



Redefining Regenerative Medicine

Corporate Fact Sheet

May 2009

Mission

To redefine regenerative medicine by developing a series of high value products that do not contain embryonic stem cells or animal components.

These novel products address unmet research and therapeutic needs with immediate to mid and long term solutions.

Why Now? Why Histogen?

ReGenica's components have recently been shown to be critical for new hair follicle formation

The field of stem cell research is rapidly expanding

Histogen has a foundation of proven products

Company Profile

Histogen, Inc., launched in 2007, seeks to redefine regenerative medicine by developing a series of high value products that do not contain embryonic stem cells or animal components. The purpose and focus of the company is on the research, development, manufacturing and sales of products derived from the company's core technology.

Through Histogen's proprietary bioreactors that mimic the embryonic environment, newborn fibroblasts naturally produce the vital proteins and growth factors from which the company has developed its rich product portfolio. Histogen has two product families - ExCeltrix™, Histogen's human Extracellular Matrix (ECM) and ReGenica™, Histogen's proprietary liquid formula.

Technology

Histogen's proprietary tissue-engineering process simulates the embryonic environment, including hypoxic conditions of 3-5% oxygen, and is used to manufacture all of Histogen's products. Histogen has found that under these conditions, over 5,000 genes are uniquely expressed as compared to normoxic conditions.

The fibroblasts produce a non-soluble human ECM, rich in collagens and other valuable components characteristic of young, rapidly developing tissue. They produce a variety of naturally-secreted soluble biologicals with therapeutic potential, which are stabilized and bioactive in a biocompatible liquid formula. These include WNT proteins, which are key regulators of tissue formation and the regeneration of stem cells as well as a wide variety of growth factors currently being characterized by Histogen researchers.

Products

The product pipeline consists of short-term products, that have no to little regulatory hurdles and mid to long-term products, which require clinical trials. Histogen's single manufacturing process creates the following products:

- ExCeltrix – Human Extracellular Matrix
- ReGenica – a unique liquid formula
- Combination products
- BioNuesis Human Stem Cell Culturing Kits

Histogen Aesthetics, LLC

Histogen Aesthetics focuses on the medical retail market utilizing ReGenica as the main active ingredient in a product line for hair, skin, and nail care. This division will tap into a worldwide skin care market which had sales of \$65.7 billion in 2007. The Division leverages the science and technology expertise of its parent company to deliver unique and highly differentiated cosmetic product lines. Initial products are:

ReGenica Rejuvenation System

- *ReGenica Facial Rejuvenation Complex* – for skin care after facial laser and other rejuvenating treatments
- *ReGenica Advanced Rejuvenation Day Repair SPF 15 and Night Repair* – facial skin care product to reduce signs of aging

ReGenica Professional Hair & Scalp – hair care and scalp care products to reduce properties associated with aging

