

Genetic Technologies

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Genetic Technologies' shares surge on launching promotional campaign

Genetic Technologies (ASX:GTG) has launched a three-month promotional campaign in conjunction with Breast Cancer Awareness Month which takes place throughout October 2017.

The company's shares were last trading 33% higher intra-day, at US\$0.008.

Genetic Technologies' lead product, BREVAGenplus, is a clinically validated risk assessment test for non-hereditary breast cancer.

The test assesses both clinical risk factors and genetic markers known to be associated with non-hereditary breast cancer to determine a woman's five-year risk of developing the disease.

As part of the promotion, the BREVAGenplus test will be offered at a special reduced price of US\$199.00 compared to its standard list price of US\$349.00.

In April 2017, BREVAGenplus was repositioned from a traditional reimbursement system, through insurance providers, to a direct patient self-pay program.

The initiative was implemented to better serve healthcare providers and patients by providing a streamlined, easy to use billing and payment system.

Genetic Technologies markets BREVAGenplus, through its U.S. subsidiary Phenogen Sciences Inc., to healthcare professionals in comprehensive breast health care and imaging centres.

The company also markets to obstetricians/gynaecologists and breast cancer risk assessment specialists.

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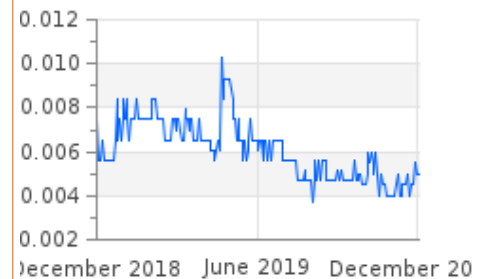
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Price: 0.005

Market Cap: \$15.74 m

1 Year Share Price Graph



Share Information

Code: GTG

Listing: ASX

52 week High Low
0.0112 0.00373333

Sector: Pharma & Biotech

Website: www.gtglabs.com

Company Synopsis:

Genetic Technologies (ASX:GTG) is listed on the Australian Securities Exchange.

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