

March 4, 2014



## **BioCorRx Inc. Announces Expansion of the Start Fresh Program to Include Treatment of Opioid Dependence**

Los Angeles, March 4, 2014 (GLOBE NEWSWIRE) --[BioCorRx Inc. \("the Company"\) \(OTCQB: BICX\)](#) is pleased to announce the expansion of their revolutionary Start Fresh Program. In light of an escalating problem to society, as well as patient demand the Company is opening up the program to treat opioid addiction. The abuse of prescription painkillers burdens the U.S. healthcare system with an estimated annual cost of \$72 billion, and according to the Centers for Disease Control prescription drug overdose deaths have more than quadrupled since 1999. While actual statistics on drug abuse are difficult to compile, CDC estimates that for every one death there are 825 non-medical users of prescription painkillers. "Expanding our cutting-edge treatment program to help individuals addicted to painkillers is a natural next step for us and we feel confident about grasping a piece of the estimated \$1 billion in annual revenue generated by this market" said Kent Emry, CEO of BioCorRx.

This past weekend a new and extremely controversial opioid analgesic, Zohydro ER manufactured by Zogenix, hit the market after receiving FDA approval in October. While the opioid treatment market is already sizeable, many experts are predicting it will grow substantially following the release of Zohydro. According to Physicians for Responsible Opioid Prescribing, Zohydro comes in capsules that can easily be crushed diminishing its time-release effect, thereby increasing the drug's potential for abuse. Zohydro's opioid-analgesic predecessors, Vicodin and Oxycontin, are both highly addictive and have contributed largely to the growing phenomena of prescription drug abuse in the United States. As long as the FDA sees fit to approve of stronger drugs such as Zohydro, those drugs have the potential to fall into the wrong hands. "Many more individuals may find themselves battling addiction to these types of drugs and could be in need of our type of innovative care," stated Dr. George Fallieras, a medical consultant serving on the BioCorRx Advisory Board. Dr. Fallieras plans to use the Start Fresh Program with select opioid dependent patients in his independently owned clinics once they are medically cleared.

Naltrexone, the pharmaceutical component of the implant used by the Start Fresh Program, is FDA approved for the treatment of opioid addiction and has been used successfully for this purpose for many years all over the world. Treating this type of addiction varies however from the treatment of alcohol addiction, which is currently the main focus of the Start Fresh Program. Therefore, patients entering the new portion of the Start Fresh Program must meet certain criteria to qualify. "Throughout my experience working in emergency rooms I saw firsthand the devastation opioid addiction causes. As this problem continues to escalate, I am excited about the prospect of revolutionizing the treatment of this disease with our unique approach," said Dr. Fallieras.

Families can learn more about the Start Fresh Program by visiting

[www.startfreshprogram.com](http://www.startfreshprogram.com)

### **Recent Media**

<http://ehealthradio.podbean.com/2014/02/22/biocorrx-inc-the-treatment-of-alcoholism-with-its-revolutionary-start-fresh-program/>

<http://thestockradio.com/ceyyfresh-start-private-management-inc-coo-brady-granier/>

<https://vimeo.com/85537808>

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<http://vimeo.com/m/84960767>

<http://www.thedoctorstv.com/videolib/init/10691>

### **About BioCorRx**

BioCorRx, Inc. (OTCQB: BICX) is an addiction treatment and rehabilitation company on the leading edge of substance abuse addiction treatment. The company has developed a highly effective program called the Start Fresh Program™ consisting of two components used by various addiction clinics in the US. Clinic reports show that the treatment program has an 85% success rate with individuals that complete the program. The first component of the program consists of an outpatient implant procedure performed by a licensed physician that delivers therapeutic levels of the drug Naltrexone, an opioid antagonist that significantly reduces physical cravings for alcohol and opioids, into the body. The second component of the program developed by BioCorRx is a one on one coaching program specifically tailored for the treatment of alcoholism and other substance abuse addictions. For more information on BICX, visit [www.BioCorRx.com](http://www.BioCorRx.com)

### **Safe Harbor Statement**

The information in this release includes forward-looking statements. These forward-looking statements generally are identified by the words "believe," "project," "estimate," "become," "plan," "will," and similar expressions. These forward-looking statements involve known and unknown risks as well as uncertainties, including those discussed in the following cautionary statements and elsewhere in this release. Although the Company believes that its expectations are based on reasonable assumptions, the actual results that the Company may achieve may differ materially from any forward-looking statements, which reflect the opinions of the management of the Company only as of the date hereof.

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