

News Release

FOR IMMEDIATE RELEASE:

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Fytokem Products Inc.

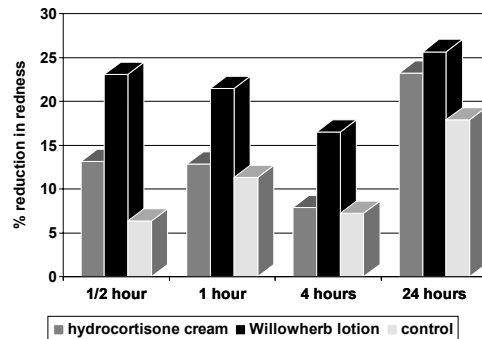
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ASE Symbol: FYT

The Alberta Stock Exchange has neither approved nor disapproved the information contained herein.

Fytokem's Willowherb: Faster relief of redness from skin irritation

A breakthrough study by a leading clinical testing laboratory has proven a body lotion formulated with Canadian Willowherb Whole Extract has an unprecedented ability to reduce redness from skin irritation more rapidly than a personal care industry standard!

The results clearly show Fytokem's willowherb extract is more effective in quickly reducing the redness associated with skin irritation than a currently accepted standard (see chart). "This information will accelerate the acceptance of willowherb in the marketplace and will enhance sales." Says John Schaw, President and CEO of Fytokem. "This study shows the exciting possibilities for use of Canadian Willowherb Extracts in after-sun products, after-shave products, baby products, and products containing Alpha-Hydroxy Acids (AHA)."



Fytokem is a Canadian corporation established in 1994 to develop plant extracts and phytochemicals as functional ingredients for use in the cosmetic, personal care, nutraceutical and therapeutic sectors.