



Attention: *Health, Consumer and Beauty Editors*



FOR IMMEDIATE RELEASE

DON'T SWEAT THE SUMMER!
A New Topical Option for People with Excessive Sweating
Now Available Across Canada in Shoppers Drug Mart

(MARKHAM, Ontario) -- May 28, 2007 – A new treatment solution is now available in Shoppers Drug Marts across Canada for people who suffer from excess perspiration and unpleasant body odour. **PerspireX** Anti-perspirant offers the ease of a roll-on application, and has been shown in clinical trials to reduce perspiration by at least 70 per cent for three days or more. **PerspireX** differentiates itself from other topical treatments in that its patented formula helps avoid unpleasant irritation sometimes caused by other products.

“**PerspireX** has proven to be an effective means of treating hyperhidrosis, or excessive sweating, with a minimized risk of skin irritation”, said John Marshall, President of Healthcare at Farleyco Marketing. “We are excited to be able to provide an additional treatment option to these and other Canadians who would like better control of perspiration and odour,” he added.

Suffering from hyperhidrosis means having a perspiration problem. Excessive sweating can range from moderate moisture to severe dripping resulting in large wet stains on the shirt, blouse and jacket, damp and smelly feet and shoes, or it could be clammy or wet hands.

Other current treatment options include iontophoresis, (a process where an ion current of 15-20mA is run through the patient's hands and feet), oral medications, needle injections, and in the most severe cases, surgical removal of the sweat glands.

Excessive Perspiration Facts

Perspiration is completely natural and many people perspire more than they realize. Hyperhidrosis is defined as excessive perspiration beyond what would be expected given the local environment and what is physiologically required by the body.

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Excessive Perspiration Facts (cont'd)

Primary hyperhidrosis is excessive perspiration when there is no alternative origin. It is typically localized to both under arms, palms soles of feet or even face and other areas. It is also characteristic that the perspiration abates during sleep. It is meant to result from hyperactivity of the sympathetic nervous system. Secondary hyperhidrosis can result from many different conditions for example fever, puberty and menopause.

The first scientific study of the prevalence of hyperhidrosis was conducted in the USA in 2004, and the latest statistics show that fully one million Canadians now suffer from Hyperhidrosis, of whom only one in three has consulted a physician. (Sweat Management Website).

Based in Denmark, Riemann & Co. develop and manufacture a line of skin care products, including **PerspireX**. Currently Riemann & Co. markets its' products in more than 25 countries. All marketing is handled locally by independent distributors. Riemann & Co. continuously works to develop new and effective topical products in the skin care area.

Farleyco Marketing is a marketer of niche beauty and health products in the Canadian landscape, and is the distributor for **PerspireX** in Canada. It offers service programs and retail services from chain warehouses, to small independent drug stores. Located in Markham, Ontario, the Farleyco warehouse facility ships and receives products from all parts of the world.

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