamin, ByungNyun Chun, CEO at WOOJUNG BSC.

Since 2013, animal testing of cosmetic products is banned in the EU. Norway has decided to impose the same ban as the EU, while India, Israel, New Zealand and Turkey have introduced bans on carrying out animal testing for cosmetics in the country. In December 2015, Korea passed a similar ban which will come into effect in 2017. More bans are underway in major markets in the coming years, which provides an increasing demand for SenzaGens animal-free genomic testing.

For more information:

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About GARD

By analyzing 200 and 389 markers, depending on the test, GARD generates massive amounts of data and delivers results with 90 % prediction accuracy. This can be compared to the gold standard, animal tests in mice,

that provides 72 % prediction. SenzaGen's test also has the ability to measure potency (strength) of a substance and can thus determine the degree to which a substance is an allergen.

About SenzaGen

SenzaGen provides dermal and respiratory in vitro testing for the cosmetic, chemical and pharmaceutical industries replacing the need for animal testing. The company's unique test, GARD, is based on research from the Department of Immunotechnology at Lund University. SenzaGen is based at Medicon Village in Lund, Sweden.

About WOOJUNG BSC

Connecting Life, Science and Research

For the last 26 years WOOJUNG BSC has been a class-leading-pioneer for the development field of animal laboratory facility and research. Providing safest and most efficient solution to the laboratory and animal researching environment, have been built many top quality laboratories and providing research solutions such as in vitro, in vivo contract research. The company is confident that cutting edge facilities constructed under WOOJUNG BSC's name is the most beneficial for the each component of world; human, animal and environment. Scientists and researchers can be always assured that they are in SAFE SHELTER (WOOJUNG).