

SOHM, Inc., Announces Launch of Flagship Skincare Line at Oscar After Party



Hollywood will see another “Star” on Oscar Night: International Manufacturer SOHM will launch F?HM by SOHM™, its flagship in an All-Star skincare product line. F?HM by SOHM™ is a one-step face wash that clarifies, refines, cleanses, and protects normal-to-troubled skin—including acne and blackheads—while restoring the healthy mantle of the skin.

Buena Park, CA—Feb. 8, 2013 SOHM, Inc., (PINKSHEETS: [SHMN](#)) was searching for a prestigious event for the U.S. launch of its flagship skincare product **F?HM by SOHM™**, a rejuvenating, cleansing, and clarifying facial foam powered by the proprietary formula of Salic2™. When approached to become a host at an Oscars After Party, Sohm knew the event would provide a first step towards its acquisition of a global platform and marketing campaign.

Not only is the Oscars known internationally, but the Awards Ceremony attracts celebrities from all over the world and one of television’s largest viewing audiences.

SOHM President and CEO Shailesh Shah says, “When first approached to become a sponsor of one of the Oscar After Parties and to put our new product in more than 300 Celebrity Gift Bags, *we knew we had found our event!*”

F?HM by SOHM™ is a foaming facial cleanser and clarifier made so powerful by Salic2™ —SOHM’s propriety salicylic acid formulation—that it is marketed in India and throughout Asia as a gel available *only from dermatologists and doctors*.

U.S. Introduction of F?HM by SOHM™

So why transform a successful clinical product into an OTC (over-the-counter) product for U.S. consumption? “A number of things came together for us,” explains Mr. Shah.

“First, we recognized that the American market is more mature and experienced with this type of product than markets we have been selling to in developing countries where acne, blackheads, and other skin conditions also are a problem.

“Second, in other countries we provide cosmeceutical manufacturing but not distribution, whereas in America we are taking the product direct to the consumer.

“However, third and most important to our decision was our innovation of a new delivery system. Normally, a 2% salicylic acid formulation is delivered as a gel or a cream. However the Salic2 formula in F?HM by SOHM™ is a gentle but powerful foam delivery system that is perfect for the American consumer. Not only is it unique, but it is a more effective formulation

than has been available.”

Advent Communications retained for U.S. launch and marketing of F?HM by SOHM™

Advent President Clifton H. Jolley, Ph.D., says: “We anticipate this product launch to create a new paradigm of success for SOHM in the multi-billion-dollar skincare market, a space which “is expected to increase by 10%...driven by facial care,” according to *Euromonitor International*. We are especially enthusiastic about the unique delivery system of F?HM by SOHM™: a foam applicator that is not only convenient for women, but it makes this a product more likely to be used by men. We know that the more a product fits into the daily habits of a male consumer, the more successful he is to use it. Most women use skincare products, but most men don’t. At least, not before F?HM by SOHM™, which can be used by men for shaving! I grew up in California and have a lot of sun damage on my face. I’ve known there are creams and gels that could help, but I couldn’t be bothered. However, since beginning to shave with F?HM by SOHM™, the difference it made to scaling and other damage on my face has been dramatic. And all I had to do to enjoy the benefits was to replace my aerosol shaving cream with F?HM by SOHM™!”

Dr. Jolley also says that the nearly 50 products manufactured by SOHM assure continued growth in the U.S. market. “With that kind of depth and an in-house product development team, the market success we create with F?HM by SOHM™ can be supported with regular product introductions.”

Oscar After Party Benefiting St. Jude

The Oscar After Party at which F?HM by SOHM™ powered by Salic2™ will be introduced is produced by Hellman & Walter’s at the Andaz Hotel on Sunset Blvd. in West Hollywood. Proceeds from the party will benefit St. Jude Children’s Hospital. “It’s a real plus for us that at the same time we have such a prestigious event for the introduction of F?HM by SOHM™ to an influential celebrity community, we also are contributing to the research of St. Jude’s. St. Jude Children’s Research Hospital has provided life saving treatment for thousands upon thousands of children, and we feel honored to contribute to the future research of such a well-respected American institution.”

About SOHM, Inc.

SOHM, Inc. (PINKSHEETS: [SHMN](#)) is a globally known and growing generic pharmaceutical manufacturer, developer and marketer of a wide range of products serving a broad segment of the therapeutics market. SOHM manufacturing and marketing target the rapidly growing healthcare segments such as Nutraceuticals, Cosmeceuticals, and other major therapeutic segments. SOHM is headquartered in North America with manufacturing in India. Although SOHM’s generic pharmaceuticals are exported globally and skincare line is being introduced to the USA on February 24, 2013, SOHM continues its focus on distribution to emerging markets in Africa, Latin America, and Southeast Asia.

Forward-Looking Statements

This press release contains many safe harbor statements such as “project,” “plan,” “can,” “will,” etc., in compliance with the guidelines of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Such statements are subject to possible uncertain risks that may vary actual results from those intended in or expressed by the forward-looking statements. The company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the statements to reflect changed assumptions, the occurrence of unanticipated events or

changes to future operating results.

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