



FOR IMMEDIATE RELEASE  
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**Théra Wise announces Shoppers Drug Mart to carry its  
Bio-Active VpR Vaporizing Rub in all 1,132 stores across Canada**

*An organic therapy defense treatment available in time for the cold and flu season*

**Vancouver, BC** –Théra Wise VpR Bio-Active Vaporizing Rub (VpR) proudly makes its debut on Shoppers Drug Mart/Pharmaprix, Wal-Mart Canada and Loblaws companies shelves across Canada, starting December 10, 2009 in time to fight those nasty cold and flu symptoms. Dubbed as nature’s remedy for coughs, colds, nasal and chest congestion, VpR is the essential choice in organic healing therapies.

“We are extremely pleased with the demand of our plant-based therapies,” explains Warren Brander, President of Derma Wise Skin Care, producer and distributor of Théra Wise. “The VpR is a great natural alternative for those looking to ease aches, pains and common cold symptoms. Our first product, the HmR Natural Hemorrhoidal Ointment, is currently a huge success with Shoppers Drug Mart patrons, and the addition of our organic vapor rub helps to further our goal to pioneer a new direction for over-the-counter (OTC) therapeutic ointments.”

The VpR Vaporizing rub is the first petroleum-free pharmaceutical decongestant rub on the market, providing users with optimal healing, while avoiding chemical vulnerability.

Made with the finest oils, such as eucalyptus leaf oil, white pine oil, thyme oil and peppermint oil, VpR Vaporizing Rub is not only good for your body, it is also environmentally friendly. Like the HmR Natural Hemorrhoidal Ointment, VpR was developed in accordance with Health Canada’s Natural Health Product Directorate ensuring products a produced under stringent requirements for safety and efficacy.

Théra Wise products are pioneering a new direction for OTC pharmacy ointments, combining modern science with 100 per cent biodegradable plant extracts and “body friendly” bio-active ingredients, including Ecocert approved olive oil bases, organic rose hip seed oil, Asian berry wax, , barley beta-glucan, sea buckthorn and argan kernel oil . More information and a full list of ingredients can be found by visiting:

[www.therawise.com](http://www.therawise.com).

### **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](http://www.therawise.com).

### **About Shoppers Drug Mart**

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With more than 1,144 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns more than 30 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Québec) and two luxury beauty destinations operating as Murale. As well, the Company also owns and operates 66 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta.

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