

Nutra Pharma Hires David Isserman as Chief Marketing Officer

February 11, 2010

Nutra Pharma has announced the hiring of David Isserman as its Chief Marketing Officer (CMO). Mr. Isserman, a longtime consultant to the Company, will be responsible for overseeing the Company's corporate communications and investor relations.

Nutra Pharma Corp., a biotechnology company that is developing treatments for Adrenomyeloneuropathy (AMN), HIV and Multiple Sclerosis (MS), has announced today that it has hired David Isserman to serve as its Chief Marketing Officer.

"We are thrilled to welcome David to our executive management team as Chief Marketing Officer," commented Rik J. Deitsch, Chairman and CEO of Nutra Pharma Corporation. "David's extensive knowledge and experience in marketing communications and his work within the biotechnology industry will serve as tremendous assets to Nutra Pharma as we build our presence within the investment and scientific communities and as we extend the global reach of our drug brands, including Cobroxin and Nyloxin," he added.

Mr. Isserman, a longtime consultant to the Company, will be responsible for overseeing the Company's corporate communications and investor relations and will work directly with Nutra Pharma licensees to coordinate ongoing marketing and outreach initiatives for the Company's drug pipeline, including its recently launched pain relievers, Cobroxin and Nyloxin.

"It has been a pleasure working with Nutra Pharma in a consulting role for the past several years and I am excited to now join the Company in an official capacity as its Chief Marketing Officer," commented David Isserman. "I look forward to continuing to build awareness about Nutra Pharma, our recently launched pain relievers, Cobroxin and Nyloxin, and our important work developing novel treatments for neurologic and autoimmune disorders," he said.

Prior to joining Nutra Pharma, Mr. Isserman served as President of Isserman Consulting, a boutique marketing communications consultancy that advised early-stage biotechnology, consumer products and technology companies, and was a co-founder of RareShare, a website developed to connect patients and healthcare providers affected by rare medical disorders. Over the past several years, Mr. Isserman has served on several scientific and environmental non-profit boards and currently serves as a Trustee for the Academy of Science of St. Louis. Mr. Isserman received his Master of Business Administration (MBA) from Columbia Business School in New York.

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the hiring of David Isserman as Chief Marketing Officer should not be construed as an indication in any way whatsoever of: (a) the Company's financial value; and/or (b) any predictive value of the Company's future stock price. 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.