

# News Release

FOR IMMEDIATE RELEASE:

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## **Fytokem Products Inc.**

For further information please contact:

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Fytokem Products Inc.

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ASE Symbol: FYT

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

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## **Fytokem introduces new skin toner products**

Fytokem is introducing a new line of skin toner products to the international market. **Tyrostat™-10** and **Tyrostat™-11**, the first two products being launched, provide protection against unwanted action of tyrosinase enzymes in skin. Tyrosinase enzymes control the formation of melanin, the natural pigment in humans. Increased tyrosinase enzyme activity results in more pigment being formed than may be desirable. General skin lightening, prevention of patchy tanning and amelioration of "age spots" are examples of what **Tyrostat™** skin toners may accomplish. Fytokem will be marketing its Tyrostat products as active ingredients for skin lotions.

"The **Tyrostat™** series is a very exciting breakthrough for Fytokem," says John Schaw, President and CEO. "We have been able to provide all-natural, plant based products allowing total inhibition of tyrosinase enzyme action at dosage levels far lower than the levels required with hydroquinone - which has been a long-time industry standard. In addition, our products are non-irritant and non-toxic. The initial response from industry to the new **Tyrostat™** line has been phenomenal."

**Tyrostat™** products are currently in independent clinical trials in the USA and also are undergoing tests in several major industry research laboratories. The potential world market for safe, effective plant-based tyrosinase controllers is estimated to be in excess of \$100 million annually.

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

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