



## Imugene progresses Vitamin D development program to commercialisation stage

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### Highlights

- **Enters commercialisation discussions with Australian vitamin suppliers**
- **Research indicates consumer desire for melt-in-the-mouth vitamins**

**Melbourne, 8 August 2013:** Australian drug development and pharmaceutical company Imugene (ASX.IMU) is pleased to report that after completing formulation development on its novel Linguet form of Vitamin D, it has now progressed to commercialisation discussions with Australian vitamin manufacturers and suppliers.

Imugene is developing a vitamin D supplement tablet, which melts in the mouth, better known as a “meltlet”. The novel formulation, which utilises the Company’s Linguet™ technology, is designed to address issues of the unpleasant taste of vitamins, and alleviate the stress that millions of people face worldwide who suffer with difficulty in swallowing particularly different forms of vitamin tablets.

Linguet supports “buccal” administration of drugs straight to the blood stream via absorption through the lining of the mouth; however a fast melt vitamin would involve a unique application of this technology, with the result being the same as a swallowed tablet.

“With 50% of the general population reported to have difficulty swallowing large capsules and tablets, we are utilising our knowledge base around Linguet to create a rapid melt-in-the-mouth formulation that will fill a need in the global vitamin market predicted to be worth \$30 billion by 2015,” said Dr Nick Ede, Executive Director of Imugene.

According to Business Insights report Future Trends & Growth Opportunities in Vitamins and Minerals, the vitamins and minerals market (but excluding other dietary supplements such as herbal pills, probiotics, etc.) will see compound annual growth of 4.5%, nearing \$30 billion in 2015.

In commissioned market research for Imugene, people reported that a previous bad experience where a tablet was stuck in the throat contributes to their ongoing anxiety and fear with taking medications. Despite knowing the benefit of taking vitamins, compliance is low because of the size, taste and associated anxiety. These factors along with flavor and texture are critical for people when deciding on a vitamin. Imugene’s research indicated that people would prefer a tablet that could melt in the mouth, particularly if it was connected with a strong, well-known brand.

“Our Linguet™ meltlet technology provides a differentiated solution and a point of difference for vitamin companies in a crowded market place,” added Dr Ede.

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**Ends**

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**About Imugene**

Imugene Limited (ASX:IMU) is commercialising drug delivery applications based on its novel buccal (drugs administered via the cheek) Linguet™ technology. Linguet™ is a patient friendly and cost effective system used to deliver established pharmaceutical and nutraceutical products.

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