

SunGenix

# Moisturising Sunscreen SPF 50+

Made in Australia with the highest quality ingredients, backed by scientific research. Proudly supporting Australian local business.

At ANFAH, our passion is your health and wellness.



Australian Natural and Health Food



# About Us



Australian Natural Food and Health (ANFAH) is a natural health care company, based on the vision of founder, George Panagios.

He is passionate about the latest research and technologies in natural health and wellness for the entire family.

George has been immersed in the natural health industry as a scientist for over 25 years. He is fascinated in how nature can be a source of healing and sustaining wellness throughout the body at every stage of life.



At ANFAH we are dedicated to enriching people's lives by developing high quality, effective and innovative products that strive to make a positive difference.

At ANFAH we believe that what we leave out is just as important as what we put in. That is why we work with nature and science to produce products that are free of nasty chemicals while ensuring their effectiveness.

# Mission

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Our mission is to develop natural, premium, and effective products that enrich people's lives through health and wellness. We are dedicated to ensuring that all our products use the highest quality ingredients, backed by scientific research. We are committed to the principles of safety, quality and effectiveness.



As part of our mission, we are committed to the principles of safety, quality and effectiveness when selecting the ingredients that make up our products. We turn to nature for inspiration and science for results to deliver a natural and effective approach to health and wellness.

Our expertise in raw ingredients, is combined with our relentless pursuit for industry leading manufacturing and ongoing testing, to deliver the highest quality product possible.

# CONTENTS

## SunGenix

Skin Care  
Introducing

- 01** Introducing  
SunGenix Moisturising Sunscreen SPF 50+
- 02** Our Benefits  
TGA | CRL | Made in Australia
- 03** Market Highlights  
Market Overview
- 04** Our Ambassador  
Malcolm Robert Michael

# 01

## SunGenix

### Moisturising Sunscreen SPF 50+

Our products have been scientifically formulated for everyday use and are suitable for the entire family. Whether you are into surfing, cycling or just lounging about, our products will deliver the results you are looking for, by harnessing nature and innovative science.

#### Focus on sunscreen

Since its establishment, ANFAH has been committed to the R&D of sunscreen, aiming to provide safe and effective sunscreen globally.

#### Care for people with sensitive skin

ANFAH aims to provide the best sun protection for different age groups, with a focus on skincare for sensitive skin and children.



# SunGenix

## Moisturising Sunscreen SPF 50+

- Paraben free and specially designed to be used for your face and body.
- Contains naturally derived antioxidants that nourish, moisturise, and protect your skin from harmful UV rays.
- With added Aloe Barbadensis Leaf Juice and Vitamin E, hydrates and protects skin against premature ageing and sunburn while providing 4-hour water resistance.
- SPF 50+ UVA & UVB broad-spectrum moisturising formula, may help protect the skin from solar keratosis & sunspots and may assist in reducing the risk of some skin cancers.



# One bottle

*Your Gateway to the Outdoors*

## 01 Travel Light

- **SunGenix** sunscreen is moisturizing and leaves a lightweight finish, perfect as a primer before makeup, hydrating the skin even under makeup.
- Moisturizing formula, that doesn't leave a thick and greasy sunscreen feel on dry skin
- Lightweight formula blends effortlessly into the skin and leaves no white cast





## 02 Travel-friendly Bottle

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- ✓ Our compact 50ml bottle is designed by families on the go. Throw it in your bag for regular touch-ups. It can be used for the whole family and is safe for children over 6 months.
- ✓ No need to pack multiple sunscreens.
- ✓ The one bottle will save you time and hassle, to allow you make more memories with family in the sun.

**One Bottle,**  
*For the Whole Family.*





### 03 Soothing with each application

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Contains specially selected  
*Aloe Barbadensis Leaf Juice*

- ✓ SunGenix combines skincare and sunscreen in one.
- ✓ Offering high protection against the sun whilst calming and soothing the skin.
- ✓ With the added benefits of Aloe Vera and Vitamin E, it helps to regenerate skin cells.
- ✓ Protect against tanning & sunburn/ Non-irritating ingredients
- ✓ Keeps skin protected and glowing
- ✓ Oil and pH balance, revitalizing the skin



## *04 Refreshing*

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- ✓ The ingredients are natural and non-irritating.
- ✓ It can be easily removed with a general facial cleanser.
- ✓ No expensive makeup remover is required.

