



FOR IMMEDIATE RELEASE

Théra Wise: the all-natural solution to chemical-based pharmaceuticals

Vancouver, BC – An all-natural revolution is set to take your local drugstore by storm as Théra Wise bio-active medicinal ointments are now available at major pharmacy chains across North America. The decision marks the first time pharmacy retailers have sold a natural product as an over-the-counter alternative to petroleum-based ointments.

CVS.com, Wal-Mart Canada, Loblaws, London Drugs, online drugstore Well.ca, Pharmaprix, and Shoppers Drug Mart will all stock products from the Théra Wise line, including four of the most common OTC ointments: First Aid, Cold/Flu, Anti-Acne, and Hemorrhoid.

“Historically, North American pharmacies have offered a very narrow range of medicinal products compared to Europe, where conventional and alternative pharmaceuticals sit next to one another on the shelf,” explains Warren Brander, President of Derma Wise Skin Care, which produces and distributes Théra Wise. “This decision is significant because it indicates a desire by pharmacies to satisfy a growing consumer demand for easy access to effective, healthy, and safe personal care products.”

Théra Wise products are 100 per cent biodegradable and made entirely from bio-active ingredients including organic chamomile and calendula flower, argan oil, tea tree oil, seabuckthorn berry oil, and the pre-biotics barley beta glucan concentrate and alpha glucan oligosaccharides. Olive oil derivatives are used as a base in all Théra Wise ointments, as olive oil provides an extra layer of protection and enhancement to the skin while still allowing it to breathe. These ingredients help Théra Wise ointments to reduce inflammation, increase immune function, and protect delicate tissues in order to overcome conditions naturally.

Théra Wise is the first plant-based medicinal ointment line to receive a Health Canada Natural Health Product License. With an approval rate of only one in three applications, the license ensures products have passed stringent requirements for safety and efficacy. In addition to this, all Théra Wise products are manufactured in a state-of-the-art Health Canada Site License (NHP) and Establishment License (Pharmaceutical) approved facility to ensure strict quality control from raw material selection through to the finished product.

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About Derma Wise Skin Care Ltd.

Vancouver based Derma Wise Skin Care Ltd., established in 2003, is a Canadian health sciences company producing the Théra Wise® line of bioactive, all-natural therapeutic ointments. Since its inception, Derma Wise Skin Care Ltd. has been a leader in the 'green chemistry personal care movement' committed to providing the most effective bio-active, all-natural therapeutic ointments available on the market today. Théra Wise® products are manufactured in a state-of-the-art Health Canada Site License (NHP) and Establishment License (Pharmaceutical) approved facility to ensure strict quality control from raw material selection through to the finished product.

For more information, please visit www.therawise.com.

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