

Nutra Pharma Announces Launch of Equine Nyloxin® for use in Horses

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Nutra Pharma is announcing the launch of their new homeopathic formula for the treatment of chronic pain and inflammation in horses, Equine Nyloxin®.

October 30, 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 they are in the process of launching the newest addition to their line of homeopathic treatments for chronic pain, Equine Nyloxin®.

Equine Nyloxin® is a topical therapy for horses that is packaged as a two piece kit: Nyloxin® Topical Gel comprises Step 1 and a solution of DMSO (dimethylsulfoxide) comprises Step 2. Specialized proteins in Nyloxin® block the action of acetylcholine, a major stimulating neurotransmitter in the nervous system and activator of the inflammatory pathways. As a result, the pain and inflammation pathways are temporarily shut off. DMSO has long been used topically in horses to reduce swelling and inflammation associated with strained muscles and soft tissue injuries. The DMSO also greatly enhances the uptake of the Nyloxin peptides into the joints.

"We've been using Nyloxin with horses for a few years with great results," commented Rik J Deitsch, CEO of Nutra Pharma Corporation. "Recently we were approached by horse trainers that requested a product specifically formulated for use with equines. Since DMSO is already accepted and utilized by many trainers, it was easy to create this new approach to marry a DMSO gel formulation with our Nyloxin Topical Gel," he continued. "We've been working with trainers and veterinarians in the equine industry and have already identified distributors for the Equine Nyloxin®," he concluded.

According to The America Horse Council Foundation, there are over 9.2 million horses in the United States with more than 2 million people that own horses. The horse industry has a direct economic effect on the U.S. of \$39 billion annually. Additionally, there are horses in every state and Forty-five states have at least 20,000 horses each.

Recently, Nutra Pharma announced the launch of Pet Pain-Away, an oral formulation for the treatment of moderate to severe chronic pain in companion animals. The Equine Nyloxin® represents the Company's first topical solution for the animal market. Nutra Pharma expects to have the product available in the first quarter of 2014.

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: www.NutraPharma.com or www.Nyloxin.com

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