



News Release

For Immediate Release

October 20, 1999

CONTACT:

John Schaw, President and CEO
Fytokem Products Inc.
Tel: (306) 668-2552; Fax: (306) 978-2436
e-mail: jschaw@fytokem.com
website: www.fytokem.com
ASE Symbol: FYT

Fytokem introduces novel plant extract that prevents skin damage from sun

SASKATOON, Saskatchewan (October 20, 1999) – Fytokem Products Inc. has begun marketing a unique, all-natural ingredient that helps the body fight the skin-damaging effects of sun exposure. At a recent California trade show for cosmetic chemists, Fytokem unveiled Fytosorb™-20, a plant-derived active ingredient for use in sun care-related products—a market worth more than \$1 billion globally.

“The Fytosorb™ product offers a safe and natural way to fortify the body’s defenses against the sun’s harmful effects,” says John Schaw, Fytokem’s President and CEO. “Laboratory testing has shown that it is the best plant extract on the market with the ability to prevent skin damage from sun exposure. The product is also an anti-irritant, which helps to soothe the skin and reduce skin redness. We had tremendous interest in this product at the recent trade show.”

Fytosorb™-20 is comprised of an extract from the Canadian Willowherb plant, which is found in Canada’s northern prairies. When applied onto the skin, the product works by absorbing harmful, highly reactive oxygen molecules called oxy free radicals. Oxy free radicals are formed when the sun’s ultraviolet rays react with oxygen molecules present in the skin. As part of the body’s inflammation response, additional free radicals are also produced. When the free radicals exceed the body’s normal capacity to absorb them, the skin’s cell membranes can be destroyed and DNA altered. Over time, the invisible free radicals can cause the skin to wrinkle or become leathery, and cause disorders such as skin cancers.

Fytosorb™-20 helps to boost the body’s natural defenses against the free radicals. In typical cosmetic formulation concentrations, Fytosorb™-20 has demonstrated an ability to absorb more than 95% of all the free radicals in the immediate area. Fytosorb™-20 is the first product in the company’s new line of free radical absorbing ingredients. The company has three other plant-derived product lines consisting of anti-irritants, skin toners and moisturizers that are also aimed at the cosmetics and skin care industries.

About Fytokem

Fytokem Products Inc. develops, produces and markets high-value extracts and refined natural chemicals from plants found in northern Canada for use as ingredients in personal care, nutraceutical/therapeutic and bio-industrial products. The company’s shares are listed on the Alberta Stock Exchange under the symbol FYT.

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