



## OTCQB: HXBM

### Industry:

Biopharmaceutical

### Focus Areas:

- Bioactive Peptides
- Cosmeceutical Ingredients
- Dermatological Conditions

**Founded:** 1988

**Fiscal Year End:** December 31

### Market Capitalization:

\$20.8M (As of 6/30/11)

### Cash Position:

\$2.7M (As of 6/30/11)

### Debt:

None (As of 6/30/11)

### Shares Outstanding:

49.7M (As of 6/30/11)

### Management Team

**R. Stephen Beatty**  
President & CEO

**Robin L. Carmichael**  
Vice President & COO

**Nicole Ressler**  
Controller

**Lijuan Zhang, PhD.**  
Sr. Director, R&D Innovation

### Investor Relations

#### Shelton Group

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*For a complete list of risks and disclosures please refer to Helix BioMedix's filings with the Securities and Exchange Commission, including the Company's most recent 10-Q and 10-K. The Company assumes no obligation to update the information in this document.*

## Company Overview

Helix BioMedix, Inc. is a biopharmaceutical company with an extensive global library of structurally diverse bioactive peptides and patents covering hundreds of thousands of peptide sequences. These peptides have broad applications in the health, beauty and pharmaceutical industries, with an emphasis on topical application. The company has currently commercialized a number of peptides for the cosmetic and over-the-counter industries through licensing agreements with leading chemical ingredient distributors. Helix BioMedix has also developed proprietary products incorporating its key peptides while working toward a more extensive Rx development program in strategic growth opportunities.

## Target Applications, Markets and Clinical Opportunities

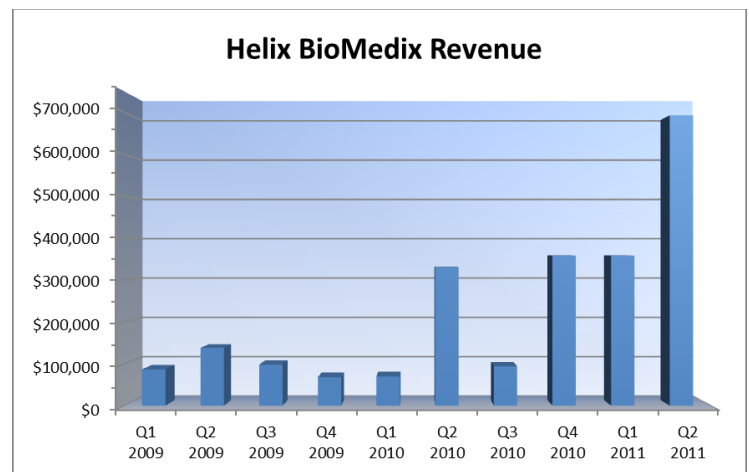
Helix BioMedix peptides represent multiple market and application opportunities for increasing revenues. The Company's core focus is the large dermatology market, specifically anti-aging, skin health, acne, rosacea, MRSA and fungal infections. Within these markets, Helix BioMedix continues to execute a cost-effective phased commercialization strategy.

## Helix BioMedix Recent Business Highlights

- Helix BioMedix has successfully transitioned from development stage to commercializing developed compounds.
- Total revenue grew 118% in 2010 and 163% in the first half of 2011 over the same period last year.
- Revenue for first six months in 2011 surpassed total 2010 revenue.
- Acquired a 30% ownership interest in NuGlow Cosmeceuticals, LLC, a direct-to-consumer marketing company, expanding product, market and age demographic revenue opportunities. Three-year supply agreement provides incremental sales opportunities.
- Launched the Apothederm™ brand of proprietary skin care products selling through prestige e-commerce and specialty retail sites. Initial product is clinically proven stretch mark cream with related products readying for launch.
- Successfully converted notes payable to equity and raised additional capital; now debt free.

## Creating Value through Multiple Revenue Sources

- **Peptide Licensing:** Licensing is the quickest path to market and provides immediate revenue generation. Royalty fees were the key factor to the 2010 revenue growth as partners increased utilization of Helix BioMedix technologies in global consumer products. Through its distribution partners, more than 150 products using Helix BioMedix peptide technologies have entered the market with further new product launches expected in the latter half of 2011.
- **Consumer Products:** Proprietary and private label skin care products offer greater revenue and gross margin for the Company. Helix BioMedix brands include the Apothederm™ skin care line in the US and Cerakine™ products in international markets. The Company also supplies products to sk:n, the UK's leading dermatology group, which launched its Anti-Blemish skin care line using Helix BioMedix peptides in Boots Chemists in July of 2011.
- **Rx:** Helix BioMedix is well positioned for Rx development programs in key markets. The Company is aggressively seeking strategic partners for both scientific collaboration and funding. Peptides with significant pharmaceutical potential in the areas of topical anti-infectives and wound healing have been identified, including acne and MRSA applications, as well as the anti-inflammatory area targeting dermatitis.



