

Helix BioMedix Promotes Robin L. Carmichael to Vice President and Chief Operating Officer

Bothell, Washington – Jan 25, 2011 – Helix BioMedix, Inc. (OTCBB:HXBM), a developer of bioactive peptides, today announced that it has promoted Robin L. Carmichael to the position of Vice President and Chief Operating Officer. Ms. Carmichael joined the company in 2007 as Vice President of Marketing and Business Development, bringing with her over 20 years of industry experience. In her new position, Ms. Carmichael will be responsible for operational management of Helix BioMedix including sales, marketing, business development, production and product development.

“Robin has played a key role in our revenue growth and transition toward profitability,” said R. Stephen Beatty, President and Chief Executive Officer of Helix BioMedix. “She has consistently grown our product offerings across all categories, while also expanding our sales in international markets. Her efforts were also instrumental in the successful execution of our investment and supply agreement with NuGlow Cosmeceuticals, which broadened our reach into the direct-to-consumer market. Robin is well deserving of this promotion, and I am confident that her contributions in this new role will drive further success and growth for Helix BioMedix.”

Prior to joining Helix BioMedix, Ms. Carmichael was Chief Operating Officer of DERMAdoctor, Inc., a premier health and beauty internet e-tailer with its own line of prestige over-the-counter drugs and cosmeceutical products. She also served as Vice President of Marketing at ProCyte Corporation, a biotechnology company specializing in metallic peptide technologies, and later at Photomedex, Inc. following its acquisition of ProCyte. In addition to launching major product lines, her past experience also includes various sales management and marketing positions in the life science and medical device industries including six years at Baxter Healthcare. Ms. Carmichael holds a B.S. in Nursing from Seattle University and attended the UCLA Anderson Graduate School of Executive Management. She is a member of the Cosmetic Executive Women’s Association.

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[®], Cerakine[™], 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.

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, 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. 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.

Investor Contact:

Matt Kreps
Shelton Group Investor Relations
(972) 239-5119 X 125
mkreps@sheltongroup.com

Company Contact:

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