

Press Release

VYSTAR
CORPORATION



Tamicare Ltd. Selects Vytex® Natural Rubber Latex for Its Breakthrough Cosyflex® Dynamic Fabric, Enabling Entry into the Multi-Billion Dollar Non-Woven Market

Vystar® Corporation's Vytex® NRL is a Critical Component of New Fashion Hygiene Product Line

ATLANTA, GA and MANCHESTER, UK – July 11, 2012 – Vystar® Corporation (OTCBB:VYST), the creator of Vytex® Natural Rubber Latex (NRL) the revolutionary low protein NRL, announces that the non-woven material developer, Tamicare, Ltd., has placed their initial order for Vytex NRL. Vytex NRL is the preferred raw material for the production of their just released Cosyflex® non-woven dynamic fabric that will be used initially in a line of high-end and fashion-oriented disposable undergarments in the growing multi-billion dollar global feminine hygiene and urinary stress incontinence markets. Production of the new Fashion Hygiene™ undergarment featuring the Cosyflex fabric will commence shortly and initial delivery to Tamicare's retail drugstore chain customer is expected to occur later this autumn.

Vytex NRL is a patented, all natural raw material that retains the positive properties of latex including superior barrier protection, tensile strength, tactile sensitivity and elasticity, without the total number of antigenic proteins and other non-rubber particles found in natural rubber latex. Vytex NRL is currently being used as a base material in a number of industrial and consumer applications including adhesives, gloves, balloons, cohesives and foams.

Tamar Giloh, Chief Executive Officer of Tamicare Ltd., said, "After working with a number of natural and sustainable materials, Vytex NRL was the only one that provided the quality and functionality needed in the finished Cosyflex fabric. We have spent over two years working with Vystar's technical team to perfect the Vytex NRL custom pre-compounded formulation that produced our desired end product. Undergarments made with Cosyflex will offer consumers a new form-fitting alternative to existing products and provides a material that is both breathable and leak resistant for hours of comfort, protection and discretion. The unique properties of the Cosyflex made with Vytex NRL will allow us to create a new fashion hygiene market segment and opens up new opportunities for our non-woven fabric in a number of other sectors such as surgical apparel."

Cosyflex is unique in its multidirectional stretch attributes and is composed primarily of Vytex NRL and cotton fibers, making the product more environmentally friendly. Potential applications for this novel material are nearly endless, but the first commercialized uses will be in hygiene products such as protective undergarments for the millions of women worldwide suffering from heavy menstrual flow or stress incontinence. Cosyflex's breathable and formfitting properties deliver discrete protection, helping prevent leakage and odor while providing the wearer with maximum comfort. Thanks to its unique properties, Cosyflex will revolutionize the extensive personal care market. According to recent estimates, the global retail incontinence market is about \$5 billion and the sanitary protection market is approximately \$25 billion.

"The benefits of Vytex NRL's reduced non-rubber and low protein content, which have been demonstrated successfully in a diverse range of applications, have now been proven in this new and innovative non-woven material," commented William Doyle, President and CEO of Vystar Corporation. "The multi-patented process used to produce Vytex NRL allows its Cosyflex formulation to be sprayed more easily and uniformly than regular natural rubber latex, meeting Tamicare's performance needs. The effort that went into the specific Vytex NRL compound used for Cosyflex is a good example of how our Vystar Professional SupportSM program helps companies solve their latex product development challenges and launch their products.



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Created by Nature. Recreated by Science.®

We look forward to further enhancing our relationship with Tamicare as they bring finished products to market and fulfill their existing contractual obligations as well as entertain potential license agreements in the future.”

The Vystar Professional SupportSM program provides customers with technical, regulatory and/or marketing assistance to help ensure a successful manufacturing trial, product line conversion and launch of products made with Vytex NRL for manufactures who convert to Vytex NRL. The addition of this non-woven fabric along with the new condom made with Vytex NRL, recently launched in Europe and the availability of foam products made with Vytex NRL, are all the result of close collaboration and development work between Vystar and its manufacturing customers. For more information on how the Vytex NRL technology can enhance your product, please call (770) 965-0383 or visit our website www.vytex.com.

About Tamicare, Ltd.

Tamicare was founded in the UK in 2001 by a group of experienced, visionary entrepreneurs, with the ambition to solve problems affecting life quality of almost every single family. This international company has invested 12 years in research and development and succeeded in developing a proven proprietary breakthrough technology in the field of non-woven fabrics. For more information, visit www.tamicare.com.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation (OTC Bulletin Board: VYST - News) is the exclusive creator of Vytex Natural Rubber Latex (Vytex NRL), a multi-patented, all-natural, raw material that contains significantly reduced levels of antigenic proteins found in natural rubber latex and can be used in over 40,000 products. Vytex NRL is a 100% renewable resource, environmentally safe, "green" and fully biodegradable. Vystar is working with manufacturers across a broad range of consumer and medical products to bring Vytex NRL to market in adhesives, balloons, surgical and exam gloves, other medical devices and natural rubber latex foam mattresses, pillows and sponges. For more information, visit www.vytex.com.

Forward-looking Statements: *Investors are cautioned that certain statements contained in this document as well as some statements in periodic press releases and some oral statements of VYST officials are "Forward-Looking Statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Act"). Forward-looking statements include statements which are predictive in nature, which depend upon or refer to future events or conditions, which include words such as "believes," "anticipates," "intends," "plans," "expects," and similar expressions. In addition, any statements concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects, and possible future VYST actions, which may be provided by management, are also forward-looking statements as defined by the Act. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance, or achievements expressed or implied by such forward-looking statements and to vary significantly from reporting period to reporting period. Although management believes that the assumptions made and expectations reflected in the forward-looking statements are reasonable, there is no assurance that the underlying assumptions will, in fact, prove to be correct or that actual future results will not be different from the expectations expressed in this report. These statements are not guarantees of future performance and VYST has no specific intention to update these statements.*

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