



New Striking™ Web Boutique Targets the Skin Care Needs of Menopausal Women with SmartPeptide™ Innovation

Bothell, WA -- August 25, 2009 Via Helix BioMedix (OTC:HXBM) -- At the forefront of solutions for hormonally aging skin, Striking™ Skin Care with SmartPeptides™ has launched a new e-commerce boutique, www.striking skincare.com, blending the best of beauty, cosmeceuticals and social community.

The new website is designed so every woman can access the dermo-basics: science made simple, concise information on the advanced ingredients, and easy access to an ongoing skin care dialogue.

"We want the Striking website and social community to be an informative and entertaining resource for the latest in skin health and beauty trends," said Robin Carmichael, Vice President of Marketing & Business Development. "The web boutique offers the high performance and elegant Striking Skin Care line formulated with SmartPeptide technology that specifically targets the needs of skin ravaged by transitioning hormones. Striking picks up where a woman's previous basic skin care starts to wear down in performance and reinvents new vitality and radiance."

About The Website

The vibrant and spa-like website provides an easy to navigate online environment where visitors can learn more about the products, ingredients, and brand at the click of a button.

The site includes enhanced features such as an ongoing video series as well as an engaging social community supported by Twitter, Facebook, YouTube, the Striking Blog and the Simply Striking™ monthly newsletter.

About The Products

With over 45 million menopausal and post-menopausal women in the US, Helix BioMedix recognized the need for skin care formulated for the needs of hormonally aging skin. The dermatologist tested Striking anti-aging cosmeceutical line was developed with an emphasis on skin health and proven efficacy.

Helix BioMedix SmartPeptide™ technology is the core of Striking Skin Care's moisturizer, eye and serum products that help with common aging concerns such as loss of firmness, fine lines and wrinkles and dry, damaged skin. The Striking Skin Care line works synergistically to restore a radiant appearance. Every drop of Striking Skin Care products deliver the latest dermatologist tested formulations to help support and refine the skin.

Affordably priced, the skin care collection includes:

Striking Multi-Peptide Serum 1.13oz SRP \$65
Striking Rejuvenating Eye Creme 0.5oz SRP \$35
Striking Restorative Moisture Creme 1oz SRP \$42
Striking Multi-Vitamin Creme Cleanser 8oz SRP \$28

About The Technology

Only Helix BioMedix holds the patents to SmartPeptide technology. The next generation in scientifically advanced ingredients, SmartPeptide molecules are targeted to address changes in the appearance of skin associated with the aging process by mimicking specific amino acid chains that support the body's own defend and protect systems. In a recent clinical study, 84% of Striking Multi-peptide Serum users said they saw a reduction in fine lines and wrinkles after just 14 days of use. Additionally, unlike many

other products on the market, Striking Skin Care products are free of parabens, fragrance, artificial colors, pore-clogging ingredients and formaldehyde-releasing ingredients.

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. 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. The company takes 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. Striking and SmartPeptide are trademarks of Helix BioMedix, Inc. More information about the company and its proprietary peptides may be found on the company's website at www.helixbiomedix.com.

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