

Helix BioMedix Appoints Robin L. Carmichael as Vice President of Marketing and Business Development

Oct 18, 2007 - Bothell, Washington

Helix BioMedix, Inc. (OTCBB: HXBM - News), a biopharmaceutical company with an extensive library of diverse bioactive peptides, today announced the appointment of Robin Carmichael as its Vice President of Marketing and Business Development.

Reporting to the Chief Executive Officer, Carmichael will be responsible for the company's marketing and business development functions, including product strategy, technology licensing, organizational management and strategic partnerships. Carmichael's appointment will be effective October 31, 2007.

"Robin brings to Helix BioMedix over twenty-five years of related industry experience that will prove invaluable as we continue our efforts to commercialize our innovative peptides in the dermatology market," commented R. Stephen Beatty, President and Chief Executive Officer of Helix BioMedix. "Her experience working directly with peptides, as well as her expertise in various marketing and sales channels, including infomercials and shopping networks, is uniquely aligned with many of the corporate goals and objectives we have established."

Carmichael most recently served as Chief Operating Officer of DERMAdoctor, Inc., a prestige skin company specializing in products that blend over-the-counter drugs and cosmeceuticals, where she was responsible for that company's financial and business operations. She also expanded and implemented new business development and product plans with many leading retailers while strengthening the domestic and international distribution network. Prior to DERMAdoctor, she spent thirteen years with Procyte Corporation and subsequently Photomedex, Inc. following its acquisition of Procyte in 2005 where she held a number of sales and product marketing positions culminating in her appointment as Vice President of Marketing in 1998. During her tenure there, she developed and launched over seven major product lines and established several new brands. Additionally, in that role she successfully negotiated peptide licensing agreements with companies such as Merck, CR Bard, Neutrogena and NextDerm and was responsible for the development and execution of that company's infomercial business plan and partner relationships. Carmichael held a number of medical regional and national sales positions prior to joining Procyte in 1993. She holds a Bachelor of Science in Nursing from Seattle University and is a recognized speaker and author on numerous topics, including peptides and skin care products.

About Helix BioMedix, Inc.

Helix BioMedix, Inc. is a biopharmaceutical company with an extensive library of diverse bioactive peptides and patents covering six distinct classes and hundreds of thousands of peptide sequences. Our mission is to enrich clinical practice and the patient/consumer experience by developing topically applied products that offer the health, beauty and safety benefits of advanced bioactive small molecule technology. Our vision is to be recognized as the world leader in the identification, qualification and commercialization of natural and synthetic peptide technology.

Our core competencies include peptide design, synthesis and characterization together with assay development, screening, tissue culture and microbiology, leveraged through relationships with contract

research organizations and peptide manufacturers. We have the capability to take our product development programs from theoretical concept to a validated and qualified skin care active ingredient fully validated as to efficacy and safety. Applications for Helix BioMedix peptides include anti-aging cosmeceutical skin care and acne treatment as well as other topical anti-infective pharmaceuticals and wound healing applications. In addition, we are developing finished, peptide-based products to market with our partners.

More information about the company and its proprietary peptides may be found on the company's website at www.helixbiomedix.com.

Helix BioMedix Contacts:

Investor Contact:

Ryan Bright
Shelton Group Investor Relations
972-239-5119 X 159
rbright@sheltongroup.com

Company Contact:

R. Stephen Beatty
President and CEO
425-402-8400
sbeatty@helixbiomedix.com

Source: Helix BioMedix, Inc.