# 02

## Our Benefits

TGA | CRL | Made in Australia

Proudly supporting Australian local brand.





Australian Government  
Department of Health  
Therapeutic Goods Administration

## Australian Register of Therapeutic Goods Certificate

Issued to

**Australian Natural Food and Health Pty Ltd**

for approval to supply

**SunGenix Moisturising Sunscreen SPF 50+**

**ARTG Identifier** AUST L 381233  
**ARTG Start Date** 22/12/2021  
**Product Type** Listed Medicine  
**Export Names** SunGenix Moisturising Sunscreen SPF 50+

| Manufacturer Details                   | Address  | Manufacturing Steps  |
|--|--|--|
| Australian Laboratory Services Pty Ltd | 22 Dalmore Drive<br>SCORESBY , VIC , 3<br>179<br>Australia         | Testing chemical and<br>physical<br>Testing microbial  |
| Australian Laboratory Services Pty Ltd | Unit 10 2-8 South Street<br>RYDALMERE , NSW ,<br>2116<br>Australia | Testing chemical and<br>physical   |
| Baxter Laboratories Pty Ltd            | 1019 Mountain Highway<br>BORONIA , VIC , 315<br>5<br>Australia     | Manufacture of dosage form<br>Packaging and labelling<br>Release for supply<br>Secondary packaging<br>Testing chemical and<br>physical |
| Chemika Pty Limited                    | 119 Magowar Road<br>GIRRAWEEEN , NSW ,<br>2145<br>Australia        | Testing chemical and<br>physical   |
| Eurofins Chemical Analysis Pty Ltd     | 6 Monterey Road<br>Dandenong<br>South , VIC , 3175<br>Australia    | Testing microbial<br>Testing chemical and<br>physical  |

### ARTG Standard Conditions

The above Medicine Listed has been entered on the Register subject to the following conditions:

- The sponsor shall keep records relating to this listed medicine as are necessary to: (a) Expedite recall if necessary of any batch of the listed medicine, (b) Identify the manufacturer(s) of each batch of the listed medicine. Where any part of or step in manufacture in Australia of the listed medicine is sub-contracted to a third party who is not the sponsor, copies of relevant Good Manufacturing Practice agreements relation to such manufacture shall be kept.
- The sponsor shall retain records of the distribution of the listed medicine for a period of five years and shall provide the records or copies of the records to the Complementary Medicines Branch, Therapeutic Goods Administration, upon request.
- Where a listed medicine is distributed overseas as well as in Australia, product recall or any other regulatory action taken in relation to the medicine outside Australia which has or may have relevance to the quality, safety or efficacy of the goods distributed in Australia, must be notified to the National Manager Therapeutic Goods Administration, immediately the action or information is known to the sponsor.
- The following two conditions apply where testing conducted by AMA Laboratories Inc. is used to substantiate compliance of the product with the Australian and New Zealand Sunscreen Standard AS/NZS 2904 Sunscreen products - Evaluation and classification (the Sunscreen Standard):

# TGA Certified

# 01

## Australia's Therapeutic Goods

### Administration

Internationally recognised as one of the rigorous testing standards.

# 02

Clinically tested in Australia's strict facilities,

**SunGenix** sunscreen offers 50+ UVA and UVB

broad spectrum protection and is TGA Certified.



# *Australian Made*

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Australia has one of the highest rate of skin cancer in the world.

Made in Australia, SunGenix can be trusted to meet the strictest golden standard to combat premature ageing and sunburn for your skin against even the harshest sunlight.



# Why Choose SunGenix

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- ✓ Australian Tested for 4-hour Water Resistant Sun Protection.
- ✓ Clinically tested so you can enjoy the beach with the peace of mind.
- ✓ Sun protection • skin care • Moisturising
- ✓ 4 hours water resistance
- ✓ Clinic test achieved SPF61.51
- ✓ Broad spectrum SPF50+ protection



# Higher Aloe Vera Content

**20X more** comparing with other SunGenix sunscreen formula

**SunGenix** is made with Aloe Barbendensis Leaf Juice, which is the *most effective* aloe plant to moisturise and hydrate your skin.

