



FOR IMMEDIATE RELEASE
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Théra Wise all-natural ointment now available at Shoppers Drug Mart
Offering consumers a new choice in personal care ointments starting July 27

Vancouver, BC – Beginning this month, customers across Canada will now have a natural alternative available on their local pharmacy shelves, as Shoppers Drug Mart/Pharmaprix will begin selling Théra Wise HmR Natural Hemorrhoidal Ointment. Available at more than 1,000 locations nationwide, the decision marks a significant development in personal health care as Canada's largest pharmacy retailer will offer Théra Wise as an over-the-counter (OTC) alternative to petroleum-based ointments.

“We are very excited to add Shoppers Drug Mart to our growing list of major retailers,” explains Warren Brander, President of Derma Wise Skin Care, which produces and distributes Théra Wise. “This decision by Shoppers indicates a significant desire by pharmacies to satisfy the growing consumer demand for better access to healthy, safe, and more eco-friendly personal care ointments.”

Made from bio-active botanical extracts and therapeutic nutrients that start the healing process from deep within the skin, Théra Wise HmR Natural Hemorrhoidal Ointment is one of the first OTC pharmacy ointments to receive a Health Canada Natural Health Product License (NPN). 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.

“HmR Hemorrhoidal ointment is particularly beneficial for women who suffer from hemorrhoids associated with pregnancy, a fairly common condition prior to and after giving birth,” adds Brander. “Conventional petro-chemical based ointments by their nature do not promote optimal healing and are not a good choice for health conscious new mothers and those with chemical sensitivities. Théra Wise’s natural plant bases allow the skin to breathe properly – speeding up the healing process and certainly making it more bearable.”

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Théra Wise licensed 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. These include witch hazel, organic chamomile, butcher’s broom, barley beta-glucan, seabuckthorn and argan oil, among others. More information and a full list of ingredients can be found at 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.

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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