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TOPRICIN® ANTI-INFLAMMATORY CREAM OFFERS SAFE, EFFECTIVE, ALTERNATIVE PAIN RELIEF TO ACETAMINOPHEN

Rhinebeck, NY, September 2009 - The fact that an FDA panel recommended yesterday to lower the maximum dose of over-the-counter acetaminophen, and even pull some medications from the market, is prompting a desperate search by consumers for safer alternatives to this popular pain relief ingredient. The FDA panel of 30 pharmacists, doctors and researchers found that drastic steps need to be taken to reduce liver damage, and even death, brought on by overuse of acetaminophen. But where does that leave the 50 million American chronic pain sufferers, and 25 million acute pain sufferers, who regularly use acetaminophen-based products to reduce their suffering?

Fortunately, there is an effective, doctor-recommended topical cream that has been providing remarkable pain relief in an all-natural formula for over fifteen years. Topricin® Pain Relief and Healing Cream is called "a miracle treatment" by doctors and patients alike. Topricin® works because it doesn't just mask the pain and uses no volatile oils such as camphor, menthol or irritating chemicals. Rather, it stimulates the body's desire to heal the damage that is causing the pain. Topricin® drains the toxins and fluids that build up in an injured area, improving blood flow to the injured tissue. Physicians have been using Topricin® in their treatment protocol for years, finding it aids healing and significantly reduces pain in their patients.

"It's time the FDA took responsible measures in the area of pain management," says Topricin's Director of Research, Lou Paradise. "People who are in chronic pain and need daily relief need to know that there are safer options out there that do not carry the risk and side effects of many of the over-the-counter medicines including acetaminophen. Our goal is not just to relieve pain, but to give people hope that they can restore their way of life and pursue a more active, healthy and happy lifestyle."

Topricin® is a topical cream that can be applied as often as is necessary to address all pain levels. The non-greasy formula has no unpleasant odor, making it even more enjoyable to use.

About Topricin®

Topricin® is the result of extensive research and testing, and brings together a select combination of homeopathic medicines that work synergistically to relieve pain and reduce inflammation. Made by Topical Biomedics, Topricin® is available in pharmacies and health food stores nationwide. Topricin® offers pain relief with no side effects and is safe for the entire family. For additional information, visit www.topricin.com



For more information, or to arrange an interview with a company spokesperson, please contact Leesa Raab, leesa@adinfinitumny.com or Meghan Waters, meghan@adinfinitumny.com.

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