



## Vytex<sup>®</sup> Natural Rubber Latex:

*Becoming the Standard Source of Latex and Latex Substitutes*

**VyLine, Spring 2011**

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*Bill Doyle*

### **Message From Bill Doyle, Chairman and CEO**

We are pursuing a variety of exciting opportunities in new product categories and would like to update Vystar's friends, customers, and investors with a summary of some of the latest developments now that we are selling Vytex<sup>®</sup> natural Rubber Latex (NRL) to recently signed customers and generating revenue as an operating company.

2010 was a breakout year for Vystar Corporation as we transitioned from research and development to sales and marketing. This resulted from our completion of substantially all the activities associated with developing Vytex<sup>®</sup> NRL to expanding our operations, particularly increasing market acceptance and sales of Vytex NRL. We are strategically marketing to multiple industries concurrently, targeting regulated (condoms, surgical and exam gloves) and non-regulated product (foam and non-medical and non-food packaging adhesive) categories to balance the lengthier sales cycles inherent in medical devices. By diversifying the target product categories we believe this balanced approach will reduce our exposure to individual market fluctuations and increase our aggregate revenues.

2010 was also a year of difficulty for the NRL market with a 66% increase in NRL over the past thirteen months, which has suppressed business development efforts with customers

moving to synthetic alternatives. As NRL continues to fluctuate at higher levels, synthetic prices remain competitive as the supply for nitrile and neoprene have exceeded demand, and crude oil prices have not kept up with the increase in NRL, thus synthetic alternatives are below NRL itself and therefore well below Vytex NRL. Historically all substitute materials have been more expensive than NRL in the past - by a factor of five in some cases, which we see a shift too in the coming months. Additionally, Vystar was faced with balance sheet constraints in 2010 that limited our ability to sign meaningful Vytex supply contracts. We are now in a much better position with the recent announcement of a \$3 million credit facility with Topping Lift Capital LLC. As we move into the second quarter of 2011, we expect the financing will support our inventory requirements and working capital needs to fund our anticipated growth.

As our team moves ahead, we intend for Vytex NRL to become the standard source of latex and latex substitutes. We have introduced Vytex NRL into our supply channels with aggressive, targeted marketing campaigns, and anticipate business development in new product categories this year. We continue to receive attention from the press, and several media outlets and websites have recently spotlighted Vystar and Vytex Natural Rubber Latex (NRL), which are linked below. With the recent announcement with Pioneer Balloon Company, the largest manufacturer of latex balloons in the United States, to incorporate Vytex in its product line, our story is attracting interest from both the technical and business arenas and we expect an ongoing active PR schedule as we press ahead.

Thank you for your continued interest in Vystar Corporation, we look forward to updating you as we move ahead.

Sincerely,

Bill Doyle  
Chairman and CEO

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### ***Ballooning Business***

We were pleased to announce in the first quarter of 2011 that Vystar has begun selling Vytex to Pioneer Balloon Company. After extensive testing trials, Pioneer concluded that balloons made with Vytex NRL possessed significant color superiority over those made with traditional natural rubber latex. As a result, Pioneer has been able to enhance its current balloon offerings to its extensive client portfolio, which includes decorators and other balloon

professionals. [READ MORE](#)

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### ***Global Expansion***

We continue to move ahead with our partners at KA Pre vulcanised Latex Pvt. (KAPVL), which is part of Kurian Abraham Limited/Ooppoottil Group, India's largest latex concentrate processor and the country's largest latex glove producer. We jointly presented with them at the India Rubber Expo in Chennai, India, where KAPVL introduced "No Ammonia Latex" using Vytex. The joint presentation highlighted the benefits of Vytex NRL and performance attributes that differentiate it from standard centrifuged

latex and synthetic-based products. [READ MORE](#) and [REVIEW PRESENTATION](#).

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Created by Nature. Recreated by Science.®

### ***Material of Choice***

This week we announced that MedicaMetrix, Inc. has signed a Letter of Intent to use Vytex NRL as the material of choice in its [ProstaGlove™](#), a diagnostic device currently in clinical trial development for the quantitative, physician office-based measurement of prostate cancer. ProstaGlove, while still in development, is being designed to improve the diagnosis of prostate cancer by enabling the use of PSA density (PSAD) as a screen, in conjunction with PSA, to reduce unnecessary prostate biopsies with a proposed future net

savings in prostate cancer diagnosis (after ProstaGlove sales), currently forecasted at more than \$400 million in the US and \$1 Billion globally. [READ MORE.](#)

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## Vystar in the Press

Click on the below hyperlinks to view the latest Vystar press

- Accelerator Avenue [Interview](#) with Bill Doyle:
  - The Nurses Station [Interview](#) with Bill Doyle
  - [The Atlanta Journal-Constitution](#): "Duluth's Vystar Sees Ballooning Business":
  - [Environmental Leader](#): "Green Chemistry Can Play a Significant Role in Manufacturing"
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## Forward Looking Statements

Certain statements in this document are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar's filings with the Securities and Exchange Commission.

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