

Larasan Pharmaceutical Names Almas Jiwani to Advisory Board

(March 18, 2014 – Ft. Lauderdale, FL) Larasan Pharmaceutical Corporation today announced the appointment of Almas Jiwani, president of the UN Women National Committee Canada, as member of its Board of Advisors.

Ms. Jiwani will join the board to facilitate introduction of Larasan's Bug Patch[®], a transdermal insect repellent patch, to third world countries, particularly Africa, where she has done extensive humanitarian work.

Sumair Mitroo, CEO of Larasan, said, "Larasan's focus is to provide products that combine nature and bio-science to improve our health. We are excited to start working with Ms. Jiwani whose humanitarian values are aligned with our company values. Her introductions will help us provide our affordable, easy-to-use bug patch to people in countries struggling with malaria, encephalitis and other insect-borne diseases."

"I am pleased to be able to build the networks that will have the potential to protect the many children and pregnant women at risk of contracting malaria," said Ms. Jiwani. "The use of this patch will help protect countless people from both malaria and other diseases spread by insect bites. This objective, particularly through such a natural method, is well aligned with National Committee Canada's goal, and the goal of UN Women International. It helps us create a safer, healthier world for girls and women. I am proud to participate in such a worthy initiative."

Mr. Mitroo also noted Larasan has committed to providing UN Women International a percentage of profits from the sales of the bug patch. As a result, Ms. Jawani stated, "UN Women International will be able to channel the income from this important relationship to support its many initiatives on gender-empowerment and equality."

About Larasan Pharamaceutical Corporation

Larasan is a nature-based pharmaceutical company with a broad range of transdermal (skin patch), oral, and liquid OTC products, for the prevention and/or treatment of bug bites, pain, performance, and energy. Based in the US with operations in China, Larasan is an early stage pharmaceutical company with distribution in the US and Asia. For more information, visit www.larasan.com

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About Almas Jiwani

Almas Jiwani, President of UN Women National Committee Canada and CEO of Frontier Canada Inc, is a fiercely vocal and internationally renowned champion for gender equality and women's social, economic and political empowerment. She spearheads the initiative of corporate growth in relation to humanitarian development.

A successful business woman and a dedicated humanitarian, Ms. Jiwani has combined her business skills, leadership and passion for women's rights to raise the profile and promote the work of UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. She has served at the acclaimed global agency Aga Khan Council for Canada, working with refugee women, and has earned accolades for her efforts to strengthen the economic capacity of women.

About UN Women National Committee Canada

UN Women National Committee Canada is an independent, non-government organization that supports the mission of UN Women through public awareness initiatives about UN Women and global women's issues, as well as fundraising efforts to support UN Women programs worldwide. For more information about UNWNCC, please visit <http://www.unwomencanada.org/>.

CONTACT INFORMATION

UN Women National Committee Canada
Rita Scagnetti
Research and Communications
+1-647-203-4566
communications@unwomencanada.org
www.unwomencanada.org

Larasan Pharmaceutical Corp.
John R. George, Corporate Communications
+1 954-253-4882
jrgeorge@larasan.com
www.larasan.com

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