



FOR IMMEDIATE RELEASE

Canadian Venture Exchange: FYT

FYTOKEM PRODUCTS GAINING USE BY MAJOR COSMETICS COMPANIES

Saskatoon, Saskatchewan, May 10, 2001 – Fytokem Products Inc. (Fytokem), a leading discoverer and developer of therapeutic plant extracts and bioactive molecules, today announced that a variety of some of the largest, most recognized brand name companies in the cosmetics industry are now using Fytokem's bio-active molecules and extracts in their lotions and creams.

“The integrity of our science and the quality of our products is starting to pay off in commercial success,” said Mr. Art Hesje, President and CEO of Fytokem Products Inc. “Our highly potent bio-active products, already in wide use by many smaller companies, are now being recognized by some of the biggest names in the Personal Care Industry.”

Fytokem's line of Fytosoothe™ (Canadian Willowherb™) products have been the most successful to date. Fytosoothe™ is marketed to the Personal Care Industry (PCI) for use as an anti-irritant in skincare lotions, creams and in hair-care products. The Company's Tyrostat™ is also quickly being recognized as one of the best all-natural skin-whitening bio-actives in the world, as the product is natural, very potent and reassuringly safe. Tyrostat™ aims to replace hydroquinone as the skin whitener of choice. Hydroquinone has come under criticism recently for some negative side-effects. Currently the retail market for skin whitening products in Japan alone is known to be upwards of \$500 million annually.

Through the Company's strategic marketing relationship with PCI giant Dragoco Gerberding & Co. AG (Dragoco), Fytokem products are now being sold to companies around the world. Recent new product releases by some of the larger or more novel companies in the PCI industry include the following:

L'Oreal – through its ethnic care subsidiary, Soft Sheen released a prestige hair care line of products containing Fytosoothe™. L'Oreal is now expanding distribution outside of the United States.

NuSkin – an internationally recognized direct marketer, has included Fytosoothe™ in its 180° line of products.

Andrew Jergens – has released a blemish treatment product containing Fytosoothe™ through its **Bioré** line, a critically acclaimed mass-market line of products marketed worldwide. Jergens is a division of one of the world leading cosmetic houses **Kao**.

Clinicians – an Italian-based company, has included Tyrostat™ in its anti-aging lotion.

Osotspa Co. – a company based in Bangkok, has released a whitening underarm lotion containing Tyrostat™ in Thailand.

“Dragoco features Fytokem products in their brochures and presentations to major PCI brands, as this leading European distributor recognizes we have a unique, proprietary catalogue of botanicals with very potent properties,” added Mr. Hesje. “It is becoming increasingly clear that Dragoco's diligent marketing efforts are beginning to pay dividends to Fytokem. Dragoco has been instrumental in assisting us in creating significant respect for our science, our commercialization process and the quality of our products in the industry.”

About Fytokem Products Inc.

Fytokem Products Inc. is a Canadian life sciences company engaged in the discovery and commercialization of novel Function-Certified™ plant-based substances – extracts, phytochemicals and bioactive molecules – for use as ingredients in personal care, nutraceutical, pharmaceutical and bio-industrial products, both domestically and internationally. Fytokem has applied for several scientific patents, and has developed a proprietary commercial scale manufacturing process.

Fytokem's common shares trade on the Canadian Venture Exchange under the symbol FYT; the Company has 14,462,121 shares outstanding.

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

-30-

For more information, please contact:

Art Hesje
President and CEO
Fytokem Products Inc.
306-668-2552 tel
306-978-2436 fax
ahesje@fytokem.com
www.fytokem.com

Wayne Hendry
Investor Relations
The Equicom Group Inc.
416-815-0700 ext. 238 tel
416-815-0080 fax
whendry@equicomgroup.com
www.investorlook.com