

R&D Healthcare Signs Commercial Distribution Agreement with Haute Arabia for its Eslor® Luxury Facial Skin Line for the Kingdom of Saudi Arabia

LA JOLLA, CA (November 11, 2013)- R&D Healthcare, Inc. ("R&D Healthcare"), announced today that it entered into a commercial distribution partnership with Haute Arabia, the premier online luxury destination based in Saudi Arabia. Eslor is a luxury facial skincare line developed by R&D Healthcare. The line meets the challenge of delivering proprietary facial skin care products that are formulated with natural ingredients while still delivering superior performance.

The partnership marries Eslor's success and exponential growth in North America, Mexico and North Africa and internationally with Haute Arabia's successful platform for emerging brands.

Currently, Haute Arabia is offering all twelve Eslor products for purchase on their e-commerce site and platform. Eslor was chosen to compliment the designers featured on the site but more importantly provide their clientele with a luxury skin care line.

"We are excited for the great opportunity ahead and the entry into the Gulf market. Haute Arabia has established itself as a true luxury and fashion destination within the Middle East and the Gulf region " said Bassam Damaj, Ph.D., founder and Chairman of R&D Healthcare and is also the President & CEO of Innovus Pharmaceuticals, Inc. (OTC BB: INNV). "As this is our first partnership within the Middle East and the Gulf we are honored to be featured on their site. With a reach of over 600,000 followers and clients across all of the Haute Arabia platforms it has extended our ability to share Eslor with women around the world and especially in the Gulf region. Additionally we are proud to partner with a company that supports women businesses all over the world with their Women's Ventures Fund. " Said Samira Wifak, the founder of the Eslor line of products.

Eslor is honored to be a sponsor of the 2014 Haute Arabia High Tea taking place at The Dorchester in London, England. The event will be a revival of culture through fashion with prominent attendees from top retailers, major fashion journalists and celebrity stylists. All proceeds from the event will be donated to the Women's Ventures Fund. Additional information on the event and fund can be found at www.hautearabia.com

About Eslor® Skin Care and R&D Healthcare

R&D Healthcare is dedicated to selling, delivering vital medicines and medical supplies that enable the health care industry to provide patients better, safer care. R&D Healthcare is made up of many businesses, all serving the health care industry. Our businesses fall into one of two primary categories:

1. **Pharmaceutical Sales.** In November 2012, the company started its pharmaceutical division. We develop and in license products in specific niche markets. In the US we distribute through our wholesale division and use our extensive partners and distributors networks outside the US.
2. **Distribution Solutions.** We are a fast growing pharmaceutical distributor in North America, distributing specialty medicine with a flawless record with all 50 State Boards of Pharmacy

3. **Cosmetics:** The Company developed a proprietary scientifically based natural luxury line of cosmetics called Eslor which currently sells in the US and Mexico and is in the process of expanding distribution to Europe and other parts of the world.

Eslor® is a luxury facial skin line that blends cutting edge science and the power of natural resources to create the most advanced, results oriented skin care products. Eslor differentiates itself by its proprietary HPT System™ (Hydrate, Protect and Treat) that transforms the skin and effectively increases your overall skin health. Eslor Skincare is available in North America, Internationally and countries such as Morocco, Mexico and the Gulf Countries, and www.eslor.com

For additional information, please visit www.eslor.com or contact fbquiries@eslor.com

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