

FOR IMMEDIATE RELEASE

**EARLY LIFE IS FILLED WITH LITTLE BOO BOOS:
NEW TOPRICIN® JUNIOR CHILDREN'S PAIN RELIEF CREAM HELPS KIDS FEEL BETTER -
AND HEAL FASTER - NATURALLY**

Rhinebeck, NY, March 2009 - The early years of life are filled with constant bumps, bruises, strains and sprains. It's a wonder that kids don't spend their entire childhood as one big bruise, given their rough and tumble activities. And with more and more children participating in group sports like soccer, field hockey and football, kids of all ages are experiencing sports injuries previously unseen. According to the National SAFE KIDS Campaign and the American Academy of Pediatrics (AAP), more than 3.5 million children ages 14 and under get hurt annually playing sports or participating in recreational activities. While injuries may be part of everyday growing up, there are not many pain relief options on the market that parents can feel entirely comfortable with, given the side effects of many oral pain relievers and the allergic reactions many kids have to those smelly methol-based creams. In fact, the potential risk of overdosing a child using oral pain medication can cause dire consequences.

But to the relief of parents and children everywhere, there is now a new, all natural, safe product on the market that effectively treats the most common injuries that children suffer from. Topricin® Junior Children's Pain Relief and Healing Cream is specially formulated to treat pain associated with a wide range of common children's injuries. Better yet, instead of just treating the symptoms, it stimulates the body's desire to heal the damage that is causing the pain. Topricin® Junior is the must-have pain treatment for parents to carry with them to sports events, track meets, or even just to the neighborhood playground, providing the best immediate first aid relief ever. Just ask the doctors who use it.

"Children are often underserved when it comes to pain management and treatment," says integrative pediatrician Natalie Geary, MD. "Many pain relievers

are inappropriate for children's delicate systems or don't provide adequate pain relief. A cream like this can be an extremely useful and effective tool in safely combating the pain many children experience daily."

Why does Topricin® Junior Children's Pain Relief and Healing Cream work so well for so many causes of pain in children? It was formulated specifically without menthol or other irritating chemicals to provide the specific natural medicines that properly address children's unique pain relief needs. Topricin® Junior brings fast soothing relief in a no fuss, no muss, user friendly, odorless cream that children look for when they are hurt, and parents are confident in using because it is safe and it works. It is perfect for muscle sprains and strains, back, heel and knee pain, and overall growing pains.

And for immediate relief from those injuries to the skin that children suffer daily, Topricin® Junior is a great solution. This multi-purpose healing cream works on all the everyday bruising, scrapes, scratches, minor burns and insect bites that children are prone to. It has also been found to be extremely effective in dealing with the itching and scaling associated with children's skin problems like eczema.

Topricin® Junior Children's Pain Relief and Healing Cream is a welcome addition to the medicine cabinet of many parents. It joins a host of effective, safe, all natural pain relieving formulas from Topical Biomedics, including the original Topricin® Pain Relief and Healing Cream and Topricin® Foot Therapy Cream. 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 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.

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.

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