

May 29, 2013



# BioRestorative Therapies Announces the Development of an Extract that has Promise for Use in Beauty Care Products

## BRT to Launch "brtx-C Cosmetic" Program

JUPITER, Fla., May 29, 2013 /PRNewswire/ -- **BioRestorative Therapies, Inc. ("BRT" or the "Company")** (OTC BB: BRTX), a life sciences company focused on developing stem cell based cellular therapies for various personal medical applications, today announced that it has developed a human cellular-derived extract that, per initial *in vitro* studies, when applied to skin cells, appears to cause a significant increase in collagen and fibronectin production (proteins that are essential for combating the aging of skin). BRT plans to conduct additional *in vitro* studies to better understand the extract's mechanism of action and human cellular activity.

In the meantime, BRT is exploring with third parties potential cosmetic uses of the extract. To further this effort, BRT has established the **brtx-C Cosmetic Program**, designed to make this extract available to third party cosmetic companies, cosmetic laboratories, and cosmetic ingredient distributors for incorporation into anti-aging beauty products. BRT expects to facilitate the marketing of the ingredient for cosmetic uses once safety, sensitivity and irritation studies are completed.

"We are extremely excited about the promise of this extract," said Mark Weinreb, CEO of BRT. "We have been developing this program with the goal of establishing a near-term revenue producing program for the Company."

### About Collagen and Fibronectin

Collagen is a protein that gives skin its structure and its appearance of smoothness and youth. Collagen works like netting that holds skin cells together. Collagen is continually produced in the body, but as aging occurs that production begins to slow down. As production slows and the collagen net begins to break down, the skin is one of the first areas exposed, with wrinkles and other signs of aging.

Fibronectin is a type of protein found in the skin's intercellular matrix, similar to collagen and elastin. Fibronectin's deterioration from sun damage and other factors is an element in skin aging and wrinkling.

### About BioRestorative Therapies, Inc.

BioRestorative Therapies, Inc. ("BRT"), <http://www.biorestorative.com>, develops medical procedures using cell and tissue protocols, primarily involving adult stem cells, designed for

patients to undergo minimally invasive cellular-based treatments. BRT is developing the following scientific initiatives:

- **brtxDISC™ Program (Disc Implanted Stem Cells)**, a non-surgical treatment for bulging and herniated discs that addresses the gap between non-invasive and invasive back procedures. This research is still in the non-clinical, investigational stage.
- **ThermoStem® Program**, a treatment for metabolic disorders (diabetes, heart disease, etc.) and obesity using brown fat stem cells. Initial non-clinical research indicates that increased amounts of brown fat in the body may be responsible for additional caloric burning as well as reduced glucose and lipid levels in the body.
- **brtx-C Cosmetic Program**, based on the development of a human cellular extract that, per initial *in vitro* studies, when applied to human skin cells, appears to cause an increase in the production of collagen and fibronectin, which are proteins that are essential to combating the aging of skin. Potential cosmetic uses are being explored with third parties.

The Company also offers plant stem cell-based facial creams and beauty products under the **Stem Pearls®** brand at [www.stempearls.com](http://www.stempearls.com).

*This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events or results to differ materially from those projected in the forward-looking statements as a result of various factors and other risks, including those set forth in the Company's Form 10-K filed with the Securities and Exchange Commission. You should consider these factors in evaluating the forward-looking statements included herein, and not place undue reliance on such statements. The forward-looking statements in this release are made as of the date hereof and the Company undertakes no obligation to update such statements.*

**Investor Contact:**

Jeff Ramson  
ProActive Capital  
(646) 863-6341  
[jramson@proactivecapital.com](mailto:jramson@proactivecapital.com)

SOURCE BioRestorative Therapies, Inc.