

Helix BioMedix Announces License Agreement with Rodan & Fields, LLC

New Intellectual Property to be Introduced to Skincare Market

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Helix BioMedix, Inc. (OTCBB: HXBM), a developer of bioactive peptides, today announced that it has licensed its new patent pending PiP3™ technology to Rodan + Fields® Dermatologists, a leading clinical skincare brand by Stanford University-trained dermatologists Katie Rodan, M.D. and Kathy Fields, M.D.

According to the terms of the license, Rodan + Fields Dermatologists will develop proprietary formulations for their regimen-based skincare line utilizing the new PiP3 technology with Helix's patented peptides. Rodan + Fields will also support the technology with clinical studies, product education for their independent sales consultants and public relations campaigns. The first of the new products is expected to be introduced in early 2009.

Dr. Rodan and Dr. Fields are pioneers in dermatologist-developed skincare regimens and the creators of the U.S. leading acne brand, ProActiv® Solution. With the Rodan + Fields Dermatologists line and their direct selling business model, they are now bringing their proven approach to treating common skin concerns to other conditions, including sun damage, biological aging and sensitive skin. The Rodan + Fields Dermatologists line is sold through independent sales consultants.

"We are committed to continuously bringing our customers efficacious advancements in skincare technology," said Lori Bush, President and General Manager of Rodan + Fields Dermatologists. "This new technology has a broad range of potential applications in our product line and works in conjunction with a new bioactive peptide from Helix BioMedix that we are also applying in select new product initiatives. The Rodan + Fields Dermatologists line is built upon solid science in efficacious formulations that enhance the skin health and well-being of our customers."

"We are very pleased to be working with a high profile, leading-edge partner such as Rodan + Fields Dermatologists," commented R. Stephen Beatty, President and Chief Executive Officer of Helix BioMedix. "Rodan + Fields have the ability to effectively launch and promote our technologies across a number of applications and product lines within the consumer market, further diversifying the retail offerings that include our technology. We consider the broadening of our IP portfolio to be a key corporate objective as each innovation allows us the ability to increase market exposure, thereby driving additional revenue and opportunities to increase value for our shareholders."

About Rodan + Fields Dermatologists

Rodan + Fields, a leading clinical skin care brand, merges effective over-the-counter medicines with active cosmetic ingredients to offer proven results. The line offers solutions for specific skin concerns, targeting them with individually packaged, dedicated regimens designed to take the guesswork out of caring for the most common skin care challenges including blemishes and breakouts, photo-aging, wrinkles and collagen loss. Each regimen consists of a step-by-step system that uses specific, over-the-counter medications to address each aspect of these skin conditions for visible benefits. Product lines include UNBLEMISH,

REVERSE, SOOTHE, ANTI-AGE and ESSENTIALS. Products are available through Rodan + Fields consultants and at www.rodanandfields.com.

For more information, contact Mimi Field at mfield@rodanandfields.com or 925-373-6717 or visit www.rodanandfields.com.

About Helix BioMedix, Inc.

Helix BioMedix, Inc. is a biopharmaceutical company with an extensive library of diverse bioactive peptides and patents covering six distinct classes and hundreds of thousands of peptide sequences. Our mission is to enrich clinical practice and the patient/consumer experience by developing topically-applied products which offer the health, beauty and safety benefits of our advanced bioactive small molecule technology. Our vision is to be recognized as the world leader in the identification, qualification and commercialization of natural and synthetic peptides.

Our core competencies include peptide design, synthesis and characterization together with assay development, screening, tissue culture and microbiology, leveraged through relationships with contract research organizations and peptide manufacturers. We have the capability to take our product development programs from theoretical concept to a validated and qualified skin care active ingredient fully validated as to efficacy and safety. Applications for Helix BioMedix peptides include anti-aging cosmeceutical skin care and acne treatment as well as other topical anti-infective pharmaceuticals and wound healing applications. In addition, we are developing finished, peptide-based products to market with our partners.

More information about the company and its proprietary peptides may be found on the company's website at www.helixbiomedix.com.

Forward Looking Statements

This press release 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, 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. 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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