

SenzaGen signs its first distribution agreement with British XCellR8, a leader in animal-free testing

In line with SenzaGen's long-term strategy and business model, the company has now signed its first distribution agreement with the British test lab company XCellR8. The agreement confirms the interest in SenzaGen's technology and opens up new business opportunities as XCellR8 will actively market the GARDskin for cosmetics, personal care and household products and their ingredient suppliers globally.

- This agreement is important for us, not only because we now see that our business model works, we also see that there is an increased interest in our technology and we get access to a new market with a well-established and highly competent and renowned partner. XCellR8 is one of the industry's foremost ambassadors of non-animal tests, says Anki Malmborg Hager, CEO of SenzaGen.

XCellR8 was established in 2008 with a mission to replace animal testing with methods that are both scientifically advanced and ethically sound. The company works with a number of leading global cosmetic companies and their ingredient suppliers, and has become the "go-to" laboratory for *in vitro* testing expertise for both product safety and efficacy / claim support.

- By working with GARD we take a step into the future. With the use of genomics based testing we are moving towards safer and better tests, and ultimately more reliable consumer products without the need for animal testing, says Dr Carol Treasure, CEO of XCellR8

For more information

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About XCellR8

XcellR8 offers animal-free testing for companies with products on the cosmetic, personal care and household product market and their ingredients suppliers. The company helps customers develop safe and innovative new products, to follow the law, and to choose non-animal test methods that are both scientifically advanced and ethical.

XCellR8's British laboratory is accredited according to GLP standard (Good Laboratory Practice), which means that the company can offer their customers test results that can be used according to regulatory requirements to prove product safety.

XCellR8 are proactive and contributing to the global commitment to replace animal testing through research and education programs.

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.