



THÉRA WISE®

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THÉRA WISE®

NATURAL THERAPEUTIC OINTMENTS

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Media Release

First Licensed, Natural Health Ointments, Thera Wise Launches in Largest North American Pharmacies

Vancouver, Canada (May 05, 2009) – Beginning this month [Théra Wise®](http://www.therawise.com) natural, bioactive (plant-based) government approved ointments will be sold at major pharmacies across Canada and the US. This marks the first time retail pharmacy chains have picked up a natural, medicinal alternative to conventional petroleum-based brands to sell over the counter (OTC).

The largest American pharmacy chain CVS.com (<http://www.cvs.com/>), Wal-mart Canada, Loblaws Companies (Natural Value), London Drugs, on-line drug store Well.ca, Shoppers Drug Mart (effective August 2009) will all stock products from the new [Théra Wise® line](http://www.therawise.com), which includes four of the most commonly used OTC ointments: First Aid, Cold/Flu, Anti-Acne and Hemorrhoid.

Vancouver based Derma Wise Skin Care, established in 2003, is a Canadian health sciences company producing the Théra Wise® line of natural bioactive ointments.

Derma Wise Skin Care president Warren Brander says, “This is an important decision by major North American pharmacy chains to start selling Théra Wise® our natural, government approved line of products over the counter. It indicates a significant recognition and desire by pharmacies to satisfy a growing consumer demand for easy access to an effective, healthier, safer and eco-friendly line of personal care ointments.”

Théra Wise® products are the first natural medicinal ointments to receive a Health Canada Natural Health Product License, which ensures these products have passed stringent requirements for safety and efficacy. Health Canada’s rate of approval is only one out of every three applicants.

Canadian legislation changed in 2004 to allow the natural health product (NHP) category to be sold in pharmacies OTC, if the product’s effectiveness could be proved. This however required time-consuming and expensive testing, which made it difficult for many less established natural product lines to reach pharmacy shelves.



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Brander, who has a background in Oriental and Plant Medicine as well as Cosmetic Science, has been involved in the development, manufacturing and sales of Natural Health Products and OTC medicines for over 10 years.

In developing [Théra Wise®](http://www.therawise.com), Brander says he wanted to create science-based products with healthy, safe, time-tested ingredients to provide an effective alternative to mainstay petroleum based ointments currently on the market. Théra Wise® products he says, are unique in their composition and their approach to treating health disorders because they treat the condition comprehensively or holistically. Théra Wise® ointments accomplish this by reducing the inflammatory process, increasing the immune function, and protecting delicate tissue to overcome the condition naturally.

Historically, over the past 50 years North American pharmacies have offered a very narrow range of medicinal products compared to Europe, where many choices of conventional and alternative medicinal products sit side by side on pharmacy shelves. Brander says, “We think it’s time to offer that same choice to North American consumers, who want convenient access to natural, safe, plant-based products here as well.”

Théra Wise® products, which are 100% biodegradable, offer a responsible ecological purchasing choice. This is an increasingly important consideration given that environmental organizations estimate close to 18% of all environmental pollution is a direct result of our personal care and pharmaceutical product runoff.

Théra Wise® licensed products are pioneering a new direction for over the counter (OTC) pharmacy ointments, combining modern science with time tested “body friendly” natural bioactive plant ingredients.

For additional information visit <http://www.therawise.com/>

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THÉRA WISE® – Natural Therapeutic Ointments