



**KDC AND BOTANECO COLLABORATE TO ADDRESS NEEDS OF THE USDA  
ORGANIC PERSONAL CARE MARKET**

**TSX VENTURE EXCHANGE: AVI**

**For immediate release**

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**QUEBEC CITY, QUEBEC – February 09, 2010** - Advitech Inc. (“Advitech” or the “Corporation”) (TSX Venture Exchange: AVI) is pleased to announce a formal partnership between Knowlton Development Corporation (“KDC”), a leading contract manufacturer serving North America’s most recognized personal care brands, and Advitech’s subsidiary, Botaneco Specialty Ingredients Inc. (“Botaneco”). Resulting from investment by KDC and Botaneco, Botaneco is launching Hydresia® O - a USDA National Organic Program (NOP) certified emulsifier based on Botaneco’s proprietary Oleosome technology. As a Quality Assurance International (QAI) certified processor and handler of USDA Organic personal care products, KDC will be the exclusive manufacturer of Hydresia® O formulations in this category as pertaining to their strategic customer base of national brand owners.

“KDC is a natural partner for Botaneco in this venture, having continuously invested in the R&D and manufacturing capabilities to develop and manufacture leading USDA-certified personal care products since 2009, they have the ability to take this category to the mass market. With this agreement Botaneco and KDC offer a joint turnkey solution that we anticipate will have a meaningful and innovative impact on the USDA NOP personal care market” stated Botaneco President and CEO Mike Stangel.

Oleosomes are isolated via physical processes, and are not chemically modified. As a result, they fall into a rare class of USDA organic eligible emulsifiers. Under the USDA NOP standards, chemical changes to a naturally occurring substance result in that substance being categorized as synthetic and ineligible for inclusion in certified organic products.

“One of the key formulation challenges for personal care companies looking to manufacture USDA organic personal care products is finding emulsifiers that allow them to achieve aesthetics on par with their current product offerings” added Dr. Jack Guth, VP R&D, Botaneco. “As substantiated by KDC, Hydresia® O will address this market need.”

QAI has completed an evaluation of Botaneco’s operations and has certified its Calgary facility organic in accordance with USDA NOP regulations. Both KDC and Botaneco have been independently certified by QAI as USDA NOP processors and handlers.

“Organic certification was made possible by the strong quality system framework in place at the Calgary manufacturing facility. Botaneco will continue to execute on its defined control principles to deliver products that consistently meet customer expectations” said Mike Stangel.

### **About Advitech**

Advitech, which includes its subsidiary Botaneco Specialty Ingredients Inc. since November 20, 2009, is a health sciences and technology company developing, manufacturing and marketing proprietary natural ingredients and formulations for oral and topical applications that have been clinically proven to be safe and effective for improving skin health and well being. More information is available and can be accessed at [www.advitech.com](http://www.advitech.com).

### **About Botaneco Specialty Ingredients Inc.**

Botaneco is the global developer and marketer of innovative Oleosome-based ingredients to the personal care and OTC topical markets. As a technologically driven provider of high performance, proprietary ingredients, Botaneco is committed to developing innovative materials that offer multifunctional, tangible and documented benefits to both formulators and consumers. Botaneco's head office and manufacturing facility is located in Calgary, Canada and its satellite office in Bensalem, PA. More information is available and can be accessed at [www.botaneco.ca](http://www.botaneco.ca).

### **About KDC (Knowlton Development Corporation)**

KDC (Knowlton Development Corporation), is a privately-owned holding company, and a growing force in the personal care contract manufacturing industry. Combining a dedicated market intelligence and innovation group, with several highly-scalable production facilities, KDC provides clients with the industry's utmost service offering with over 1M square feet — and growing — of production and warehouse facilities. KDC's growing family of companies includes LEKinc., TriTech Laboratories Inc., and Body Blue 2006 Inc. each offering optimal quality, value-engineered technologies and ultimate speed-to-market; key success factors for the industry's top-500-listed companies. For more on KDC (Knowlton Development Corporation) please visit their website at [www.kdc-companies.com](http://www.kdc-companies.com).

*This press release contains forward-looking statements, which reflect the Corporation's current expectations regarding future events. The forward-looking statements involve risks and uncertainties. Actual results could differ materially from those projected herein.*

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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