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Scienceceuticals Announces Asian Expansion

Shanghai Office Opens in March 2007

New York, NY –January 31, 2007 – Scienceceuticals, Inc., a fast-growing developer and manufacturer of skin care and cosmetics products, has expanded its operations to China. The new state-of-the-art facility in Shanghai will house the company's research & development and sales and marketing activities.

According to company officials, the region's strategic geographic location, fast growing market and increased demand were key factors in their decision to expand into the China marketplace. "We source our raw ingredients from all over the world, and we also market our services on a global basis," said Donald W. Hayden, President and CEO of Scienceceuticals. "In China, we not only have easy access to global markets, but we can also draw from a deep pool of talented chemists and technicians." The company plans to invest in strategic business partnerships, expand the market for US produced products and the create a global logistics center for outsourced products from China.

Headquartered in New York City, Scienceceuticals provides custom development, formulation, manufacturing and distribution services to the global cosmetic and pharmaceutical industries. Its customers include some of the world's largest skin care and cosmetic companies, plus a growing number of pharmaceutical companies. Currently, 41% of its business comes from outside the United States. 23% from Asia.

"Customers around the world have recognized Scienceceuticals' commitment to quality," said Hayden. "Our expansion to China will not only provide more capacity to meet the greater demands of our markets, but also additional R&D capabilities to leverage global advances in biotechnology."

Joseph Lotito, a fluent Mandarin and English speaker will head up the Shanghai office.

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