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## What We Do

Thegreencell, Inc. is a startup biotechnology company that has pioneered the use of aloe vera as a production and delivery platform to enhance substances of interest for our clients. The company has developed several distinct aloe stem cell lines that have been selected for their growth characteristics, and their expression of aloe specific components responsible for the human health benefits of aloe. Thegreencell has developed production means at both the cell level as well as the plant level to produce substances of interest.



# Applications

The potential applications of our proprietary technology fall into two broad categories:

- The first concerns enhancements that can be used to improve production from the aloe plant itself. This can be seen through increasing some of the currently desirable qualities of the aloe gel.
- The second is focused on the cosmetic, nutraceutical, and pharmacological industries. Substances of interest can be provided as part of an aloe cell extract or aloe leaf gel, without the need for further purification, reducing significantly the costs of production and delivering the additional benefits contained in the aloe. This could be particularly interesting for topical cosmetic applications, as aloe is very effective at skin penetration.

Thegrencell's working prototypes have demonstrated the feasibility of the technology to successfully integrate and express genes in aloe to produce substances of interest with biological activity.



## Why Aloe?



Aloe has inherent properties that make it an attractive system. The first is that aloe is widely used in products from cosmetics and nutraceuticals to health aids and balms, because of its extensive healing properties.

The second is that aloe has adapted to growth in arid conditions. It is hardy and has evolved the biological ability to store water in modified cells found within the center of its leaves.

These modified cells form the mucilaginous gel for which aloe is known and which contains its beneficial properties. By taking advantage of this natural system thegreencell has found a plant ideally suited to express a wide variety of substances of interest that can be provided as part of a whole cell extract or aloe leaf gel.



## Management Team

The Management Team at thegreencell combines expertise in business development, operations and science to guarantee appropriate funding, fulfillment of the business plan and scientific accomplishment.



- **Marisol Pages**, Chief Executive Officer, is one of its founders and principal investors. She has been a financial specialist for more than 20 years, has significant experience in management and is a seasoned investor, with the necessary skills to lead the company's business development efforts. Ms. Pages holds a master's degree from American University.
- **William Lowther**, Chief Scientific Officer, has a PhD in Human Genetics from Johns Hopkins University and worked for many years at the National Institutes of Health National Cancer Institute. Dr. Lowther is one of thegreencell's founders.
- **Wen Shuz Yeow**, Science Director, holds a PhD in Microbiology from the University of Western Australia and has worked as an assistant professor at Thomas Jefferson University and at the National Cancer Institute. Dr. Yeow is one of thegreencell's founders.
- **Nicola Lowther**, Chief Operations Officer, has over 10 years of experience in operations and risk management for global companies. Ms. Lowther holds a master's degree from the University of St. Andrews and she is one of thegreencell's founders.

# Corporate Information



Incorporated in the State of Maryland at the end of 2004, the company began operations in February 2005. Thegreencell, Inc. is a privately held company.

The company has a Collaborative Research and Development Agreement (CRADA) with the United States Department of Agriculture (USDA).





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