It also contains Vitamin E, which together with Aloe Vera will:

- Moisturise skin
- Soften skin
- Protect skin cells from damage
- Stops skin from losing moisture
- Slow signs of aging, and
- Soothe skin conditions.



Love using this sunscreen for my kid's football games. Love how it isn't greasy like other sunscreen brands.



Adrian F.



I usually don't wear sunscreen because I hate how greasy it gets, but SunGenix is a solution to my problem! Love how it moisturises my skin and it is not greasy.



Emily W.

This product is so smooth! I usually get breakouts after wearing sunscreen, but that never happened after using SunGenix, highly recommend it!



Queenie C.



# 03

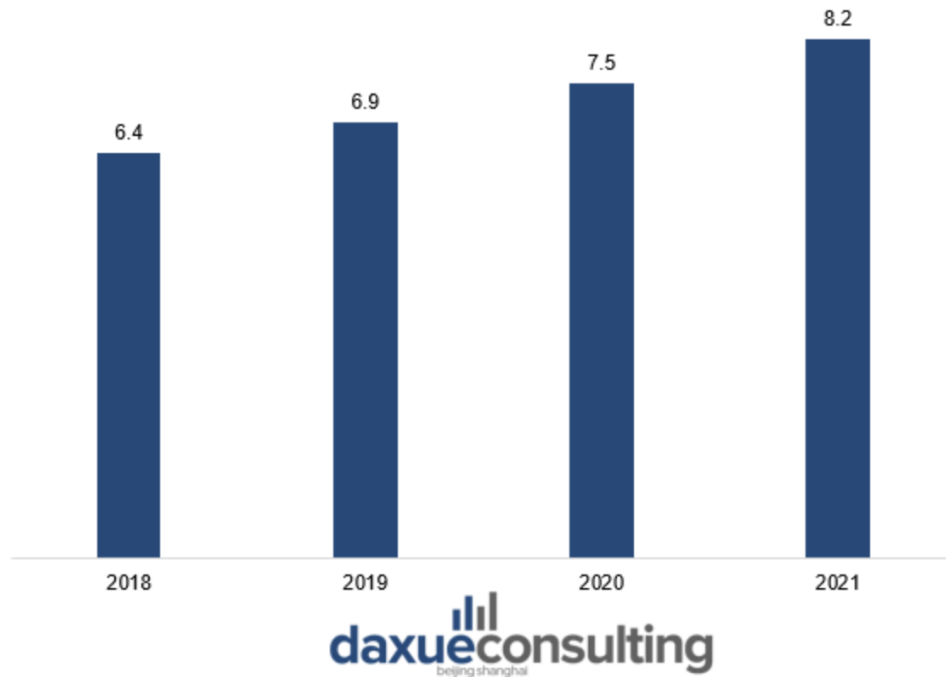
## Market Highlights

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# 03. Market Overview

China's sunscreen market size  
(in billion yuan)



Data Source: Zhiyan Consulting, China's sunscreen market size

## 1. The sunscreen market in China is becoming more functional and premium

-Growing awareness among people about the toxic effects of the UV rays.

-preference for pale skin as a beauty standard is alive and well.

-consumers are also becoming more demanding for quality of ingredients.

