

## Nutra Pharma's Recently Launched Pain Reliever, Cobroxin, Wins "Best New Product" Award at Retailing Conference

**August 31, 2009**

*Cobroxin, the first clinically proven treatment for Stage 2 (moderate to severe) chronic pain, was selected as the "Best New Product" at the Efficient Collaborative Retail Marketing (ECRM) Conference in Miami, Florida.*

Nutra Pharma Corp., a biotechnology company that is developing treatments for Adrenomyeloneuropathy (AMN), HIV and Multiple Sclerosis (MS), has announced today that its recently launched pain reliever, Cobroxin, was selected as the "Best New Product" at the Efficient Collaborative Retail Marketing (ECRM) Conference. Cobroxin was chosen as the award recipient by conference attendees, including several of the leading national retailers.

"Winning this award is an exciting achievement for Nutra Pharma, as it reflects the significant amount of positive response we have received from retailers who are looking to offer their customers a safe and effective alternative to current pain relievers," commented Rik J Deitsch, Chairman and CEO of Nutra Pharma. "As we begin introducing Cobroxin through retailers this fall, we plan to continue our efforts educating both retailers and consumers about Cobroxin's unique analgesic properties, which do not rely on opiates or acetaminophen for its pain relieving effects," he concluded.

Cobroxin is the first OTC pain reliever clinically proven to treat Stage 2 (moderate to severe) chronic pain. The drug, which was developed by Nutra Pharma's wholly-owned drug discovery subsidiary, ReceptoPharm, will be available as an oral spray (NDC47219-102-52) for treating lower back pain, migraines, neck aches, shoulder pain, cramps and neuralgia and as a topical gel (NDC47219-104-50) for treating repetitive stress, arthritis, and joint pain.

Additional benefits to Cobroxin include:

- All Natural
- Non-Addictive
- Non-Narcotic
- Non-Opiate
- More Potent than Morphine
- Long Lasting

Recently, Nutra Pharma announced a licensing agreement that grants XenaCare Holdings ongoing exclusive marketing and distribution rights for Cobroxin within the United States in return for meeting specific minimum performance requirements. In addition, the Company also announced successful submission of final Cobroxin packaging and labeling to the Food and Drug Administration (FDA), the final step required to begin selling Cobroxin.

**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 Company's business is subject to various risks, which are discussed in the Company's filings with the Securities and Exchange Commission ("SEC"). Having Cobroxin selected as the "Best New Product" at ECRM should not be construed as an indication in any way whatsoever of the value of the Company or its common stock. The Company's filings may be accessed at the SEC's Edgar system at [www.sec.gov](http://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.*