

## **J2 ADHESIVES LAUNCHES ADHESIVE SPRAY WITH VYSTAR'S VYTEX<sup>®</sup> NATURAL RUBBER LATEX**

*Companies Target Piece of \$15.9 Billion U.S. Market with Greener Alternative to Solvent-based and Synthetic Products While Addressing Latex Protein Exposure*

ATLANTA, GA – September 15, 2010 -- Vystar<sup>®</sup> Corporation (OTC Bulletin Board:VYST), the exclusive creator of Vytex<sup>®</sup> Natural Rubber Latex (NRL), a patented, all-natural raw material that contains significantly reduced antigenic proteins and other non-rubber content found in natural rubber latex, today announced an agreement with J2 Adhesives, Anaheim, California to launch a Vytex-based adhesive spray.

A 2008 report by The Adhesives and Sealants Council valued the North American adhesives industry at \$15.9 billion. Manufacturers in the foam fabrication, furniture, mattress and shoe industries use adhesive spray to attach or bond different substrate materials. J2's Vytex NRL-based adhesive spray is the market's first and only low protein natural rubber-based adhesive spray. The product is available for immediate sale through J2 Adhesives.

William R. Doyle, President and CEO of Vystar Corporation, stated, "Through Vystar's Professional Support Services (VPS) program, we actively worked with and assisted J2 in the development of the new adhesive spray. We believe that VPS plays a critical support role for our partners, not only through the product development stage, but well into the marketing and sales stage. Uniquely, this value added service further distinguishes Vystar as not only a raw materials supplier, but also as a service provider. We will diligently continue to leverage and capitalize on the unique and patented aspects of Vytex, seeking to expand its use in a wide variety of businesses and applications. We look forward to working with J2 Adhesives to build increased market share in the adhesive spray segment."

Jeffrey C. Davis, President and Owner of J2 Adhesives stated, "I have been involved in the adhesives industry for most of my career. I've seen many NRL materials and material 'hybrids' come and go. Vytex NRL is the real thing, and it performs as advertised -- in fact, better than advertised. Using Vytex NRL as a replacement for standard latex has had surprising benefits: more efficient formulation resulting in a cleaner, faster setting product, while reducing the potential for allergic reactions." Mr. Davis concluded, "Formulating with Vytex

NRL has enabled J2 Adhesives to create a new product that will meet and exceed industry standards for effective, more environmentally-friendly adhesives. We value Vystar's Professional Support Services, which assisted J2 with the development of the Vytex-based adhesive, and on-going consultation through marketing and sales, and we look forward to future projects planned with Vystar as we expand into new markets. ”

To learn more about the benefits of Vytex NRL, [CLICK HERE](#) to view a video.

### **About J2 Adhesives**

J2 Adhesives, founded in 2002, is the exclusive creator of GET-A-GRIP, an environmentally-friendly, water-based spray adhesive used for bonding foam to foam, fiber and fabric in the furniture, bedding and photo album markets. Headquartered in Anaheim, CA, J2 Adhesives provides a broad range of latex-based adhesives, customized formulations and adhesive gravity delivery systems focused on green adhesive solutions and personalized service. For more information, contact [j2adhesives@yahoo.com](mailto:j2adhesives@yahoo.com).

### **About Vystar Corporation**

Based in Duluth, GA, Vystar<sup>®</sup> Corporation (OTC Bulletin Board: VYST ) 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](http://www.vytex.com).

### **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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