



Sell More, Increase Profits and Grow Market Share with Vytex Natural Rubber Latex.

VyLine, December 2010

[Visit Our Website](#) | [Contact Us](#)

Vystar's Market Presence Poised to Grow in 2011

As we all look forward to the new year, Vystar[®] Corporation expects to expand its market presence by pursuing a variety of exciting opportunities. I'd like to use this space to give you a quick summary of some of the latest developments.

To begin with, several international media outlets and websites have recently spotlighted Vystar and Vytex[®] Natural Rubber Latex (NRL) including Global Finance Magazine, Today's Medical Developments, Cleanroom Technology, High Velocity Radio, MO.com and Medical Device and Diagnostic Industry. The Vytex story is attracting interest from both the technical and business arenas and we expect an ongoing active media schedule.

I'm also pleased to report that Vystar has secured an initial three-year licensing agreement with KA Pre Vulcanised Latex Pvt. Limited (KAPVL) of Nagercoil, Tamil Nadu, India. KAPVL is part of the Ooppoottil Group, India's largest latex concentrate processor and the country's largest latex glove producer. KAPVL will exclusively manufacture and sell Vytex NRL in India, Sri Lanka, Pakistan, Bangladesh, Bhutan and Nepal. This license agreement allows Vystar access to the protected Indian market where the duties for imported latex raw material hover around 70 percent. There is a large manufacturing base for latex products-including gloves, condoms, and foam-in India and its neighbors. KAPVL strengthens our production network already in place in Malaysia and Guatemala to expand our reach and better serve our global customers.

There's good news from Malaysia-based condom manufacturer Richter Rubber Technology, which will launch two new product lines: Vytex NRL condoms and ultrasound probe covers. The line of condoms and probe covers made with Vytex NRL is expected to be commercially available by early 2011 through their established distribution channels and retail outlets.

If what we accomplished in 2010 is any indication, the next 12 months are sure to be an exciting period for Vystar-especially as manufacturers continue to realize the advantages of Vytex NRL and the media embraces the Vytex story. As always, stay tuned for further developments.

Regards, Bill Doyle, President and CEO



Tapping the Global Latex Market

In a globalized economy, companies that don't plan to go international are planning to fail. And it is never too early to start crossing borders. Just ask Bill Doyle, Chairman of Vystar Corporation. The company is the exclusive creator of Vytex Natural Rubber Latex, a natural rubber latex (NRL) with all the properties of NRL but without the allergy-causing proteins. He was thinking globally before he ever had a product.

The NRL business has been global for 150 years, with the huge rubber plantations in Southeast Asia providing the raw material, and with factories around the world putting NRL into 40,000 different products including surgical and exam gloves, condoms, catheters, bandages, adhesives and foam mattress/bedding products. It's a \$3.1 billion industry, and consumption is growing rapidly. Asia consumes 78% of all NRL, and China saw its consumption almost triple between 2000 and 2007 to become the second largest consumer of NRL after Malaysia. India is about where China was at the turn of the millennium and signs are that it could well follow the same path.

From 2001-2007, Vystar's operations focused on the early-stage research, development, testing and commercialization of the product that is now patented and trademarked as Vytex NRL. But Vystar's plan would never have come to fruition without being international.

Doyle says, "In an industry this size, I learned very quickly that you can't just be a Mom and Pop operation. At an international latex conference in 2005-about four years before we would have a sellable product-we presented a paper that explained how our product is unique. We also explained how we create a more pure latex that doesn't require as much processing on the part of manufacturer and could save them money and time. Right after the conference, we started getting sample orders, orders bigger than we could fill. We needed a partner, and because of Southeast Asia's importance in the industry, we looked there. In 2008, we finalized our toll manufacturing agreement with Revertex Malaysia, a Malaysian division of a much larger UK company, Yule Catto."

Early in 2009, Vystar signed an agreement with Centrotech Minerals and Metals, Inc. and Centrotech Deutschland, GmbH, to distribute Vytex NRL to manufacturers in North America and Europe. In early 2010, the Company signed with a Guatemalan-based manufacturer, OccidenteAgroIndustrial, to reduce shipping time to its North American locations.

