

TOPICAL BIOMEDICS, INC., SIGNS ON WITH VITAMIN WORLD
Products to be carried in 400+ Vitamin World retail stores

Rhinebeck, NY, June 22—Topical BioMedics, Inc., the makers of Topricin® natural pain relief healing products, has contracted with Vitamin World, a leading national specialty retailer and direct marketer of nutritional products, to carry its product line. Headquartered in Bohemia, NY, with revenues of nearly \$200 million, Vitamin World is a subsidiary of NBTY and operates approximately 450 retail stores across the U.S. The company also manufactures and markets more than 1,000 vitamins, herbs, and other nutritional supplements, and ships over 100,000 products ordered through the VitaminWorld.com website every month.

Founded in 1994 and headquartered in Rhinebeck, NY, Topical BioMedics, Inc., is the research and development leader in topical regulated natural medicines for pain relief. The company's flagship product, Topricin Pain Relief and Healing Cream, was introduced in 1994 and is now a leading natural therapeutic brand. All Topricin products are FDA-regulated over-the-counter medicines. Doctors and pharmacists can find more information about Topricin in the 2010 edition of the Physicians' Desk Reference (PDR). The product brings together eleven homeopathic medicines that work synergistically to relieve pain associated with a wide range of painful ailments. The Topical BioMedics' family of products includes Topricin Pain Relief and Healing Cream, Topricin Foot Therapy--specially formulated to treat foot and ankle pain--and Topricin Junior for children, introduced in May 2009 to address the safety issues and concerns of parents and doctors in the pediatric pain relief category.

Besides Vitamin World, Topricin is available in pharmacies, natural food stores, and other retailers nationwide, as well as direct from Topical BioMedics. For more information on the Topricin family of products, locate a retail outlet, or sign up for the free newsletter *Natural Healing, Natural Wellness* visit www.topricin.com.

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