

FROST & SULLIVAN PRODUCT INNOVATION AWARD FOR PHYTOCEUTICALS' BREAKTHROUGH 1 PRIMARY WOUND DRESSING®

100% NATURAL AND HIGHLY EFFECTIVE WOUND DRESSING "1" FINDS WIDESPREAD USE IN THE TREATMENT OF ACUTE AND CHRONIC WOUNDS

The 2011 Frost & Sullivan Western Europe New Product Innovation Award in Advanced Wound Management is presented to Phytoceuticals for its 1 PRIMARY WOUND DRESSING® ('1'). This innovative wound dressing spray is specially formulated from a proprietary combination of Neem oil and St. John's Wort oil. '1' is an easy-to-use, 100% natural and highly effective treatment for a wide range of wounds, including acute and chronic wounds.

"It has obtained CE marking and is approved in the European Union as a medical device," notes Frost & Sullivan Research Associate Brahadeesh Chandrasekaran. "The technology has already gained a lot of attention and received positive testimonials from clinicians."

'1' works by creating a moist wound environment, thereby promoting cell proliferation and activating the wound healing process. The oil layer prevents the adhesion of secondary dressings to the wound, enabling easy and painless dressing changes.

"In addition, Neem and St. John's Wort oils have an antimicrobial and skin protecting effect through the fatty acids present in the specially formulated mixture," remarks Brahadeesh. "Another value-added feature is the reduced time for a dressing change due to the rapid non-touch spray application.»

The product is applied onto the wound bed, the wound edge and the periwound skin (all-in-one product) and therefore significantly reduces the steps involved in conventional wound treatment. These properties make the product an attractive first choice for the treatment of acute and chronic wounds.

"Simple and painless treatment, the painless removal of secondary dressings and the antimicrobial effect have underpinned '1's widespread acceptance by both patients and clinicians," states Brahadeesh. "This comprehensive solution successfully meets the needs and demands of the wound management industry with Phytoceuticals gaining an edge over other advanced wound management market participants with this 100% natural product."

Using formulations derived from 1 PRIMARY WOUND DRESSING®, the company is also planning to expand to the veterinary wound and human inflammatory skin disorders market. Phytoceuticals has already launched «1» in Switzerland through direct sales and also prepares to launch its product internationally, including the EU and the US, ideally together with strong distribution partners.

The New Product Innovation Award is presented to the company that has excelled in the following criteria: innovative element of the product, leverage leading edge technologies in product, value added features/benefits, increased customer ROI (small change) and customer acquisition/penetration potential.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Phytoceuticals Ltd.

Phytoceuticals is a life science company that develops innovative medicines from natural product extracts. The Company's current focus is to develop first-in-class solutions for major indications in dermatology. Upon receiving product registration, Phytoceuticals aims at partnering with strong industry partners for product distribution in order to maximize the potential reach and revenue for the product.

Contact

Eduardo Theiler
CEO, Phytoceuticals Ltd.
+41 43 499 15 66,
eduardo.theiler@phytoceuticals.ch

More information

www.phytoceuticals.ch
www.1wound.com

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