



FOR IMMEDIATE RELEASE

TSX symbol: SBS

Botaneco Announces Burt's Bees as National Brand Customer

Burt's Bees launches three new products containing Botaneco's Hydresia™ ingredient

Calgary, Alberta – January 17, 2008 – Botaneco, a business unit of SemBioSys Genetics Inc. (TSX:SBS), announces that Burt's Bees, the largest natural personal care company in North America, is using Botaneco's Hydresia™ ingredient in two body washes and a hand soap that were launched by Burt's Bees across the United States earlier this month. By using the Hydresia™ ingredient, Burt's Bees' new natural products offer consumers superior hydration, skin conditioning and moisturization when compared to marketed synthetic counterparts.

"Burt's Bees is a leader in the field of natural personal care products, and their launch of three new products containing the Hydresia™ base emulsion validates confidence in the benefits that Botaneco products bring to the personal care industry," says Andrew Baum, President and CEO of Botaneco parent company SemBioSys. "Several major personal care companies are evaluating the performance benefits of the Hydresia™ ingredient, and we are optimistic that we will expand our sales base significantly in 2008 based on continued consumer demand for performance naturals."

Patent-protected Hydresia™ is a branded base emulsion naturally derived from seed oilbodies, or oleosomes. These oleosomes serve as natural storehouses for the emollient oils, antioxidants and natural moisture barriers that serve to keep the skin soft, supple and young looking. Using a proprietary process developed by SemBioSys, these oleosomes are isolated from the seed fully intact, and when used in skin care applications can provide lasting protection to the skin. When used as the base emulsion for personal care products, the Hydresia™ ingredient releases natural emollients, antioxidants and moisture barriers, and can replace such traditional emulsifiers as petroleum and animal byproducts.

"The superior hydration, moisturization and emulsifying benefits of Botaneco's Hydresia™ ingredient infused in our new body and hand washes have enabled us to develop a set of superior cleansers," said Camey Reid, Senior Brand Manager at Burt's Bees. "The fact that the Hydresia™ ingredient is derived from an all natural ingredient with proven and validated performance benefits allows us to continue our brand commitment of delivering the highest quality natural products to our consumers."

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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.

About Burt's Bees

Since 1991, **Burt's Bees** has been offering distinctive all-natural personal care products. Today, **Burt's Bees** is the leading manufacturer in Natural Personal Care with over 150 Earth-friendly, natural personal care products, including face care, body care, hair care, lip care, personal wash, men's grooming, baby care, outdoor remedies, kits and gifts. Burt's Bees has a rich tradition in corporate social responsibility and stands for *The Greater Good* with all their products having the highest levels of natural ingredients, nature-safe processes, and environmentally sensitive packaging. **Burt's Bees** has nearly 400 employees with products available through approximately 30,000 retail stores in the United States, as well as Canada, UK, Taiwan and with its website (www.burtsbees.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.

Business Contact

Andrew Baum
Botaneco
Ph: 403-717-8751
Fax: 403-250-3886
Email: bauma@sembiosys.com
Internet: www.botaneco.ca
