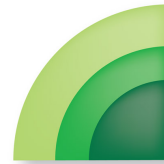




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## CRITERION

with TIM BOREHAM

### ATOS Wellness (ATW) 4.1c

LET us take time out from roadways and the pursuit of Mammon to reflect on our mental and bodily health. We are talking here about spas, facial scrubs, weight management and renewing our energy forces through a “space age technology”, bioresonance.

ATOS ticks all the new-age boxes. Originally based on so-called “wellness centres” in

Singapore, the company has expanded its reach to 13 outlets in other locations including Perth. An inspired decision, really, given the demand for botox, facial scrubs and liposuction among cashed-up WAGs (wives and girlfriends) of multi-millionaire miners.

The wellness centres are profitable, which is not surprising given Singapore’s well-to-do are willing to pay up to \$10,000 a year for a rub and a scrub.

ATOS emerged in January this year through the merger of the already listed MEDEC beauty and vitality products

business with Ananda Rajah’s ATOS Wellness.

While the wellness centres have enjoyed strong demand, the product side offers the most lucrative margins. *Criterion* declares receiving a free sample of Golden Rose, a skincare elixir that sells in Singapore for \$250 for a couple of small vials.

Ignore the new-age hokus about bodily energy fields and the like and it is apparent there is a market for ATOS’s offerings among women who love to love themselves sick.

“They are willing to spend a lot of money to look beautiful

and their husbands are willing to pay,” says Rajah, who adds there is also an emerging market for blokes wanting to knock a few miles off life’s odometer.

Regrettably, ATOS shares are in penny-dreadful territory and could do with a facelift as well. We will chance a very high risk **speculative buy**.

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