In 2010, Vystar started generating revenue and saw increases with each successive quarter. Kent Elastomer, the world's leading manufacturer of dipped natural rubber latex tubing, has added Vytex to its Dip Molded product line. Brightway Holdings, one of the world's largest and respected specialty glove manufacturers, is producing a glove made with Vytex. Magic-Seal Packaging Products of Columbus, Ohio has introduced the first napkin rings made from Vytex NRL. In addition to these products, Vytex is used as the latex material for the Envy Condom. Vystar, a global company from the beginning.



Created by Nature. Recreated by Science.®

Vytex Ultrasound Probe Covers Introduced at International Medical Trade Show

From November 17 to 20, condom manufacturer Richter Rubber Technology of Malaysia showcased the first ultrasound probe covers made from Vytex NRL at MEDICA 2010, the 42nd World Forum for Medicine/ International Trade Fair, in Düsseldorf, Germany. MEDICA is the world's largest medical trade show.

The VytexNRL probe covers, which are structurally identical to condoms, are designed to protect both the patient and the equipment when ultrasound procedures are being performed. Richter Rubber, as a leading condom producer, subjects its probe covers to the same manufacturing processes and strenuous electronic testing as condoms to minimize the likelihood of breaks or perforations that can cause cross-contamination.

The Centers for Disease Control & Prevention (CDC), in their 2008 Guideline for Disinfection and Sterilization in Healthcare Facilities, proposes the use of a new probe cover for the probe for each patient undergoing endocavitary exams. The CDC, in these guidelines, cites a 1996 study published in the *Journal of Obstetrics & Gynecology* that found condoms are superior to commercially available probe covers for covering the ultrasound probe (1.7% leakage for condoms versus 8.3% leakage for probe covers).

Klaus Richter, Managing Director of Richter Rubber Technology Worldwide, said, "We have been impressed with Vystar as a company as well as with the quality and strength of Vytex Natural Rubber Latex as a probe cover material. Our decision to manufacture this product is in line with our commitment to producing the highest-quality probe covers for the medical market to protect both the patient and the equipment investment."

"Vytex NRL is gaining traction in the medical device community," commented William Doyle, President and CEO of Vystar Corporation. "Through testing our product Richter Rubber has found that the benefits of Vytex NRL's strength will provide a much-needed alternative to traditional natural rubber latex and help avoid tears in the covers. With millions of estimated annual procedures, we believe Vytex NRL probe covers will be welcomed by the healthcare community and are optimistic that Richter Rubber will capture a piece of this significant market."

Vystar In the News

Click on the links below to view the latest Vystar News.

[Global Finance Magazine](#)

CEO Bill Doyle discusses the Latin America markets in a feature story

[High Velocity Radio Show / Vytex Inside- Bill Doyle Interview](#)

CEO Bill Doyle interviewed on High Velocity Blog

[The Independent \(UK\)](#)

Report on Vystar's greener, anti-allergen latex Envy condom

[MO.com](#)

CEO Bill Doyle outlines the strategies driving Vystar's success

[Cleanroom Technology](#)

Article on how gloves made with Vytex NRL are greener and enhance performance

[Chemistry & Industry](#)

Report on the manufacture of Vytex NRL

[Medical Device & Diagnostic Industry](#)

Overview of what Vytex NRL products offer to healthcare workers and patients

[RubberWorld \[link 1\]](#), [RubberWorld \[link 2\]](#)

Reports on Vystar's deal with Kent Elastomer Products and Richter Rubber Technology

Quick Links

[Press Releases](#)

[Shareholder Services](#)

[Technical Papers](#)

Forward Looking Statements

Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar's filings with the Securities and Exchange Commission.



3225 Satellite Boulevard, Building 400, Suite 290, Duluth, GA USA 30096

vytex.com | info@vytex.com | +1 770.965.0383

Vystar®, Vytex® & Related Marks are Registered Trademarks of Vystar® Corporation, Duluth, GA

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to smurt94@verizon.net by aholdsworth@investorrelationsgroup.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Vystar Corporation | 3235 Satellite Boulevard | Building 400, Suite 290 | Duluth | GA | 30096