

Helix BioMedix Develops Anti-Blemish Line for UK's Premier Skin Care Group sk:n

Line Debuts in Boots Dermatology Offerings Section

Bothell, Washington — July 12, 2011 — Helix BioMedix, Inc. (OTCQB: HXBM), a developer of bioactive peptides, today announced that three new anti-blemish products developed by the company have been launched by **sk:n** – the UK's number one skin health clinic. The products debut at the 37 **sk:n** clinics and larger Boots Chemist shops across the UK starting July 4th and are part of an extensive line under the **sk:n** brand. The collection is split into five treatment areas: cleansing and exfoliating, anti-ageing, anti-blemish, corrective and repair and protect and will form part of Boots' dermatological offering which currently features brands including Vichy and Avène.

Using the powerful skin clearing salicylic acid combined with a patented peptide technology, the Anti-Blemish range is designed to improve skin texture and tone while preventing further breakouts.

According to David Patten, Category Manager for **sk:n**, "There is particular interest surrounding our anti-acne range, featuring three products containing Helix BioMedix Smartpeptide™- oligopeptide 10 - specifically developed to fight acne-causing bacteria. These products include Blemish Control Lotion for when spots are inflamed; Intense Spot Lotion – a pocket sized dispenser to treat blemishes on the go and Maintenance Serum for when spots are under control." He went on to say, "We are keen to promote this line to consumers suffering from adult acne. With Boots controlling approximately 45% of UK skin care market and the fact that 50% of all women over 18 visit boots every 2 weeks, we see this as an excellent opportunity to reach the consumer."

The **sk:n** product range emphasizes targeted solutions enhanced with an explanatory leaflet to educate consumers about their skin, the different products within the range and how the ingredients in these products work to solve their specific dermatological issues. In addition, **sk:n** clinics offer a wide range of medical and cosmetic dermatological services to provide a comprehensive approach to skin health and beauty.

R. Stephen Beatty, President & CEO of Helix BioMedix commented: "We are pleased to partner with the UK's premier dermatology group to bring innovative, problem solving skin care products to market. We feel that **sk:n** is uniquely suited to bridge the best of the dermatology and consumer skin care continuum and we are delighted our patented technology and targeted formulations bring benefit to acne sufferers."

Helix will continue to supply **sk:n** through an existing supply agreement and the company will continue to support **sk:n**'s product development needs.

About sk:n

With over 36 clinics nationwide, **sk:n** is the UK's number 1 skin clinic, employing experienced doctors, dedicated medical staff and 10% of the country's dermatologists. Established in 1990, **sk:n** has over 20 years of experience and has carried out over 3 million treatments on more than 300,000 clients.

sk:n are expert in all types of skin conditions and, through consultation, aim to determine the best outcome for clients. They are trusted specialists in all the latest anti-ageing techniques, including Botox® and skin peels, plus advanced laser treatments for laser hair removal and laser tattoo removal. **sk:n** is at the forefront of recent advances in the treatment of acne, using light and extraction therapy and clinically proven acne peels. **sk:n** also offers a range of treatments for facial redness, including rosacea, and pigmented skin. The new **sk:n** product range contains 23 innovative products to help a breadth of skin conditions and types. For more information visit <http://www.skncinics.co.uk/>

About Helix BioMedix, Inc.

Helix BioMedix, Inc. is a biopharmaceutical company with an extensive library of structurally diverse bioactive peptides and patents covering 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[™], Apothederm[™] 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.

Helix BioMedix, Inc.'s stock is quoted on the OTCQB electronic platform. The OTCQB is restricted to OTC-traded companies that are reporting with the U.S. Securities and Exchange Commission (SEC) or a U.S. banking or insurance regulator, and are current with all filings. For the most accurate share price and trading activities for Helix BioMedix stock, please refer to www.otcmarkets.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.

For more information:**Business Development & Product Information Contact:**

Robin L. Carmichael

COO

425.402.8400

rcarmichael@helixbiomedix.com

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

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