

## **SOHM Introduces Second Innovative Skincare Line Product, Salic-2® Gel for Acne**



### **New acne treatment comes on the heels of recent and successful launch of flagship skincare product, FOHM by SOHM**

BUENA PARK, Calif. (Marketwire – 11/7/2013) – SOHM, Inc. (Pink Sheets: SHMN), a generic pharmaceutical, nutraceutical and cosmeceutical manufacturing company, today announces the launch of its innovative Salic-2® Gel for acne treatment. This product is also being manufactured as private label by SOHM for Ranbaxy Laboratories Ltd., one of the world's leading pharmaceutical companies and part of Daiichi Sankyo Pharmaceuticals in Japan.”

Shailesh Shah, president and CEO of SOHM, stated, “Salic-2® Gel is one of the most innovative products developed by SOHM’s dermatology division for the treatment of acne. The product not only ensures that normal acidic mantle is kept consistent but also protects the tender skin from bacteria. We are excited to launch this product following our successful first quarter launch of our salicylic acid face wash, FOHM by SOHM at the 2013 Oscars after party, held in Hollywood.”

SOHM views the facial care product segment as an important segment in the world's skin care industry, which is forecasted to grow by more than 21 percent from 2010-2015 to generate almost \$95 billion and reach a volume in excess of 13 billion units. Facial care represents the leading market segment, with more than 64 percent of overall value.

The company anticipates that Salic-2® Gel will be a competitive player in the growing skin care industry.

“SOHM team is confident that Salic-2® Gel is going to be a tough industry competitor to similar product categories available in the U.S. market,” stated Shah. “The introduction of this second skin care line is consistent with our goal of capturing a significant share of the huge U.S. market through our innovative and expanding cosmeceutical product pipeline.”

#### **ABOUT SOHM, Inc.**

SOHM, Inc. is a generic pharmaceutical manufacturer that produces and markets generic drugs covering all major treatment categories. Besides generic drugs, SOHM also has manufacturing facilities for food supplements and cosmetics. The Company has global headquarters located in California, U.S., with manufacturing facilities in India. SOHM exports generic pharmaceuticals worldwide, placing a heavy focus on distribution in emerging

markets in Africa, Latin America, and Southeast Asia. For more information visit the company's website at: [www.sohm.com](http://www.sohm.com)

#### SAFE HARBOR STATEMENT

This press release contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of SOHM, Inc., and members of their management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-statements include fluctuation of operating results, the ability to compete successfully and the ability to complete before-mentioned transactions. 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.

For More Information

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