



FOR IMMEDIATE RELEASE

TOPRICIN®: THE 'NO PAIN, ALL GAIN' ANTI-INFLAMMATORY CREAM THAT HEALS THE DAMAGE THAT CAUSES THE PAIN

Naturally, It Works. Topricin Takes Away Pain with No Side Effects

Rhinebeck, NY, September 2009 - The effect of pain on overall health cannot be underestimated. According to the American Academy of Pain Management, an estimated 50 million Americans live with chronic pain, and an additional 25 million suffer acute pain. The debilitating effects of pain diminish the ability to perform even the most basic tasks, and can have a profound effect on the physical quality of life as well as mental health. Desperate for relief, many pain sufferers turn to treatments that mask the pain at best, but rarely help heal the underlying causes. But as many pain sufferers know, the promises of over-the-counter and prescription treatments to decrease discomfort are enough to make the risk of stomach ulcers, dependency, depression, liver or kidney damage seem worth it. But there is an effective, safe, and trusted alternative to such desperate measures in the form of Topricin® anti-inflammatory pain relief and healing cream.

To many who have tried it, Topricin is a miracle treatment that has arrested chronic pain where other treatments have failed. A true 'medical makeover', Topricin allows pain sufferers to go from debilitated to active. Take Roxanne Reed, a registered nurse who suffers from a number of herniated discs in her spine. "As far as I am concerned, this is a miracle medication. I rubbed it into all my painful areas three to four times a day. I was astounded at the pain relief. Even my legs and feet with the burning sensation were relieved."

It works because Topricin doesn't just mask the pain and uses no volatile oils such as camphor or 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. Made to penetrate the skin much like a moisturizer, Topricin is fast absorbing and can be used on all skin types, and better yet for all pain levels.

The hard-to-convince medical establishment has embraced the remarkable, healing effects of Topricin. Physicians have been using it in their treatment protocol for years, finding it aids healing and significantly reduces pain in their patients, as well as reducing recovery time from injury by an average of 50%. According to Igor N. Burdenko, Ph.D. of the Burdenko Water & Sports Therapy Institute, "I am absolutely delighted with the superior performance of your product 'Topricin.' I have been using Topricin as one of my primary treatments for more than 11 years for myself and all my clients. In my opinion Topricin is the best natural medicine in the homeopathic category and

superior to all other topical and oral pain medication for safe and effective pain reduction and healing stimulation, as well as for injury prevention."

Chiropractors and physical therapists highly recommend the cream as a treatment. Take Dr. Richard A. Young, D.C., who says, "During the past six years, I have successfully treated hundreds of automobile accident related soft tissue and trauma injuries using Topricin." Victor E. Levenson, a chiropractor with nearly 35 years of experience, has found Topricin to be effective for sciatica, tendonitis, carpal tunnel syndrome, sprains and strains. "Topricin is the only product we have found to be effective in 95% of the cases we have treated. Patients come back and ask where they can get more. It is by far the best product we have used." With difficult conditions to treat, such as fibromyalgia and sciatica, Topricin offers hope where other treatments have failed. For some, it works so well that oral pain medications are no longer needed.

In the retail environment where products come and go, Topricin is no flash in the pan. This patented anti-inflammatory pain relief and healing cream has been on the market for over 15 years. It is proven to treat the pain associated with arthritis, carpal tunnel syndrome, lower back pain, repetitive motion, and trauma and sports injuries. Legions of fans, including Olympic and professional athletes, doctors, pharmacists, physical therapists, and everyday pain sufferers, testify to how Topricin has improved their quality of life.

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@adinfinityny.com or Meghan Waters, meghan@adinfinityny.com.

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