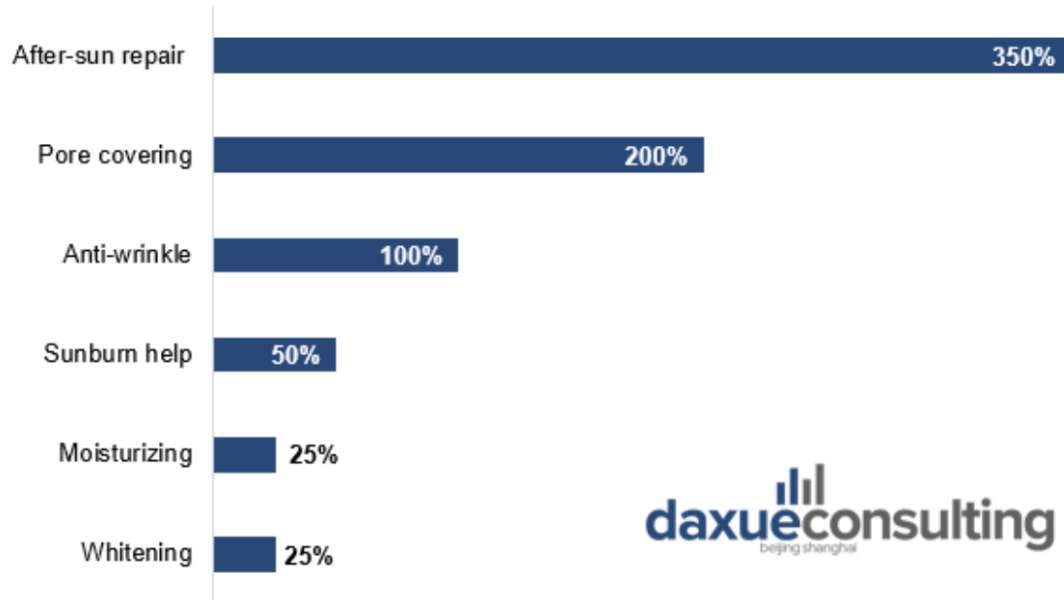
## 2. Growth of sunscreen product sales in China market

- The sunscreen product sales increased by 24.69% and 21.08% in 2020 and 2021, respectively.

-In December 2021, the sunscreen sales in Alibaba and DJ.com increased by 6.84% than 2020. The sales in Tmall increased by 11.89%.

# 03. Market Overview

Increase rate of sunscreen products sales in China  
2021  
(by function)



Data Source: China Beauty Network, Increase rate of sunscreen products sales in China with different functions

## 3. Lotions prevail on the sunscreen market in China

-In March of 2021, the sales of sunscreen lotions in the Taobao Tmall sunscreen market were 873 million yuan while sunscreen sprays were 186 million yuan.

## 4. Sunscreen multifunctional products are the leading category

-Consumers' demand for sunscreen products for moisturising and after-sun repair functions has increased.

-Sunscreen products with 'moisturising' as the main function occupied 36% of the total market size.

