

BioScience Brands Limited
(Registration number 2005/005805/07)
Incorporated in the Republic of South Africa
Share code: BIO
ISIN code: ZAE000115036
("BioScience" or "the Company")

TRADING STATEMENT

In terms of the Listings Requirements of the JSE Limited ("the JSE"), listed companies are required to publish a trading statement as soon as they become reasonably certain that the financial results for the next period to be reported on will be more than 20% different from those of the previous corresponding period or from a profit forecast previously provided to the market in relation to such period.

Despite the restructuring and re-organisation undertaken with the consolidation of the old Wellco Heath Limited with Bioharmony (Pty) Ltd, Aldrabri 53 (Pty) Ltd t/a Muscle Science and the acquisition of Phyto Nova, BioScience Brands Limited (the Group) traded profitably operationally until the end of March 2009. However, subsequent to March 2009 sales have declined dramatically, reflecting the full impact of downturn in consumer demand in South Africa in what is largely a discretionary expenditure segment. Numerous operational and tactical marketing initiatives have been implemented in an attempt to gain share in this difficult market. Cost control has remained effective during the entire period.

The board is pleased to advise shareholders that the results for the twelve months ended 30 June 2009, are expected to improve on the prior 16 month period loss per share and headline loss per share by between 70% to 80%.

The results for the twelve months ended 30 June 2009, are however expected to be substantially lower than the profit forecast as contained in the Circular to Shareholders dated 13 August 2007 with the earnings per share and headline earnings per share expected to decrease by between 350% to 370%, moving to an expected loss per share.

The earnings of the Group were negatively impacted by the following:

- The changed market conditions as described above;
- Clean out of old stocks of the acquired companies;
- Interest on the loan required to complete the acquisition of Muscle Science and Bioharmony, which due to the delay in listing, was only settled when the rights offer was finalised in February 2009.

The information contained in this announcement has not been reviewed or audited by the Group's external auditors.

Durban

03 September 2009

Designated Advisor

Arcay Moela Sponsors (Pty) Ltd