

## **Helix BioMedix Peptides Featured in American Academy of Dermatology Annual Meeting Research Posters Addressing Cellulite, Rosacea**

Bothell, Washington – Feb 24, 2011 – Helix BioMedix, Inc. (OTCBB:HXBM), a developer of bioactive peptides, today announced that its peptide technologies were featured in two posters presented at the 69th Annual Meeting of the American Academy of Dermatology in New Orleans. The research posters address a potential small molecule treatment program for cellulite as well as a possible treatment for rosacea and hyperirritable skin indications.

Entitled “Investigation into Lipolytic Compounds,” the first poster featured results from studies of Helix’s HB2032 molecule. HB2032 is a novel small adipocyte signaling molecule specifically designed to address the fat deposit aspect of cellulite. Researchers showed that HB2032 induces lipolysis, the breakdown of stored fat, in adipocytes while also reducing the rate of lipogenesis, or fat deposition. The molecule was designed to mimic the body’s natural fat metabolism signaling system, which is a critical pathway to managing cellulite.

Cellulite affects eighty to ninety percent of the adult female population in the U.S. The condition involves the microcirculatory system, lymphatic system, extracellular matrix and the presence of excess subcutaneous fat that bulges into the dermis.

“The data presented at AAD and in the results of other lab studies underscores HB2032's potential to offer a unique approach to the topical treatment of cellulite,” said R. Stephen Beatty, President and CEO of Helix BioMedix. “Cellulite is a challenging and multi-faceted condition to treat. The advancement of this small molecule option may provide deliverable bioactivity previously unavailable in the form of a topical treatment.”

In addition, Helix BioMedix technology was also presented in a poster by Drs. Rodan and Fields entitled “Down-regulation of Cathelicidin Activity for Management of Rosacea-related Symptoms and Hyperirritable Skin.” The poster discussed the use of skin-signaling peptides and targeted protease inhibition as a means of moderating inflammatory triggers.

The posters will be available for review at [www.helixbiomedix.com](http://www.helixbiomedix.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. 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 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<sup>®</sup>, Cerakine<sup>™</sup>, and SmartPeptide<sup>™</sup> 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](http://www.helixbiomedix.com).

### **Investor Contact:**

Matt Kreps

Shelton Group Investor Relations  
(972) 239-5119 X 125  
[mkreps@sheltongroup.com](mailto:mkreps@sheltongroup.com)

**Company Contact:**

R. Stephen Beatty  
President and CEO  
(425) 402-8400  
[sbeatty@helixbiomedix.com](mailto:sbeatty@helixbiomedix.com)