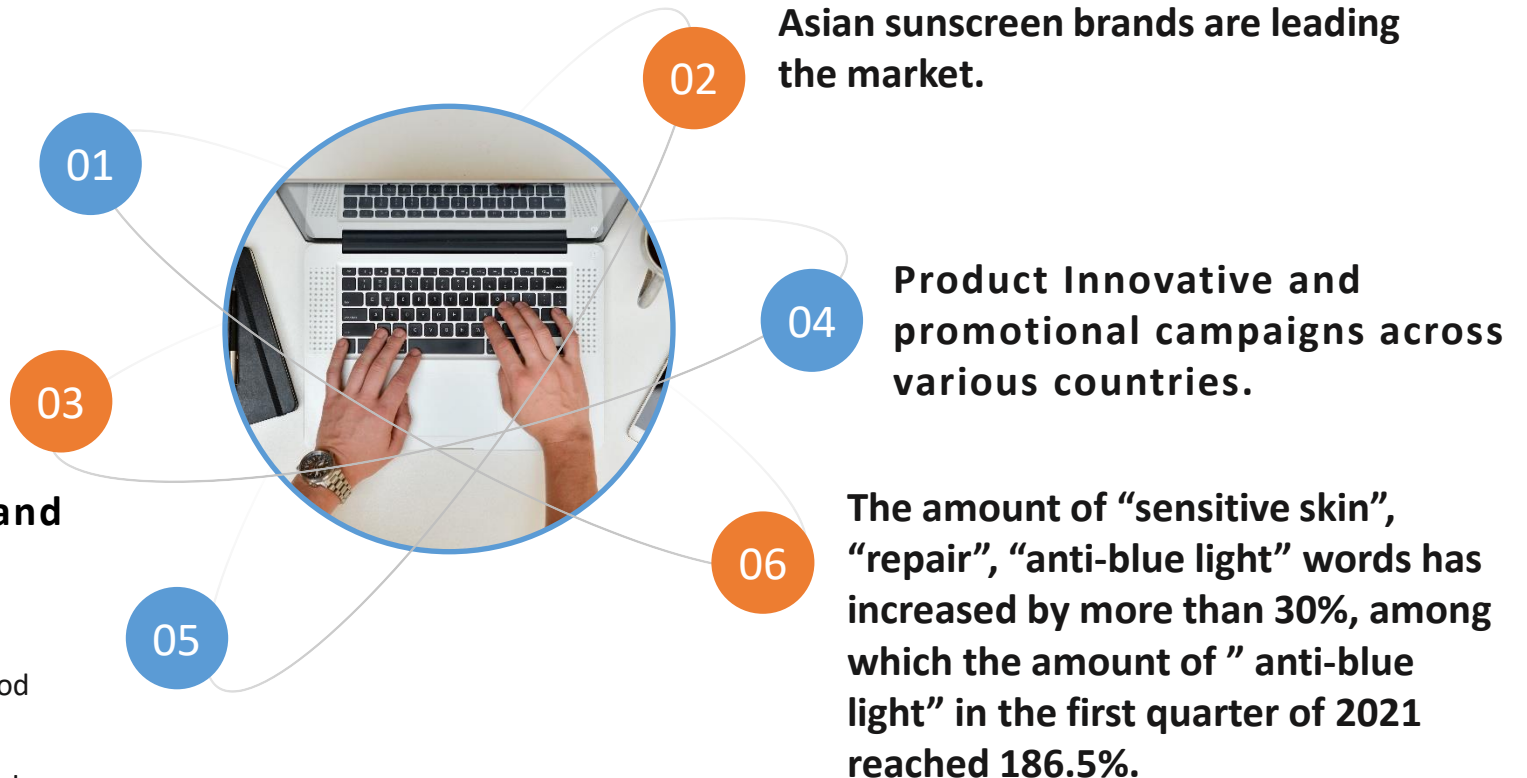
# 03. Market Dynamics

**Multifunctional sunscreen product with 'moisturising' as main function is the trend.**

**Soaring consumer preference for anti-aging products.**

**Big potential opportunities of male and baby' s sunscreen.**

Men' s awareness of skin care has also gradually increased. According to data from JD.com, during the period from June 22 to July 10 2020, the overall sales of men' s sunscreen products In Central Anhui, Fujian, Heilongjiang, Inner Mongolia, and Xinjiang, increased by 311%, 551%, 290%, 760%, and 194% respectively.



# 03. Target Market



01

## Consumers aged 18-35

- These consumers make up the largest market segment. They have strong awareness of sun protection.
- Under the idea of 'one bottle, your gateway to the outdoors', SunGenix save minutes off their skincare routine.

02

## Family

- Our compact 50ml bottle is designed by families on the go. Throw it in your bag for regular touch-ups. It can be used for the whole family and is safe for children over 6 months.

03

## Athletes & Outdoor Workers

- They are at risk of developing skin cancer and other issues from exposure to the sun's UV rays.
- SunGenix does not cause sweating and irritation, which is suitable for outdoors training.

# 04

## Our Ambassador

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# Malcolm Robert Michael

former Australian rules  
footballer

Rising Star nominees 1997

Harry Collier Trophy 1997

Brisbane Lions premiership side  
2001, 2002, 2003

AFL Queensland Team of the  
Century 2003

International Rules series 2004  
Goalkeeper

Brisbane Lions Team of the  
(first) Decade 2006

- 
- He is possibly the only Australian rules footballer who is better known in a country other than Australia, maintaining a high profile in Papua New Guinea, and he is credited by many to have inspired the boom in playing numbers of Australian rules football in Papua New Guinea.
  - Michael was the first Papua New Guinean to play senior AFL football, acting as an ambassador for the game when he visits his homeland
  - In 2004, he hosted a popular football segment on a weekly PNG television show.
  - In early 2006, he established the Mal Michael Foundation, aimed at raising money to help give young Papua New Guineans the opportunity to play Aussie rules.
  - In April 2009, The Guardian described him as one of Papua New Guinea's "living national icons", along with politician Michael Somare and philosopher Bernard Narokobi

# SunGenix Sunscreens



**SunGenix**  
Moisturising Sunscreen  
SPF50+  
50ml



**SunGenix**  
Sensitive Sunscreen Lotion  
SPF50+  
100ml



**SunGenix**  
Kakadu Plum Facial Sunscreen Lotion  
SPF50+

*Coming Soon...*



# SunGenix

## Thanks for watching

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Australian Natural and Health Food