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Nutra Pharma Provides Updates for the Marketing of Its All-Natural Pain Reliever, Nyloxin®

New Vitality is currently filming their first commercials for the Company's homeopathic, non-addictive, non-narcotic, non-opiate pain relieving product, Nyloxin®.

November 11, 2013 -- Coral Springs, Florida -- Nutra Pharma Corporation (OTCQB: NPHC), a biotechnology company that is developing treatments for Multiple Sclerosis (MS), Human Immunodeficiency Virus (HIV), Adrenomyeloneuropathy (AMN) and Pain, announced today that New Vitality, a marketing and distribution company, has begun filming commercials to begin their advertising campaign for the Company's all-natural, non-addictive pain reliever - Nyloxin®.

Nyloxin® is a homeopathic drug that utilizes proteins from cobra venom to relieve pain and inflammation. The product is available in an easy-to-use oral spray for treating: lower back pain, migraines, neck aches, shoulder pain, cramps and neuralgia, as well as a topical gel for treating: repetitive stress, arthritis and joint pain. Nyloxin® is also available in *Extra Strength* formulations.

"These commercials represents the first broad television exposure to our Nyloxin brand," commented Rik J Deitsch, CEO of Nutra Pharma Corporation. "New Vitality is a powerhouse in direct sales and we are privileged to be working with them as they create awareness for our products," he continued. "The crew came to our cobra farm this week to film the snakes and the milking procedure. Next week they'll be filming the rest of the commercial with the plan to begin airing before the end of the year. We believe that the consumer response will be positive, which will translate into sales growth for the products and the Company," concluded Mr. Deitsch.

For the past 16 years New Vitality (www.newvitality.com) has helped people live longer and look younger by marketing and selling vitamins, health supplements, and personal care products. Customers learn about their products from advertisements which use celebrities, athletes and doctors to promote them on over 2000 radio and television stations nationwide. New Vitality's catalog contains over 150 items which range from energy supplements to fruit and vegetable supplements to colon cleanses and products for men's health.

Nutra Pharma has published some of the pictures from the commercial shoot on their Facebook page at: <http://www.facebook.com/NutraPharmaCorp>

About Nutra Pharma Corp.

Nutra Pharma Corporation operates as a biotechnology company specializing in the acquisition, licensing, and commercialization of pharmaceutical products and technologies for the management of neurological disorders, cancer, autoimmune, and infectious diseases, including Multiple Sclerosis (MS), Human Immunodeficiency Virus (HIV), Adrenomyeloneuropathy (AMN) and Pain. The Company markets several drug products for sale for the treatment of pain under the brands Cobroxin® and Nyloxin®. For additional information about Nutra Pharma, visit: <http://www.NutraPharma.com>

SEC Disclaimer

This press release contains forward-looking statements. The words or phrases "would be," "will allow," "intends to," "will likely result," "are expected to," "will continue," "is anticipated," "estimate," "project," or similar expressions are intended to identify "forward-looking statements." Actual results could differ materially from those projected in Nutra Pharma's ("the Company") business plan. The filming of commercials for Nyloxin should not be construed as an indication in any way whatsoever of the future value of the Company's common stock or its present or future financial condition. The Company's filings may be accessed at the SEC's Edgar system at www.sec.gov. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company cautions readers not to place reliance on such statements. Unless otherwise required by applicable law, we do not undertake, and we specifically disclaim any obligation, to update any forward-looking statements to reflect occurrences, developments, unanticipated events or circumstances after the date of such statement.

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