



Topricin products awarded 'parent tested, parent approved' seal of approval

November 12, 2010 — Topical BioMedics Inc. recently announced that Topricin pain relief and healing cream and Topricin Junior for children have both been awarded the coveted "Parent Tested, Parent Approved" (PTPA) Winner's Seal of Approval.

PTPA Media is North America's largest parent community, with more than 40,000 volunteer parent testers.

Consumers looking for practical, high-quality products and services rest assured when they see the PTPA Winner's Seal as evidence of product excellence as evaluated by unbiased parent consumers.

Classic Topricin and Topricin Junior were among many entries from across North America competing to earn the PTPA Seal. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience — not on commercial considerations.

As a result, the PTPA Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness, and value.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents.

"Our mission is to help relieve pain and promote healing in both adults and children — safely and effectively, without hazardous side effects — and improve their quality of life," says Lou Paradise, president and chief of research of Topical BioMedics. "It's very gratifying that PTPA Media and its panel of parents have recognized our products with their seal of approval."

"At PTPA Media, we are proud to play a role in certifying innovative new products that families can trust," says Sharon Vinderine, president and founder of PTPA Media Inc. "It's win-win. By improving communication between manufacturers and consumers, we are helping companies serve their market better, and helping families identify products that have been tested and recommended by their peers."

Source: Topical BioMedics Inc., www.topricin.com