



NATURE'S PHARMA
Healing Skincare

FOR IMMEDIATE RELEASE

**Nature's Pharma® Enters \$15 Billion Wound Care Market
with REStore Formula™ Product Line**

New Nature's Pharma Treatments Target Chronic Skin Problems

(Irvine, CA) March 02, 2011 - Nature's Pharma® has announced its launch into a wound care market estimated to total \$15 billion worldwide with a cost saving and effective therapy that can be used in conjunction with current regimens or as an alternative.

The REStore Formula™ product line addresses a medical need for highly-effective treatments that can be used long-term while presenting a minimal financial burden for medical institutions, nursing homes, and individual consumers. The treatments target conditions such as bed and pressure sores, skin burns and other wounds, in addition to skin problems resulting from viral causes like Shingles.

Traditional therapies involve a treatment range that includes antibiotic ointments to the use of hyperbaric chambers. Within this range exists a niche that the new Nature's Pharma® product line will fill with ideal treatment options.

REStore Formula™ products are best suited for early stages and mild to moderate cases of skin damage, and should prove to be of great help to consumers treating skin cases at home.

The need to reduce hospital costs is driving sales of new wound care products, even advanced products with a higher price tag, according to healthcare market research publisher Kilogram Information. Innovations such as biotechnology, biomaterials and tissue engineering will continue to boost revenues, according to its recent report "World Wound Care Markets 2010." The worldwide wound care market reached revenues of \$14 billion in 2009. Annual growth is expected to approach 6% over the next few years.

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There have been many research developments in the acceleration of wound healing over the last decade. However, recently these advancements are taking place even more frequently and some of the new products now represent the best new change in the past 30 years. New developments are providing the health care arena of today with some truly sophisticated, highly effective wound care treatments that are poised for growth.

Products are the foundation of our business at Nature's Pharma®, combining the best of science and nature. The secret behind the success of our product line is found in our unique technology. Each formulation contains more than a dozen of natural ingredients that are microencapsulated. All components have been very carefully chosen based on US and European clinical research studies for their healing powers and absence of side effects.

Our U.S. patented technology allows the development of formulations based only on natural ingredients, which quickly and deeply penetrate through the skin's barrier targeting the problem area from the inside out in full strength. Combinations of biologic active ingredients in the microencapsulated form are available to penetrate through the skin to produce nourishing and natural health.

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For more information about our company and products, including the order process for distributors and consumers, please contact:

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