## STRONG MARKET DEMOGRAPHICS DRIVE A FAVORABLE GROWTH ENVIRONMENT



- The U.S. personal care market reached \$36.5 billion in sales in 2010, surpassing pre-recession levels.<sup>1</sup>
- From 2005 to 2011, the strongest growth has been direct sales, an alternate channel which achieved a 5.2% CAGR, over three times the industry growth of 1.7% CAGR.<sup>1</sup>
- Sales for the direct marketing channel are expected to increase at a 3.9% CAGR through 2015, above the industry average of 2.9%, with most growth coming from e-commerce.<sup>1</sup>
- Helix BioMedix is actively leveraging direct sales and e-commerce sales channels with multiple existing products and additional new offerings in the pipeline through its NuGlow partnership interest.



## PROPRIETARY TECHNOLOGY

A diverse proprietary peptide library, the largest of its kind, provides Helix BioMedix with an array of compounds for ongoing commercialization as well as a pipeline for further development. Commercial peptide applications include a broad range of cosmetic and cosmeceutical applications ready for rapid market launch. In addition, Helix BioMedix has identified select antibiotic, antifungal and dermatological peptide applications and conducted pre-clinical studies. Peptide Rx candidates address large markets for aggressive infectious disease where proprietary peptide applications offer unique advantages and significant efficacy enhancement.



## Cosmeceutical Peptides

Helix #	Trade-name	Product Profile	Marketing Status
HB1061	Heptapeptide-7	Keratinocyte proliferation, wound healing	In Market
HB64	Oligopeptide-10	Acne, anti-microbial	In Market
HB168pal	Palmitoyl-hexapeptide-14	Anti-wrinkle, anti-aging	In Market
HB168	Hexapeptide-21	Anti-wrinkle, anti-aging	In Market
HB1423	Tetrapeptide-14	Anti-inflammatory	In Market
HB1422	Tetrapeptide-16	Anti-inflammatory	In Market
HB1518	Pentapeptide-21	Skin lightening	In Market
H14	Tetrapeptide-21 / TEGO PEP® 4-17	ECM stimulation	In Market
HB1410	Tetrapeptide 30 / TEGO PEP® 4-EVEN	Anti-inflammatory	In Market
H26	TBD	ECM stimulation	Partner evaluations underway
H07	TBD	ECM stimulation	Partner evaluations underway
HB2032	TBD	Cellulite / stretch mark	In development
HB802	TBD	Anti-inflammatory	In development
HB2031	TBD	Cellulite / stretch mark	In development
HB2048	TBD	Hair / skin	In development
HB2081	TBD	Pigment	In development



## Drug & Topical Device Candidates

Helix #	Peptide	Product Profile	Marketing Status
HB1345	Drug Candidate HB1345	Topical MRSA antibiotic	Preclinical
HB1275	Drug Candidate HB1275	Topical antifungal	Preclinical
HB64	Oligopeptide-10	510K MRSA, Atopic Dermatitis	Preliminary formulation testing



<sup>1</sup>Kline: Beauty Retailing: A View Of Alternate Channels in the U.S. Market June 29, 2011

## Forward Looking Statements

This profile contains forward-looking statements (statements which are not historical facts) within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include statements regarding activities, events or developments that the company expects, believes or anticipates may occur in the future, including statements related to its potential growth, product development and commercialization and revenue. A number of factors could cause actual results to differ from those indicated in the forward-looking statements, including the company's ability to successfully raise additional capital, enter into revenue generating license agreements, continue its research and development efforts, including pre-clinical and clinical studies, and continue developing marketable peptide-based products, and general economic conditions. Additional assumptions, risks and uncertainties are described in detail in the company's reports and other filings with the Securities and Exchange Commission. Such filings are available on the company's website or at [www.sec.gov](http://www.sec.gov). Readers are cautioned that such forward-looking statements are not guarantees of future performance and that actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements to reflect subsequent events or circumstances.

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