



For Immediate Release

TERMINATION OF NEO DERM FROM DISTRIBUTING PHYTOCEUTICALS FORMULAS

New Jersey, June 29, 2009 – PhytoCeuticals, Inc., the highly respected developer and manufacturer of proprietary skin care formulation, which is the First to invent Stable Liquid L-Ascorbic Acid (Vitamin C) in the market place in early 1990. The company had awarded many grants from National Cancer Institute (NCI) and National Institute of Health (NIH) to test all its formulations clinically over 18 years, has terminated the agreement granting Neo Derm the right to exclusively market the proprietary product formulas of PhytoCeuticals, Inc. by Bicelle brand in Hong Kong effective on July 1, 2009.

Dr. Mostafa M. Omar, presidents of PhytoCeuticals commented, “From now on, all the skin care formulations developed and manufactured by PhytoCeuticals, Inc will only be distributed by PHYTO-C Skin Care, group of PhytoCeuticals. As Neo Derm has no right to access all formulas and products of PhytoCeuticals, Inc, the warranty of safety will also no longer be secured by PhytoCeuticals.”

The Neo Derm/ Bicelle termination was triggered by that company’s introduction of controversial new products, not created by PhytoCeuticals, Inc. that violated Dr. Mostafa M. Omar, presidents of PhytoCeuticals, Inc. medical guidelines. Dr. Omar is also the Professor of Pharmacognosy at the University of Rhode Island, School of Pharmacy commented, “It is my ethical duty as a prominent medical researcher to warn clinicians, dermatologists and patients that, as Neo Derm/ Bicelle no longer has access to PhytoCeuticals, Inc. formulas and products, I cannot warrant the safety of any products sold by Neo Derm/ Bicelle as they already selling very close imitated products contained toxic substance as 4% Hydroquinone which is prohibited by FDA (Federal Drug Administration) as most of the product used under the brand name of Obagi which he admitted in the enclosed sheet from the Obagi pamphlet.

Neo Derm/ Bicelle has received legal notice to remove all references to Dr. Omar and/or PhytoCeuticals, Inc., including all research citations, product claims and other related materials from all websites, advertising materials, media releases, packaging and product literature. Also Neo Derm/ Bicelle is required to issue a clarifying press release informing clinicians and consumers, which



products sold by the company prior to July 1, 2009, were actually owned and developed by PhytoCeuticals, Inc. – a business relationship that no longer exists.

“We will take all action necessary to prohibit Neo Derm/ Bicelle from illegal usage of our formulas and research,” added Dr. Omar. “We will protect our scientific integrity and the reputation of our unique, clinically-proven products by any and all legal means.” The products are no longer available from Neo Derm/ Bicelle but directly from PhytoCeuticals, Inc.

1. Vitamin C & Whitening Serum
2. Vitamin C & E Serum
3. Vitamin ACE Serum
4. Vitamin C Eye Gel
5. Vitamin E Eye Cream
6. Phyto+ Whitening Gel
7. B5+ Moisturizing Gel
8. B5 Gel
9. B5 Moisturizing Cream
10. Deluxe Wrinkle Refiner
11. Acne Vanish Serum/ Spot Removal Serum
12. Skin Rejuvenating Serum

About PHYTOCEUTICALS

PhytoCeuticals, Inc. is the inventor and market leader of antioxidant skin care products established by Dr. Mostafa Omar in the United States. We are committed to developing in the most advanced and effect skin care formulations of natural ingredients from plants and herbs, so as to improve skin health and appearance. Our mission is to formulate the present skin care products backed by scientific studies, researchers and dermatological breakthroughs. For further information, please contact Dr. Mostafa M. Omar, the President of PhytoCeuticals, Inc. directly at 201-791-2255 or info@phyto-ceutical.com.

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