



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

## VyLine, September 2010

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### Vystar Is Gaining Traction In the Marketplace

As the year winds down, Vystar® Corporation is succeeding impressively at expanding its market presence. I'd like to take this opportunity to give you a quick rundown on some recent developments.

To begin with, I'm very excited about our September agreement with J2 Adhesives of Anaheim, CA, which is now using Vytex® Natural Rubber Latex (NRL) in the first and only low protein natural rubber-based adhesive spray, Get-A-Grip™ Foam Adhesive. Get- A-Grip™ is aimed at manufacturers in the foam fabrication, furniture, mattress and shoe industries who use adhesive spray to attach or bond different substrate materials.

What makes Get-A-Grip™ so innovative? Besides its low antigenic protein content, it has a bond time of only 5-10 seconds and a set/open time of 15-20 minutes-faster than a host of competing products, but still long enough to permit realignment of substrate materials if necessary. Get-A-Grip™ also offers high solid content and excellent stability, and it is 100% water-based and eco-friendly. Featuring a six-month shelf life at normal temperatures, the product can cover 1,000-1,500 square feet per gallon.

I'm also pleased to report that Vystar and Brightway Holdings wrapped up Vytex NRL material-use evaluation trials in August-a step that paves the way for the manufacture and market introduction of the first exam glove bearing the "Made with Vytex" mark.

We envision the creation of a full line of powdered and powder-free gloves and finger cots for the medical, industrial and cleanroom markets-with multiple thickness, length and texture options available. Brightway is FDA registered in the US, as well as CE and CE120 certified in Europe. Further, Brightway's Biopro glove manufacturing facility in Malaysia is ISO certified. The Vytex gloves will be ideal for rounding out a manufacturer's portfolio or allowing them to expand into the cleanroom market. For manufacturers or distributors interested in learning more [click here](#) to contact us.

Finally, we are gaining traction in addressing niche markets and are making headway with Kent

Elastomer Products and Magic-Seal Packaging Products, both which we finalized in August. These companies serve niche markets and have chosen Vytex NRL to address customers in a variety of markets who require a very low protein product but still wish to retain the benefits associated with natural rubber latex. Kent Elastomer is now adding Vytex NRL to its Dip Molded product line, which produces products in the medical, industrial, sports, and food and beverage industries. Magic-Seal is introducing the first napkin rings made from Vytex NRL, which it will market to the restaurant and hospitality industries, with plans to expand Vytex into its medical packaging product unit as well.

As pleased as I am with these successes, I know that they represent just the tip of the iceberg of what Vystar can accomplish in the market. As indicated by the above relationships, manufacturers are beginning to realize the advantages of using Vytex NRL. Our sales and marketing teams are working hard to secure manufacturers in additional sectors, and we look forward to updating you on next steps with our new partners. Stay tuned for further developments.

*Regards, Bill Doyle, President and CEO*

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#### **Bringing "Green Chemistry" to the Latex Industry**

"Green" chemists use the tools and training of traditional chemistry, but instead of ending up with toxins that must be treated after the fact, they aim to create processes that avert such hazards altogether. The result is new materials that are not only innovative but also less expensive. Yet a decade after the phrase "green chemistry" was coined, less than 1% of patents in chemical-heavy industries are green.

Why hasn't green chemistry gained in popularity more quickly? The up-front expense of redesigning factories often eclipses the potential long-term savings; also, changing worldviews takes a long time—especially when business is involved.

Vystar Corporation is doing its part to raise awareness of the advantages of green chemistry within the latex industry. Vytex® Natural Rubber Latex (NRL) significantly reduces the antigenic proteins found in natural rubber latex. Products made with Vytex NRL contain significantly fewer proteins that potentially can cause allergic reactions; also, the manufacturing process behind Vytex-based products requires much less water and energy than traditional latex products.

"Green chemistry starts with renewable resources, recycles its reagents, uses less hazardous solvents, and streamlines complicated processes," says William Doyle, Vystar's President and CEO. "We are dedicated to the advantages of green chemistry and have incorporated its ideals into our manufacturing processes. Yet there is still a great deal of work to do." When the advantages of green chemistry become common knowledge, latex manufacturers and consumers stand to benefit.

[Click here](#) to read the full story.

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## **Vystar to Present Paper at the 5th International Rubber Glove Conference & Exhibition 2010 (IRGCE) on September 29, 2010**

Material acquisition and production costs within the latex industry can be successfully managed in a way that minimizes environmental impact, according to a paper to be presented by a Vystar Corporation consultant, Dr. Ranjit K. Matthan, at an industry conference on September 29, 2010.

Dr. Ranjit K. Matthan, polymer consultant to Vystar, will present the paper at the Malaysian Rubber Glove Manufacturers' Association's (MARGMA) 5th International Rubber Glove Conference & Exhibition, held in Kuala Lumpur from September 28-30. The conference highlights updates on the latest process innovations in the glove industry and is aimed to bring attention to regulations and standards, as well as look at the issue of competitiveness in the industry.

The paper, titled "Balancing Material Acquisition and Production Costs: Quantifying the True Cost of Aluminum Hydroxide Treated Natural Rubber Latex (NRL)," assesses the various cost considerations of the latex manufacturing process and focuses on the advantages presented by the use of Vytex Natural Rubber Latex over traditional NRL.

The paper notes that Vytex NRL is biodegradable and renewable, unlike the petroleum-based synthetics in use today that can challenge acquisition, use and disposal operations. Vystar uses green chemistry to remove proteins and other non-rubber impurities from natural rubber latex. With its significantly reduced antigenic protein content, upgrading to NRL can eliminate the need for added processing steps to lower protein levels, saving energy, water supply, and disposal costs while enhancing the quality of the end product.

Dr. Matthan holds a doctorate in polymer chemistry and is a Fellow at the Institute of Materials, Minerals and Mining in the UK, at the National College of Rubber Technology in London, and at the Indian Rubber Institute. Dr. Mattan welcomes attendees to meet with him during his presentation on the 29th.

[Click here](#) to download "*Balancing Material Acquisition and Production Costs: Quantifying the True Cost of Aluminum Hydroxide Treated Natural Rubber Latex (NRL)*"

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### **Vystar In the News**

Click on the links below to view the latest [Vystar News](#).

**Watch the new corporate video with Bill Doyle, CEO**

[Click here](#), or visit: <http://www.youtube.com/watch?v=WR2lnxKN3H4>

**Vystar In the News:**

Click on the hyperlinks below to view the latest Vystar press hits.

[Rubber & Plastics News](#): "Vystar snags pacts with 3 latex product makers"  
Vystar's agreements with Kent Elastomer, Brightway Holdings and Magic-Seal

[Today's Medical Developments magazine](#): "Latex in, Allergens out"

Read how Vytex NRL offers an alternative to traditional latex medical products

[The Suit Magazine](#): "Rubber Investor William Doyle Discovers Safer Alternative to Generic Natural Latex"

Read a profile of President and CEO William Doyle

[BNET article](#): "Scaling Up: How We Did It"

President and CEO William Doyle discusses scaling-up Vytex production

[Adhesives & Sealants magazine](#): "A Latex Alternative"

Read how Vytex NRL offers an alternative to traditional adhesives and sealants

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### 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.

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