



For Immediate Release - February 12, 2015

Helix BioMedix Promotes Robin L. Carmichael to President and Chief Operating Officer

R. Stephen Beatty is appointed to Chairman of the Board

Bothell, Washington – (PRLog.org) Helix BioMedix, Inc. (HXBM.PK), a biopharmaceutical company specializing in peptides, today announced the promotion of Robin L. Carmichael to the position of President. She will retain her title of Chief Operating Officer and continue as a member of the company's Board of Directors. Ms. Carmichael will be responsible for all aspects of management of Helix BioMedix including sales, marketing, business development, pharmaceutical and consumer product programs, skin care brands, research and development and licensing.

R. Stephen Beatty who had been serving as President and Chief Executive Officer, will continue to serve as the Company's Chief Executive Officer and has been appointed as Chairman of the Board of Directors, a position that was previously vacant.

Ms. Carmichael joined the company in 2007 as Vice President of Marketing and Business Development, and was promoted to Vice President and Chief Operating Officer in 2011. A veteran of the industry, Ms. Carmichael has over 25 years of experience in the life sciences with a successful background in the dermatology, cosmeceutical and aesthetic markets.

"Due to her strong understanding of our business, Ms. Carmichael's responsibilities have continued to expand since she was recruited in 2007," said Mr. Beatty. "She has played a key role in our continued progress, especially in our licensing efforts. In addition, she has been growing our strategic programs with financial discipline while expanding R&D innovation. I am confident that she will continue to excel in her new position."

Prior to joining Helix BioMedix, Ms. Carmichael was Chief Operating Officer of DERMAdoctor, Inc., a premier health and beauty internet e-tailer with its own line of prestige over-the-counter drugs and cosmeceutical products. She also served as Vice President of Marketing at ProCyte Corporation, a biotechnology company specializing in metallic peptide technologies, and later at Photomedex, Inc. following its acquisition of ProCyte. In addition to launching major product lines, her past experience also includes various sales management and marketing positions of increasing responsibility in the life science and medical device industries including six years at Baxter Healthcare. Ms. Carmichael holds a B.S. in Nursing from Seattle University and attended the UCLA Anderson Graduate School of Executive Management. She is a member of the Cosmetic Executive Women's Association.

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. Core competencies include peptide design, synthesis and characterization together with assay development, screening, tissue culture and microbiology. The company takes product development programs from theoretical concept to a 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. More information about Helix BioMedix may be found at www.helixbiomedix.com.

The company also markets a line of solutions-based skin care, many of which contain the company's patented SmartPeptides® biotechnology, under the Apothederm® brand. More information about the Apothederm product line may be found at www.apothederm.com.

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