

BUSINESS: Health & Beauty: Botaneco Releases First Branded Product, Hydresia™



So Called 'Next Big Thing' Now Available to Cosmetics Marketers, Manufacturers

Botaneco Unveils Hydresia™ Base Emulsion System During Chemist Show

Calgary, Alberta – October 3, 2007 – Consumers may never look at their cosmetics, sunscreen, body lotion or moisturizer the same way again, as the way in which many personal care items are developed is about to change. With the official release of the first branded line of oilbody based ingredients from Botaneco, the newly unveiled Hydresia™ represents not only a technological and performance breakthrough, it has also been closely scrutinized under the microscope of brand executives to gauge consumer potential.

Both have proven to be a resounding success.

The performance of Hydresia™ was equal to or better than current cosmetic industry mainstays such as petroleum, animal byproducts or chemically derived products in terms of superior hydration and skin barrier protection. The product also boasts a number of naturally occurring benefits not provided by traditional methods, including an all natural base that acts as an emulsifier, emollient and moisturizer all in one. It has natural antioxidant properties, and uses less energy in the creation of finished goods because of its cold process formulation. The complete Hydresia™ spec sheet is available at www.hydresia.com.

Botaneco managing director, Nancy Markley, Ph.D., is actively working with potential marketing partners to encourage the use of Hydresia™ as a base emulsion, similar to such well known cobranded "ingredients inside" as Splenda® and Intel®. Botaneco has conducted an extensive branding process to objectively test the new product, its benefits and even its name and logo. Working with marketing and brand experts Eisen Management Group and AcuPOLL Research, the product was market tested for interest among consumers and positive impact to a finished good. The complete results of this study are available at www.hydresia.com.

"The Hydresia™ brand performed beautifully in early market tests. Not only is Hydresia™ a better mouse trap, we know that consumers want it," Markley continued. "The product qualities and benefits received the highest possible rating among consumers in terms of general interest in trying a product that contains Hydresia™ because of its superior hydration and moisturization qualities, and because it provides a high performance yet all natural choice. So, if a cosmetics or personal care marketer or manufacturer is looking for a product extension, entry into the rapidly growing naturals segments or in just improving the performance of their current products Hydresia™ is a very smart choice."

Botaneco continues to work with its marketing partners to build awareness and generate trial among consumers regarding the naturally occurring benefits and performance qualities of Hydresia™ as part of their "Intelligent Beauty" educational campaign. The new branded line was introduced last evening during a special VIP reception during the Society of Cosmetic Chemists trade show in Los Angeles, and officially launches today at the trade show.

About Botaneco

From development through delivery, Botaneco is a performance based, technologically advanced botanical science organization that manufactures and markets a branded line of products that harness the naturally occurring benefits of protein protected seed oils. Botaneco provides performance, innovation and choice in creating natural, renewable and versatile delivery systems and ingredients used in the development of cosmetics, personal care and prescription topical/dermatology products beneficial to humans and the environment. Botaneco is a business unit of Calgary-based biotechnology company SemBioSys. More information can be accessed at www.botaneco.ca.

About SemBioSys (TSX:SBS)

With headquarters in Calgary, Alberta, SemBioSys Genetics Inc. is a biotechnology company developing protein-based pharmaceuticals for metabolic and cardiovascular diseases. The Company's lead pharmaceutical candidates are recombinant human insulin to serve the rapidly expanding global diabetes market and Apo AI, a next generation cardiovascular drug. In addition to its pharmaceutical products, SemBioSys is developing a series of non-pharmaceutical products addressing animal and aquaculture health, nutritional oils and human topical markets. More information is available and can be accessed at www.sembiosys.com.

This press release contains certain forward-looking statements, including, without limitation, statements containing the words "believe", "may", "plan", "will", "estimate", "continue", "anticipate", "intend", "expect" and other similar expressions which constitute "forward-looking information" within the meaning of applicable Canadian securities laws. Forward-looking statements reflect the Company's current expectation and assumptions, and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated. These forward-looking statements involve risks and uncertainties including, but not limited to, changing market conditions, the successful and timely completion of clinical studies, the establishment of corporate alliances, the impact of competitive products and pricing, new product development, uncertainties related to the regulatory approval process and other risks detailed from time-to-time in the Company's ongoing filings with the Canadian securities regulatory authorities which filings can be found at www.sedar.com. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements either as a result of new information, future events or otherwise, except as required by applicable Canadian securities laws.

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