



FOR IMMEDIATE RELEASE

TSX Venture Exchange: FYT

FYTOKEM ANNOUNCES BABY WIPES WITH CANADIAN WILLOWHERB™ NOW AVAILABLE LOCALLY

Saskatoon, Saskatchewan, May 24, 2006 - Fytokem Products Inc. (the Company) is pleased to announce that Johnson & Johnson Inc. have released their Penaten® Diaper Change Wipes which use Canadian Willowherb™ to the Canadian market.

Fytokem first announced Johnson & Johnson's use of Canadian Willowherb™ in their baby wipes in June 2002, when it was initially released in the UK. Since that time, it has been launched in many other countries (including Australia and South Africa) under the Johnson's® *extracare* line and the Penaten® brand.

Recently, the wipes have been released to the Canadian consumer under the Penaten® brand, and can be purchased locally at retail outlets such as Shoppers Drug Mart and the Real Canadian Superstore. The same wipes, sold in the UK under the name Johnson's® Baby Extracare Wipes were recently voted *Product of the Year* in the baby category of the 2006 Consumer Survey Product Innovation Awards. In an excerpt from Marketing magazine's website, the award winning product is described as "revolutionary wipes containing stripes of protective cream which use a unique two phase process. On contact with the skin the Caremelt in the stripes, a blend of special oils, vitamin E and aloe vera, mixes with the water-based lotion containing willowherb to care and protect baby's delicate skin".

"This is a wonderful product, and we are very proud to have a part in its success. It is also a major market opportunity for us," said Art Hesje, President and CEO of Fytokem. "We are particularly pleased that this product is available to those people who have been following the progress of our company over the years. We have been able to find these and many other products containing our actives, right on our shelves in Saskatoon."

About Fytokem Products Inc.

Fytokem Products Inc. develops and delivers proven natural ingredients to leading formulators in personal care, nutraceutical, and pharmaceutical industries. The Company has been issued patents for technology related to two of its products, and has other patent applications pending.

Fytokem currently offers two product lines in the market. Canadian Willowherb™ is a multi-function plant extract with strong efficacies as an anti-irritant and anti-oxidant whose properties also have application as an acne treatment. Tyrostat™ is a multi-efficacy plant extract, sold primarily for its use as a tyrosinase inhibitor that provides effective skin lightening.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release. Statements contained in this news release, which are not historical facts, are forward-looking statements that involve risks, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Fytokem disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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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