

For Immediate Release – July 10, 2017

Helix BioMedix Promotes Robin L. Carmichael to Chief Executive Officer

R. Stephen Beatty is appointed to Chief Investor Officer and Executive Chairman of the Board

Bothell, Washington – (PR.com) Helix BioMedix, Inc. (HXBM.PK), a biopharmaceutical company specializing in peptides, today announced the promotion of Robin L. Carmichael to the position of Chief Executive Officer in addition to her current role as president. She will continue as a member of the company's Board of Directors. Ms. Carmichael will be responsible for all aspects of management of Helix BioMedix including P&L, operations, sales, marketing, business development, pharmaceutical and consumer product programs, and research and development. She will report directly to the Board of Directors.

R. Stephen Beatty, outgoing Chief Executive Officer, will continue to serve as the Company's Chief Investor Officer and has been appointed as Executive Chairman of the Board of Directors. Mr. Beatty will be responsible for shareholder relations.

Ms. Carmichael joined the company in 2007 as Vice President of Marketing and Business Development. She was promoted to Chief Operating Officer in 2011, and later to President and Chief Operating Officer in 2015. A veteran of the industry, Ms. Carmichael has over 25 years of experience in the life sciences with a successful background in the dermatology, cosmeceutical and aesthetic markets. Since her arrival at Helix BioMedix, Ms. Carmichael has demonstrated that her strong industry knowledge and expertise combined with her cost-conscious, results-oriented management style are an effective combination.

"Over the past several years, we have strengthened our innovation pipeline, while streamlining our cost structure. Helix BioMedix is now positioned for accelerated growth. The Board and I are confident that now is the time to transition the CEO role to Robin who will refine the strategies and lead the execution of the next important phase of building a better Helix BioMedix," said Mr. Beatty.

Mr. Beatty continued, "Robin is a proven leader who has the experience and track record of delivering results. She has a broad understanding of our business and the drive to move the business forward. The Board is confident that Robin will lead Helix BioMedix to execute the company's strategies to innovate and broaden market segments while growing shareholder value."

"I am honored to serve as Helix BioMedix's CEO," said Ms. Carmichael. "We are transforming to be a faster-growing, more profitable company as we continue a path of evolution in the dermatology and personal care markets. I am committed to leading our team to increase our market segments, drive growth and create shareholder value. It's an honor to succeed Steve and build on his strategic vision for the Company," said Ms. Carmichael.

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 developing and launching a number of product lines, her past experience also includes sales management and marketing positions of increasing responsibility in the life science and medical device industries including six years at Baxter Healthcare. Ms. Carmichael holds a bachelor of science 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. 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. More information about Helix BioMedix may be found at www.helixbiomedix.com. The Company also markets a line of solutions-based skin care, many of which contain the company's patented SmartPeptides[®] biotechnology, under the Apothederm[®] brand. More information about the Apothederm product line may be found at www.apothederm.com. *Apothederm and SmartPeptides are registered trademarks of Helix BioMedix, Inc.*

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