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## FOR IMMEDIATE RELEASE

### Shoppers Drug Mart Launches Halifax Drug Company to National Status

**February 19, 2007, Halifax, Nova Scotia – Origin BioMed Inc.**, a manufacturer of over-the-counter topical drug products, recently launched its lead product **Neuragen®**, into Canada's most successful drug store chain, Shoppers Drug Mart. Neuragen® is a topical oil for rapid relief of diabetic and post-shingles pain, targeting the \$4 billion neuropathic pain market.

According to Wayne Miller, Origin's Director of Marketing and Sales, "Shoppers Drug Mart becomes the first Canadian retailer to launch Neuragen from coast to coast."

Miller adds, "After conducting a successful pilot campaign in Atlantic Canada, Shoppers Drug Mart was impressed with the tremendous consumer response and decided to launch Neuragen into all 1046 stores."

With the epidemic of diabetes, it is important that new treatments are available for people suffering from pain due to nerve damage. And more importantly, access to new treatment is paramount. Miller states "Shoppers Drug Mart's confidence in this valuable product will allow them to offer it to the greatest number of people who are suffering from these neuropathic conditions."

Gary Smith, former Associate and owner of Shoppers Drug Mart stores in Saint John, New Brunswick, states, "Neuragen has the potential to be a blockbuster product. It is effective in relieving pain in a variety of nerve related conditions such as diabetic neuropathy, shingles, and fibromyalgia. It offers distinct advantages over systemic medications with few or no side effects and greater efficacy."

About 60% to 70% of people with diabetes have mild to severe forms of nervous system damage. The results of such damage include impaired sensation or pain in the feet or hands and other nerve problems ([www.diabetes.org](http://www.diabetes.org)).

"Neuragen works in 5 to 20 minutes and provides up to eight hours of relief," according to Miller. For shingles and other neuropathy sufferers, "it's the first real opportunity to have an additional pain management tool," he says. "The NSAIDs don't even touch this kind of pain," he adds, referring to anti-inflammatory drugs. Miller calls neuropathy a "distress category," saying doctors really have few effective treatment options.

Patient responses to Neuragen have demonstrated the gratitude of a large number of neuropathy sufferers, he says, with many reporting a dramatic improvement in quality of life.

Mr. Miller states, "We feel there's a real compassionate aspect to this product because of the pain relief. Neuragen® is not just another product in the diabetes category."

Mr. Smith concludes, "Pharmacists and Diabetic Educators should initiate discussions with all patients suffering from diabetic neuropathy, and pharmacies should integrate this product into all in-store diabetic sections and pain clinics."

**About Origin BioMed:**

Origin BioMed Inc., Halifax, Canada, is an innovative biotechnology company currently expanding the markets for its exclusive pain relief, skin, lip care and supplement products. <http://www.originbiomed.com>

**About Shoppers Drug Mart:**

Built on a foundation of professional expertise and personal service, Shoppers Drug Mart has been meeting Canadian's health care needs for over 40 years. What was once a small pharmacy in Toronto has grown into an organization of over 1046 stores from coast to coast, becoming an indelible part of the lives of Canadians, young and old. [www.shoppersdrugmart.ca](http://www.shoppersdrugmart.ca)

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