

Press Contact:
Leesa Raab 212.693.2150 Ext.314
leesa@adinfinityny.com

Meghan Waters 212.693.2150 Ext.309
meghan@adinfinityny.com



FOR IMMEDIATE RELEASE

TOPRICIN® IS NATURAL PAIN RELIEF FOR THE MULTI-TASKING MOM

The Perfect Pain Reliever for Life On-the-Go. And Now, Topricin® Junior Specially Formulated for Kids!

Rhinebeck, NY, September 2009 - The modern mom is a multi-tasker extraordinaire, acting as nurse, teacher, financial planner, breadwinner, soccer mom and more. All this activity is bound to bring aches and pains of an active life, but many pain relievers can't address all the needs of most moms in one formula. Topricin® anti-inflammatory pain relief and healing cream is proven to reduce pain and stimulate the body to heal itself. Safe for all ages, moms across the country swear by it, keeping it on hand to treat the multitude of little hurts that seem to come with daily living.

In addition to its effectiveness, it's simple and convenient to use anytime, anywhere. Topricin's non-greasy, no odor, all-in-one formula offers the perfect remedy for moms-on-the-go. With no unpleasant odor or heavy menthol-like smell that is associated with many other pain-relief topical treatments, Topricin is pleasant to use, especially when facing a heavy work, family and social schedule. And for the budget conscious (and who isn't these days?), Topricin is an all-in-one cream that addresses numerous types of pain - sciatica, arthritis, carpal tunnel - in any area of the body. It is even an extremely effective first aid cream for bruises, abrasions and strains, and has been known to effectively treat stubborn skin conditions like shingles and eczema. A multiple purpose cream like Topricin can save busy moms time as well as money, by providing relief for many conditions all in one convenient package.

Many savvy moms of today are devotees of natural treatments for their children, and search for products that offer as much comfort as a kiss on a boo boo, but yet are far more effective. And now, with new Topricin® Junior Children's Pain Relief and Healing Cream, superior pain relief without chemicals or harsh side effects is available to kids. It can be used safely for any minor scrapes, bumps and bruises as well as pain relief for growing limbs and the aches and pains that really active 'sports-crazy' kids suffer from. Specially formulated for children's sensitive skin, Topricin Junior has no side effects and is considered safe for users of all ages. More information can be found at www.topricinkids.com. 5% of all sales are donated to the Ryan McElroy Children's Cancer Foundation.

Busy moms don't have the time to test products and go through the effort and expense to see if something is the right treatment for their family. They need something they can trust that works -

fast! Topricin offers that control and gives moms a choice they can trust. Given the testimonials from thousands of devoted users, mom's can feel confident in a brand that has stood the test of time. Topricin can be used in conjunction with other medications and causes no drug-interaction contraindications and is doctor recommended.

Topricin 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@adinfintumny.com or Meghan Waters, meghan@adinfintumny.com.

#