

Press Release
Fytokem Products Inc.
(ASE: FYT)

October 28, 1997

Market Launch of Fytokem's First Product

Fytokem Products Inc. (the Corporation) will be conducting the market launch of its first product, an extract of Canadian Willowherb, at the Suppliers Day Trade Show of the Society of Cosmetic Chemists, in Pasadena, California, October 28, 1997.

In Cosmetic and skin care applications; Canadian Willowherb Extract has been shown to be an effective anti-irritant and a mild sunscreen, as well as inhibiting microbial growth. It has application in creams, lotions, after sun products, after shave products and baby care products.

Membership in The Society of Cosmetic Chemists consists of formulation and product development personnel, from virtually every cosmetic and skin care company, in the United States and Canada.

In addition to the Company's exhibit at the Trade Show, Dr. Warren Steck, Vice President of Research and Development for Fytokem will be presenting a scientific paper on Canadian Willowherb and its potential in the Cosmetic and Skin Care Industries.

Fytokem Products Inc. is a phytochemical company which develops, manufactures and markets extracts from plants of the northern Canadian prairies to the cosmetic, skin care, nutraceutical, and therapeutic industries.

FOR FURTHER INFORMATION PLEASE CONTACT MR. JOHN SCHAW, PRESIDENT, OR MR. JOHN CHRISTENSEN, VICE PRESIDENT, OPERATIONS, AT 306-668-2552.

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