



**Topical BioMedics, Inc. Signs on with The Vitamin Shoppe National Franchise**  
*11/1/2010*

RHINEBECK, NY, November 2--Topical BioMedics, Inc., the makers of Topricin® natural pain relief and healing products, has contracted with The Vitamin Shoppe, a leading national specialty retailer and direct marketer of nutritional products based in North Bergen, NJ, to carry its topical biomedicines. Headquartered in Bergen, NJ, with net sales of approximately \$675 million, The Vitamin Shoppe conducts business online and through more than 400 company-owned retail stores located in 37 states and the District of Columbia.

Founded in 1994 and headquartered in Rhinebeck, NY, Topical BioMedics, Inc., is a research and development leader in topical regulated homeopathic biomedicines for pain relief. The company's flagship product, Topricin Pain Relief and Healing Cream, was introduced in 1994 and was awarded a patent for the treatment of pain associated with fibromyalgia in spring 2010. The company's other products include Topricin® Foot Therapy Cream, specially formulated to treat foot and ankle ailments and conditions, and Topricin® Junior for children, which addresses the safety issues and concerns of parents and doctors in the pediatric pain relief category.

Topricin products bring a soothing combination of homeopathic medicines to rapidly relieve pain and help the body heal the damage that is causing pain. Paraben- and petroleum-free, they have no known side effects, no contraindications, and will not interfere with any other medications. The proprietary formulas do not contain any harsh chemicals or irritants, and are greaseless, odorless, and safe for even the most sensitive skin.

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 Vitamin Shoppe is carrying classic Topricin in its retail stores, and is offering Topricin Foot Therapy Cream to customers via its website.

For additional information visit [www.topricin.com](http://www.topricin.com).