



For Immediate Release

Media Contact:

Tracy Gillett

1855-210-2355

sales@vivamunehealth.com

Avivagen's Vivamune™ Vital Health³ Chews Now Available to U.S. Pet Retailers

Unique supplement with OxC-beta™ benefits immune system, skin, joint and digestive health for dogs and cats.

OTTAWA, ONTARIO (September 1, 2015) – [Vivamune™ Vital Health³ Chews](#) – a unique line of pet supplements from Avivagen, which contain the groundbreaking ingredient OxC-beta™ – are being made available to retailers in the US. Until now, the supplement could only be ordered online.

What makes Vivamune Vital Health³ Chews unlike other supplements on the market is OxC-beta™, the product's active ingredient. OxC-beta™ is the result of two decades of scientific research and development into the properties of carotenoids and about their health benefits. Naturally-occurring OxC-beta™ gets to the root of many pet health concerns by supporting the immune system. As a result, it benefits skin, mobility & joints and digestive health – acting as a three-in-one supplement. In fact, customer experiences suggest that pets not responding to other health supplements may benefit from Vivamune Vital Health³ Chews.

"We're pleased to now make Vivamune Vital Health³ Chews directly available to retailers," said Tracy Gillett, Marketing Manager at Avivagen. "The response from our current customers has been overwhelmingly positive and their high rate of re-ordering helped spur the decision to make our supplements more readily available to consumers, whose dogs and cats may benefit from the product and its groundbreaking active ingredient."

Vivamune offers pet owners a new, natural option for skin and joint issues – providing a healthy alternative to prescription medications or older supplement technologies such as omega fatty acids and glucosamine. Notably, Vivamune Vital Health³ Chews are used by Smiley, *Canadian Dogs Annual* "[Dog of the Year](#)," who was born with no eyes and has become a successful and well-loved St. John's Ambulance Child Therapy Dog. [According to Smiley's pet parent](#), who is also a Registered Veterinary Technician, his skin health, energy level and quality of life have benefited from Vivamune Vital Health³ Chews.

Packages of 30 Vivamune Vital Health³ Chews are priced at an MRSP of \$19.95 (USD) for cats and small dogs and \$22.95 (USD) for large dogs. For more information about retailing Vivamune Vital Health³ Chews, please visit www.vivamunehealth.com or contact Tracy Gillett, Marketing Manager of Avivagen at 1-855-210-2355 or sales@vivamunehealth.com.

[About Avivagen](#)

Avivagen Inc. is a publicly listed life sciences company trading on the TSX Venture Exchange under the ticker symbol "VIV" and on OTC Pink as "CHEXF." The Company's goal is to develop and deliver scientifically proven solutions that benefit companion and production animals by employing natural mechanisms for maintaining good health. Avivagen is based in partnership facilities of the National Research Council of Canada (NRC) - in Ottawa, Ontario and Charlottetown, Prince Edward Island. For more information, visit www.avivagen.com.

About OxC-beta™ fully oxidized beta-carotene ("OxC-beta")

Avivagen's proprietary and patent-protected technology is based on its discoveries concerning carotenoid antioxidants. The novel natural compounds discovered by Avivagen support the body's own systems to maintain

and enhance health, by supporting immune function and calming excess inflammation. Avivagen's commercial-stage application of its technology is fully-oxidized beta-carotene. Fully oxidized beta-carotene compounds occur naturally as carotenoid oxidation products in vegetation, but in minute amounts. They have been developed to support companion animal health and for use in the global food animal market.

Published peer-reviewed scientific research results indicate OxC-beta supports innate immune function and balances late-stage inflammation, which can help maintain good health. In pets, OxC-beta supports overall vitality and energy, mobility and joint function, and skin, coat and gut health. Results observed in food animals have included healthier growth, more efficient utilization of feed and decreased morbidity. In food animals, it is intended that use of OxC-beta avoids the feeding of antibiotics. Avivagen's commercial products are Vivamune™ Vital Health³ Chews (United States) and Oximunol™ Chewable Tablets (United States) and OxC-beta™ Livestock (Kingdom of Thailand).

About Vivamune™ Vital Health³ Chews – For dogs and cats

Vivamune™ Vital Health³ Chews, containing Avivagen's proprietary active ingredients, are scientifically-formulated flavored chews for dogs and cats. Vivamune™ Vital Health³ Chews work with a pet's own immune system to help it maintain overall health and well-being. They are sold in re-sealable packages of 30 chews and are currently available in the United States by ordering on-line at www.vivamunehealth.com or, for retailers, by contacting Avivagen.

Forward Looking Statements

This news release includes certain forward-looking statements that are based upon the current expectations of management. Forward-looking statements involve risks and uncertainties associated with the business of Avivagen Inc. and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "aim", "anticipate", "appear", "believe", "consider", "could", "estimate", "expect", "if", "intend", "goal", "hope", "likely", "may", "plan", "possibly", "potentially", "pursue", "seem", "should", "whether", "will", "would" and similar expressions. Statements about uses of the technologies described in this news release, including their importance to animal or human health, their novelty, safety, efficacy or affordability, the health properties of OxC-beta, customer experiences and observed benefits, the rate of customer product re-ordering and the MRSP (Manufacturer's Recommended Sales Price), are all forward looking statements. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Such Avivagen risks and uncertainties include, but are not limited to, the following: its ability to continue as a going concern; the results of ongoing or future trials may not be positive or sufficiently positive; even if the results of trials are positive, there is no guarantee that its products will be commercially successful or that requisite regulatory approvals will be obtained; the timing and results of trials may be delayed or may not be completed at all; and intellectual property rights may prove inadequate to protect its inventions. Accordingly, readers should not place undue reliance on forward-looking statements. Except as required by law, Avivagen assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

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.

For more information about Avivagen, please contact:

Avivagen Inc.
Cameron Groome, CEO & President
100 Sussex Drive
Ottawa, Ontario
Canada K1A 0R6
Head Office Phone: 613-949-8164
Website: www.avivagen.com

Copyright © 2015 Avivagen Inc.

OxC-beta™, Vivamune™ and Oximunol™ are trademarks of Avivagen Inc.