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## **Oxygen Biotherapeutics, Inc. Announces Expansion of Product Development Plan With Four Strategic Pillars**

**Tuesday 20th of October 2009 8:30**

DURHAM, N.C., Oct. 20 /PRNewswire-FirstCall/ -- Oxygen Biotherapeutics, Inc. (OTC Bulletin Board: OXBO) today announced its expanded product development plan.

The new clinical development pipeline now encompasses seven indications for the Oxycyte(TM) emulsion: Traumatic Brain Injury, Carbon Monoxide Poisoning, Surgical Iatrogenic Air Embolism, Spinal Cord Injury, Organ Preservation, Decompression Sickness, and Sickle Cell Crisis. Oxycyte is the Company's perfluorocarbon (PFC) therapeutic oxygen carrier.

In the topical product area, the first use of the Dermacyte Gel is for a cosmetic line that is now available for pre-orders via the BuyDermacyte.com website with product shipment expected in about four weeks. The company plans to expand the cosmetic line into additional skin care products during 2010.

The topical pipeline includes six additional topical indications in development for the Oxycyte Gel. These include treatment for Wounds, Burns, Acne, Rosacea, Cell Treatment after Radiation Therapy, and Erectile Dysfunction.

Two other indications in development are based on Oxycyte compound in its clear liquid form. They are the liquid ventilation device VitaVent, and Deep Immersion Fluorocarbon Treatment for severe burns.

"We have put together a product development plan that no longer depends on just one drug use indication with all of the associated risks and uncertainties. We now have four strategic pillars: Cosmetic with Dermacyte and related products, Topical Applications including wound care, Clinical Applications including TBI, and Devices including our VitaVent invention," said Company Chairman and CEO Chris J. Stern.

"Our clinical and topical development lines now include fifteen important potential applications. Before the end of the year, we plan to file an IND with the U.S. FDA for Oxycyte emulsion as a treatment for Carbon Monoxide poisoning. In addition, we plan to expand our cosmetic line rapidly in 2010. It's all part of our strategy to become a multi-product company with a clearly visible path for growth."

Slides outlining the development plan were presented at the company's shareholder meeting on Oct. 19, 2009. A replay of the webcast of that meeting may be found on the investor relations section of the

company website. The replay will be archived for 90 days.

## About Oxygen Biotherapeutics, Inc.

Oxygen Biotherapeutics, Inc. is dedicated to commercializing innovative pharmaceuticals and medical devices in the field of oxygen therapeutics and Defense Medicine(TM). The company has developed a perfluorocarbon (PFC) therapeutic oxygen carrier and liquid ventilation product (Oxycyte(TM)) and has out-licensed an implantable glucose sensor. These products are based upon core technologies that include biomedical applications for PFCs as well as medical and industrial applications for biosensors. Each of the product candidates is designed with advantages over currently marketed products in major markets including traumatic brain injury, sickle cell crisis, trauma, wound care, decompression sickness, acute respiratory distress syndrome, stroke, myocardial infarction, surgery, diabetes wounds and ulcers, and cosmetic applications which are being marketed under the Dermacyte name. More information is available at [www.oxybiomed.com](http://www.oxybiomed.com).

## Caution Regarding Forward-Looking Statements

This news release contains certain forward-looking statements by Oxygen Biotherapeutics, Inc. that involve risks and uncertainties and reflect the company's judgment as of the date of this release. These statements include those referring to the timing of the shipment of Dermacyte Cosmetic Gel to customers and plans to expand the cosmetic product line in 2010 as well as plans for filing an IND with the U.S. FDA for Oxycyte emulsion as a treatment for Carbon Monoxide poisoning. There can be no assurance that those plans and expectations will be realized in the estimated time frame or at all. Additional information concerning these and other risk factors affecting Oxygen Biotherapeutics, Inc.'s business can be found in the company's public periodic filings with the Securities and Exchange Commission, which are available via [www.oxybiomed.com](http://www.oxybiomed.com). Oxygen Biotherapeutics, Inc. disclaims any intent or obligation to update these forward-looking statements beyond the date of this release. This caution is made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.

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