

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.

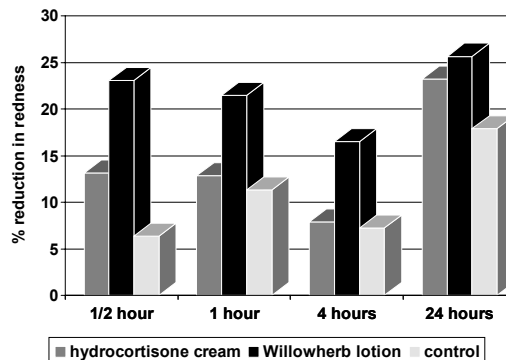
Fytokem's Willowherb Extract Now in Retail Products

Aubrey Organics of Tampa, Florida launched four new skin care products containing Fytokem's Canadian Willowherb Extract at the Natural Products Expo West show held recently in Anaheim, California.

"This is a milestone for Fytokem" says John Schaw, President and CEO of Fytokem, "This is the first commercially available product containing our ingredient, Canadian Willowherb Extract. We are very pleased with the product and expect it will be a winner."

"We like the willowherb product." says Jeff Gottas of Aubrey Organics. "We think it will add value to our product". Aubrey Organics has been a leader in all natural hair and skin care for nearly 30 years. Their products are available in health stores throughout North America. The Blue-Green Algae line of products, containing the willowherb extract, has been very well received in the marketplace.

A recent study conducted by a leading clinical testing laboratory has shown Willowherb lotion to be very effective in reducing redness due to irritation. (see chart)



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.