



*"The natural choice for
treating skin problems"*

New Shampoo Targets Scalp Psoriasis, Dandruff and Related Conditions With Psorberine and Novasome Technologies

"Only Reliève® shampoo combines Novasome with Psorberine, two proven technologies for the treatment of scalp psoriasis. Reliève® shampoo is pleasing and soothing to use, effective and aesthetically pleasing. Most people are going to want to use it as a shampoo of choice everyday", says Dr. D.J. Weiland of Apollo Pharmaceutical Inc.

Clearwater, FL (PRWEB) September 7, 2007 -- "Only Reliève® shampoo combines Novasome with Psorberine, two proven technologies for the treatment of scalp psoriasis. Reliève® shampoo is pleasing and soothing to use, effective and aesthetically pleasing. Most people are going to want to use it as a shampoo of choice everyday," says Dr. D.J. Weiland of Apollo Pharmaceutical Inc.

Through rigorous scientific research, Apollo increased the potency and effectiveness of a natural plant extract while maintaining its safety resulting in Psorberine. Reliève® psoriasis shampoo encapsulates Psorberine in Novasome technology, a patented biotech delivery system increasing penetration and bioavailability of Psorberine.

The Reliève® cream, lotion and shampoo products were developed by two teams of dedicated scientists at Apollo Pharmaceutical and IGI Inc. using the Novasome technology to encapsulate and deliver Mahonia Aquifolium (Psorberine) to Psoriatic plaque.

"There's a lot more to making a great product than knowing the names of a few plants," says Dr. D.J. Weiland of Apollo Pharmaceutical Inc.

Apollo developed psorberine from the Mahonia Aquifolium plant which is part of the sour thorn family. Known for centuries to Native Canadians, it is a powerful herb whose roots and bark yield alkaloids that relieve the effects of psoriasis, eczema, dermatitis, dandruff and other skin conditions. Mahonia Aquifolium is gentle yet very effective without any of the side effects of steroids or harsh chemicals. Researchers have learned that these alkaloids are strong antimicrobial and antifungal agents that inhibit abnormal skin growth. In its most chronic form, psoriasis can be painful and sometimes fatal. Remedies for this embarrassing disease can be even more damaging. Where the average human's skin cells renew themselves once every 28 days, the skin of a person affected by psoriasis renews itself once every three or four days. This results in an unsightly, painful and incurable condition. This condition has been treated with ultra violet light, lotions, and creams derived from tar or containing steroids. Long term use of these treatments has been known to produce serious side effects ranging from advanced osteoporosis, high blood pressure, liver and kidney abnormalities, hair loss, severe gingivitis necessitating tooth extraction and fetal malformation. In clinical tests in both Europe and North America, no side effects from Mahonia Aquifolium have been observed.

"Results of the randomized, double-blinded, placebo-controlled study show Reliève®

offers an effective and safe treatment of mild to moderate plaque psoriasis. Both the per-protocol and intent-to-treat populations demonstrated a significant improvement in the signs and symptoms of psoriasis."

-- Dr. Wayne Gulliver M.D., chief of dermatology and clinical associate professor of dermatology at Memorial University, St. John's Newfoundland

Relieva® shampoo, cream and lotion are currently available for purchase at www.relieva.net and select pharmacies and physician's offices across Canada and the U.S. Relieva® shampoo will be available in August 2007, with Eczema (atopic dermatitis) products currently in the development stages.

Apollo Pharmaceutical Inc. (www.apollorx.net) is an exciting new healthcare company with a remarkable combination of talented people and advanced technologies, whose goal is to bring to market uniquely effective, safe dermatology products.