

FOR IMMEDIATE RELEASE

## CLINICAL TRIALS DEMONSTRATE NUTRITIONAL SUPPLEMENT'S ABILITY TO RELIEVE PSORIASIS SYMPTOMS

**Toronto, October 10, 2006** — A recently completed randomized, double-blind placebo-controlled clinical trial of a nutritional supplement has demonstrated the product's measurable impact on relieving psoriasis symptoms. This study supports the results obtained in a previously conducted open label study on **Dermylex™**. By the conclusion after the 56 days, patients taking **Dermylex™** saw an improvement of their scaly plaques and indicated a significant reduction in 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 thought to be caused by an immune system disorder that affects skin cell activity. The severity of psoriasis varies from person to person; however, for approximately 85% <sup>3</sup> of people, the disease is mild or moderate.

"**Dermylex™** is a patented oral product that addresses the needs of consumers suffering from mild to moderate psoriasis." says Penny Kendall-Reed, N.D. at the Urban Wellness Clinic in Toronto. "It contains a specific combination of bioactive peptides from a natural source of dairy proteins. Proteins extracted from milk contain various growth factors, such as TGF-Beta, which might help to balance the inflammatory immune response of the skin, thereby helping to ease the pain and discomfort of psoriasis symptoms."

**Dermylex™** does not replace topical or phototherapy treatments, it is expected to work even better in combination. It is a natural source supplement, easy to use, drug-free formula that gives great results to help improve overall quality of life for consumers suffering from psoriasis.

**Dermylex™** is exclusively distributed by **Jamieson Laboratories** and is available in select retail locations across Canada. **Dermylex™** will retail for \$59.99 for 60 tablets. For more information please visit [www.dermylex.ca](http://www.dermylex.ca)

#### **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 USA, China, Japan, Hong Kong, Korea, Singapore and many Middle Eastern nations. For more information please visit [www.jamiesonvitamins.com](http://www.jamiesonvitamins.com)

#### **About Dermylex™**

**Dermylex™** is Advitech's orally administered product for mild to moderate plaque psoriasis. **Dermylex™** is made from Advitech's XP-828L, a bioactive ingredient with proven clinical efficacy. On July 5, 2005, the Company reported positive results from its clinical trial of XP-828L for treating mild to moderate psoriasis. The 112-day, multi-center, double blind, placebo-controlled study, involving 84 patients, confirmed the efficacy and excellent safety profile of XP-828L for treating mild to moderate psoriasis.

#### **About Advitech**

Advitech inc. is a publicly traded Canadian health sciences and technology company (TSX-V: AVI) with the mission to discover and commercialize proprietary and evidence-based natural health products from dairy sources. Effective and safe, these products target Immune Mediated and Inflammatory Disorders (IMID) such as psoriasis and inflammatory bowel diseases. Advitech's common shares are listed on the TSX Venture Exchange under the symbol AVI. The number of common shares outstanding is 54,799,818. More information on [www.advitech.com](http://www.advitech.com)

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**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. 2006 May 25.

<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).

<sup>3</sup>**Navigant Consulting market report for Advitech**