

**FOR IMMEDIATE RELEASE**

**NEWLY CREATED TOPRICIN® FOOT THERAPY CREAM NATURALLY ANSWERS CALL OF  
'OH, MY ACHING FEET'**

*Topical BioMedics Creates a Specially Formulated Podiatrist Recommended  
Topricin Product to Address Foot Pain*

**Rhinebeck, NY, March 2009** - What is the first thing we do when we come home from work? Slip out of our shoes - be they high-heeled women's pumps, men's dress Oxfords, or our favorite pair of sneakers - after being on our feet all day. The mere stresses of walking or standing throughout the day, in addition to overuse injuries and skin conditions of the feet, cause more than 75% of Americans to experience foot pain at some point in their lives. Foot pain is one of the most common causes of chronic pain, which isn't surprising given the fact that the human foot supports the entire body and contains many complex bones muscles, nerves and ligaments that are vulnerable to injury. Such complexity allows for many opportunities for something to go amiss and cause discomfort, making 'oh, my aching feet' an oft-heard complaint.

Happily, there is new hope for foot pain sufferers in newly created, doctor recommended Topricin® Foot Therapy Cream. Specially formulated to safely and effectively target foot and ankle pain, it is perfect for common foot problems. Of special interest to sports enthusiasts, Topricin® Foot Therapy Cream is especially effective for injuries such as plantar fasciitis, achilles tendonitis, strains, sprains, leg cramps, and impact injuries and bruising to the foot and ankle. It is also extremely fast acting with specific foot problems like heel pain, gouty arthritis, burning nerve pain and painful neuromas in between the toes.

And, let's face it; feet can be a bit unpleasant when it comes to odor. Who wants to then throw a stinky menthol or medicine-like smelling ointment on top of that? Fortunately, Topricin® Foot Therapy Cream has no smell and goes on more

like a moisturizer than a greasy gel. It's easy-to-use, fast acting, and for many, relief is just an application or two away.

Topricin® Foot Therapy Cream was also formulated knowing that swelling and problems such as dry chaffed skin, can be additional sources of discomfort in the feet. Therefore, this non-greasy, fast absorbing cream offers soothing relief for swelling and soreness and effectively treats the unique skin conditions of the feet.

For diabetics, who experience many skin problems on and around the feet, Topricin® Foot Therapy Cream is a welcome relief. While always a smart idea to check with a doctor first, this cream is safe for diabetics and helps address the aches and burning nerve pain in the feet that many diabetics suffer from.

Topricin® Foot Therapy Cream is a welcome addition to the medicine cabinet of many foot pain sufferers. It does not just mask the pain like many foot creams, it instead stimulates the body's desire to heal the damage that is causing the pain. Topricin® Foot Therapy Cream stimulates draining the toxins and fluids that build up in an injured area to improve blood flow to the injured tissue for enhanced healing relief. Made to treat and penetrate the skin much like a moisturizer, Topricin® Foot Therapy Cream is fast absorbing and free of chemicals and irritants. Legions of fans, including 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 eleven 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. For additional information, visit [www.topricin.com](http://www.topricin.com).

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212-693-2150, ext. 314, or email at [tamara@adinfinitemny.com](mailto:tamara@adinfinitemny.com).

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