



News Release

For Immediate Release

January 26, 2000

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
CDNX Symbol: FYT

Fytokem's all-natural skin brightener delivers positive results in clinical tests

Saskatoon, Saskatchewan – Fytokem Products Inc. announced today that two clinical tests on human skin have demonstrated the effectiveness of Tyrostat-11, one of its skin brightening products.

The tests, using Fytokem's Tyrostat-11, were conducted by AMA Laboratories Inc. of New City, New York and by Dragoco Gerberding & Co., of Germany, Fytokem's marketing partner in Asia and Europe.

In both tests, researchers reported clearly visible and statistically significant results. Tests at AMA Laboratories focused on age spots, the most difficult test for a skin brightener. Results showed that Tyrostat-11, when incorporated into a lotion formulation, can reduce the coloration of age spots with positive results clearly visible after only three weeks of treatment. Separate tests conducted by Dragoco showed that Tyrostat-11 was effective in skin brightening, again after only three weeks of use.

These clinical results corroborate previous laboratory testing of Tyrostat-11 that showed strong inhibition of the tyrosinase enzyme, which produces a substance called melanin, the pigment responsible for skin colouring and the colour of age spots.

Tyrostat-11 is in production and Fytokem expects sales in the first quarter of this year. The potential market for a proven, effective, plant-based skin-brightening ingredient for cosmetic and dermatological products in Asia, Europe, Africa, and the Middle East has been estimated at hundreds of millions of dollars. There is also a significant market in North America and northern Europe for a product that can reduce the appearance of age spots.

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

-30-

The Canadian Venture Exchange has neither approved nor disapproved the information contained herein.