



FOR IMMEDIATE RELEASE

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Effectiveness of Dermylex™ supported by new results as Psoriasis Month kicks off across Canada

Complemented by topical treatment, Dermylex™ may accelerate relief

TORONTO, Ontario – Jamieson Laboratories, Canada’s leading manufacturer of natural health products, today announced that a post-marketing survey conducted on patients suffering from psoriasis shows that the use of Dermylex™ may benefit patients already using topical medication (corticosteroids and vitamin-D derivatives).

The survey, conducted by Canadian health sciences and technology firm Advitech Inc. (“Advitech”) (TSX Venture Exchange: AVI), the company that developed Dermylex, concluded that using Dermylex with topical medication may create a synergistic effect and improve overall treatment efficacy results. Therefore, Dermylex™ might act as an adjuvant to topical medication.

These observations arise from a study by Advitech in which Dermylex users were invited to provide their own evaluation and comment on the results obtained with Dermylex, whether taken alone or part of a concomitant treatment for psoriasis. In the questionnaire, psoriasis severity was quantified by means of an intensity scale.

“This new data provides Advitech and its commercial partners with important information on treatment strategies and alternatives. Adding Dermylex to a topical medication treatment appears to reduce psoriasis severity,” said Dr. Christina Juneau, Vice-President of Research and Development, Advitech Inc. “Advitech will continue to gather and monitor additional data and results from this post-marketing study in order to develop therapeutic strategies for Dermylex™ users.”

Distributed exclusively by Jamieson Laboratories in Canada, 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.

Psoriasis is a non-contagious chronic skin disease that strikes an estimated one million Canadians and affects close to half of the Canadian population. Psoriasis is 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.com.

October is Psoriasis Awareness month in Canada and will culminate on October 29 with World Psoriasis Day.

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About Advitech Inc. www.advitech.com

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, such as psoriasis and inflammatory bowel disease.

About Dermylex™ www.dermylex.com

Dermylex™, developed by Advitech, is an oral natural health product formulated to improve mild-to-moderate psoriasis symptoms. Two clinical trials, one of them a multi-center, double-blind, placebo-controlled trial with 84 patients for 112 days, clinically proved the efficacy and safety of Dermylex™ for that type of psoriasis. Dermylex™ is currently available in Canada and will soon be available in the U.S. (as BioDerm), and in France and Belgium (as Psopax).

About Psoriasis Society of Canada www.psoriasisociety.org

The Psoriasis Society of Canada is a national organization dedicated to the people who have psoriasis. The society is a registered, charitable organization and assists those who have psoriasis by providing information on treatment, programs and services. For more information please call 1-800-656-4494.

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 more than 50 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 or call 1 800 265-5088.

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