



**FOR IMMEDIATE RELEASE**

Monday January 15, 2007

## **Jamieson announces nationwide distribution of breakthrough psoriasis remedy Dermylex™**

*Unique product developed by Canadian company Advitech (TSX-V:AVI)*

**TORONTO, Ontario** – Jamieson Laboratories, Canada’s leading manufacturer of natural health products, today announced that Dermylex™, a clinically-proven psoriasis remedy, is now available at leading pharmacies and retailers across Canada.

Developed by leading Canadian health sciences and technology firm Advitech Inc. (TSX-V:AVI) and exclusively distributed by Jamieson, Dermylex is a patented blend of bioactive peptides from a natural source, with properties that have been rigorously demonstrated through scientific studies. It acts as an immune system regulator in auto-immune diseases such as psoriasis. During clinical trials, patients who responded to Dermylex generally began to see an improvement within 56 days.

Dermylex is not a topical treatment, but a tablet taken orally. This makes treatment more convenient. It is also a product of natural origin. Its effectiveness has been demonstrated using the same rigorous parameters as is used for pharmaceuticals, but it features the safety profile of natural health products.

Former Canadian Olympian Pierre Harvey, who is amongst an estimated one million Canadians who suffer from psoriasis, is a user. “Suffering from mild to moderate psoriasis for many years, I heard about Dermylex and decided to try it to see for myself its effect on this disease,” said Mr. Harvey. “Very rapidly, my psoriasis has improved after taking Dermylex, a natural health product clinically proven and scientifically supported to relieve psoriasis symptoms. I agreed to promote the product because of my personal confidence in the product and its proven effectiveness, in my case. Dermylex simply works very well.”

“This product is ideal for consumers suffering from mild to moderate psoriasis,” explains Tracey Mazza, Brand Manager, Jamieson Laboratories. “It’s an affordable, effective and safe solution and we are pleased that it is now widely available across the country through our many pharmacy and retail partners.”

A recently completed randomized, double-blind, placebo-controlled, clinical trial of Dermylex by Advitech has demonstrated the nutritional supplement's measurable impact on relieving psoriasis symptoms. This study supports the results obtained in a previously conducted open label study also conducted on Dermylex.

At the conclusion, some 56 days later, patients taking Dermylex saw a reduction of their scaly plaques and itching compared to a placebo. Furthermore, the improvement was maintained over a period of at least 56 additional days at the same dosage.<sup>1,2</sup>

Psoriasis is a non-contagious chronic skin disease, characterized by patches of red, inflamed skin that are covered with a flaky, silvery scaling. These patches, or lesions, generally appear on the scalp, elbows, hands, knees, lower back, and buttocks and can often be itchy and painful. Psoriasis is caused by an immune system disorder that affects skin cell activity. Dermylex retails for \$59.99 for 60 tablets. For more information please visit [www.dermylex.ca](http://www.dermylex.ca).

-30-

### **About Jamieson Laboratories**

Established in 1922, Jamieson Laboratories is Canada's largest manufacturer and distributor of advanced natural health care products. Jamieson's state-of-the-art pharmaceutical manufacturing laboratories are located in Windsor, Ontario. The company is a world leader in the vitamin and nutrition industry, exporting to over 45 countries including the United States, China, Japan, Hong Kong, Korea and Singapore. For more information, please visit the Jamieson Laboratories website at [www.jamiesonlabs.com](http://www.jamiesonlabs.com) or call 1 800 265-5088.

### **About Advitech**

Advitech is a health sciences and technology company with a mission to discover and commercialize proprietary and evidence-based natural health products. Effective and safe, these products play a role in the prevention of Immune-Mediated Inflammatory Disorders (IMID), such as psoriasis and inflammatory bowel disease. Advitech's common shares are listed on the TSX Venture Exchange under the symbol AVI. The number of common shares outstanding is 61,247,318.

For further information, please contact:

John B. Challinor II APR  
Director of Communications  
Jamieson Laboratories  
(416) 960-0052, Ext. 4205  
[jchallinor@jamiesonlabs.com](mailto:jchallinor@jamiesonlabs.com)

Stephanie Blok  
Manager of Public Relations  
Jamieson Laboratories  
(416) 960-0052, Ext. 2714  
[sblok@jamiesonlabs.com](mailto:sblok@jamiesonlabs.com)

### **References:**

<sup>1</sup>Clinical study-1: Open label: Poulin Y, Pouliot Y, Lamiot E, Aattouri N, Gauthier SF, Safety and efficacy of a milk-derived extract in the treatment of plaque psoriasis: An open-label study, J Cutan Med Surg. 2005 Dec .

<sup>2</sup>Clinical study -2: Double-blind against placebo: Poulin Y, Bissonnette R, Juneau C, Cantin K, Drouin R, Poubelle PE. XP-828L in the treatment of mild-to-moderate psoriasis: A randomized, double blind placebo-controlled study. *J Cutan Med Surg.* (in press).