

Herborium to Introduce Product Line Extension

Establishing Global Partnerships to Expand Distribution Channels

Fort Lee, N.J., March 12, 2015 - Herborium® Group, Inc. (OTC Pink: HBRM),

www.Herborium.com, a
Botanical Therapeutics

® Company and provider of unique, all botanical medicines (Botanical Therapeutics®), will deploy new partnerships to develop a product line extension and tap into new profitable markets for its unique, all herbal acne treatment,

AcnEase

®. The new topical, all natural product is to be introduced in 2015 and is a highly desirable addition to

AcnEase

Skin Management System

® In addition to meeting customers demand this new, complementary acne product will support a further exponential growth of the brand and add to the Company's bottom line as it benefits from

AcnEase

® brand recognition, customer base and existing sales infrastructure.

In addition, the new global and domestic partnerships that are developed around the product extension include co-marketing arrangements, allowing

AcnEase

® branded products to enter new, large markets including those in Asia.

AcnEase®, www.acnease.com, that is differentiated by its clinically validated efficacy and unprecedented safety profile, has up to 96% success rate in treating acne. The product targets over 750 million acne sufferers in the United States and Canada, over 80 million people with acne in Europe, and now 200 million acne sufferers in Asia. 75% of all people will have acne at in the certain times of their lives

AcnEase is especially effective in hard treatable cases of adult hormonal acne in women and men that is becoming more prevailing... Average age of acne sufferer in the US has increased from 21.5 to 26.5 in the last decade. After a withdrawal of Accutane (Roche Pharmaceuticals) from the market due to safety concerns and Class Action Suite, this dramatically growing and health conscious market was left without an effective treatment.

AcnEase® is an all-natural and highly effective and safe treatment for adult and teen acne that is gaining enthusiastic reviews from users. The total global market for acne treatment is over \$4 billion, with the spending on skin conditions growing at a rate of over 11 percent per year. Due to environmental conditions and social demand, more and more individuals seek specialty treatment of acne and related skin conditions.

“We are very excited about the prospect of our product line extension and, new global and domestic partners joining us in building the *AcnEase*®

brand throughout the world. This is a large step forwards to continue the exponential growth of

Herborium

as a global company, to provide valuable

Botanical Therapeutics

® to an increasing number of consumers and distributors, and to increase shareholders value” commented Dr. Agnes P.

Olszewski

, CEO and Chairwoman of

Herborium

. About Herborium Group, Inc.

Herborium Group, Inc., a botanical therapeutics® company that develops, license and markets proprietary, botanical based medicinal products to consumers and healthcare professionals. The Company business model focuses on emerging market opportunities spearheaded by the growth of a new market sector located between high-cost, high-risk, ethical pharmaceuticals and commoditized classic nutraceuticals (supplements). The Company uses clinical validation and a proactive regulatory strategy based on the FDA Guidance for Industry:

Botanical Drug Products (FDA Guidance 2004)

to establish and maintain a differential advantage.

Herborium

has secured a pipeline of botanical ingredients based products in the areas of dermatological needs, wellness and energy, prostate health, women’s health and selected sexual disorders resulting from cardiovascular disease, use of anti-depressants, diabetes, surgical procedures, and other problems.

Herborium

Group sells its products in the United States, the United Kingdom, and continental Europe through a network of distributors, specialty retailers, and e-commerce. For more information, please visit www.herborium.com, and www.acnease.com.

Safe Harbor Statement: This release contains forward-looking statements with respect to the results of operations and business of Herborium Group, Inc., which involves risks and uncertainties. The Company's actual future results could materially differ from those discussed. The Company intends that such statements about the Company's future expectations, including future revenues and earnings, and all other forward looking statements be subject to the "Safe Harbors" provision of the Private Securities Litigation Reform Act of 1995.

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