

FOR IMMEDIATE RELEASE

**THERAPEUTICSMMD, INC. LAUNCHES THE FIRST DAILY CHEWABLE PRESCRIPTION  
PRENATAL VITAMINS WITH FOLMAX  
- VITAMEDMD REDICHEW RX AND PRENA1 CHEW REFORMULATED -**

**Boca Raton, FL – May 28, 2014** – TherapeuticsMD, Inc. (NYSE MKT: TXMD) ("TherapeuticsMD" or the "Company"), a women's healthcare company and parent company of vitaMedMD, LLC ("vitaMedMD") and BocaGreenMD, Inc. ("BocaGreenMD"), announced today the availability of the newly reformulated vitaMedMD® branded prescription prenatal vitamin, *vitaMedMD RediChew™ Rx*, and the BocaGreenMD® generic prescription prenatal vitamin *Prenal Chew*. *vitaMedMD RediChew Rx* and *Prenal Chew* are small, vanilla flavored, chewable prenatal vitamin tablets that dissolve quickly and are taken once daily.

Like vitaMedMD's *vitaPearl* and BocaGreenMD's *Prenal Pearl*, the new *vitaMedMD RediChew Rx* and *Prenal Chew* contain FOLMAX™, providing the combination of immediate and modified release folic acid. According to the Centers for Disease Control and Prevention (CDC), every 4½ minutes a baby is born with a birth defect.

"With nearly half of all pregnancies in the United States being unplanned, *vitaMedMD RediChew Rx* and *Prenal Chew* are excellent daily multivitamin choices for women of childbearing age, and exceed the folic acid recommendations of the U.S. Public Health Service, CDC and the March of Dimes", said Jason Spitz, Vice President of Marketing and Chief Marketing Officer. "With the addition of FOLMAX, our prescription prenatal vitamins provide an immediate and modified release folic acid to help ensure sustained levels of folic acid throughout the day."

"*vitaMedMD RediChew Rx* and *Prenal Chew* also provide great options for pregnant women who have difficulty swallowing tablets or capsules, or where nausea or morning sickness make taking tablets or capsules difficult. They each contain vitamins B6 and B12, which may help relieve nausea and morning sickness," noted Christian Bloomgren, Vice President of Sales.

*vitaMedMD RediChew Rx* and *Prenal Chew*, and *vitaPearl* and *Prenal Pearl*, are available by prescription only at chain, independent and mail order pharmacies throughout the United States. A national field sales team supports the marketing of the vitaMedMD brand products. Please visit [www.vitaMedMDRx.com](http://www.vitaMedMDRx.com) and [www.Prenal.com](http://www.Prenal.com) for more information.

## **About TherapeuticsMD**

TherapeuticsMD, Inc. is a women's healthcare company focused on developing and commercializing products targeted exclusively for women. We are also developing advanced hormone therapy pharmaceutical products based on novel technologies that enable delivery of bio-identical hormones through a variety of dosage forms and administration routes. We are currently developing advanced hormone therapy pharmaceutical drug candidates designed to alleviate the symptoms of and reduce the health risks resulting from menopause-related hormone deficiencies. We are evaluating various other potential indications for our hormone therapy technology, including oral contraception, preterm birth, vulvar and vaginal atrophy, and premature ovarian failure. We manufacture and distribute branded and generic prescription prenatal vitamins, as well as over-the-counter vitamins and cosmetics, under our vitaMedMD® and BocaGreenMD® brands. More information is available at the following websites: [www.therapeuticsmd.com](http://www.therapeuticsmd.com), [www.vitamedmd.com](http://www.vitamedmd.com), [www.vitamedmdrx.com](http://www.vitamedmdrx.com), and [www.bocagreenmd.com](http://www.bocagreenmd.com).

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*Except for the historical information contained herein, the matters set forth in this press release, including statements regarding the launch of vitaMedMD's and BocaGreenMD's newest prescription prenatal multivitamins; the Company's belief in the benefits that vitaMedMD RediChew Rx and Prenal Chew will offer to women,*

*providers, and payors; the Company's belief that it has responded to the needs of the medical community for comprehensive nutritional support in the prenatal sector; the Company's belief that the launch of vitaMedMD RediChew Rx and Prena1 Chew and the addition of the Company's innovative proprietary ingredient Folmax to a chewable will provide patients with significant benefits; and the Company's continued commitment to the growth and development of women's healthcare products to enhance the lives of patients and to leading the way with innovative contributions to the prenatal market are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially, including but not limited to: risks and uncertainties associated with timely and successful completion of clinical studies and the results thereof; risks and uncertainties associated with our products not having the intended effects or causing undesirable side effects; risks and uncertainties associated with challenges and costs inherent in product marketing; risks and uncertainties associated with economic and market conditions; risks and uncertainties associated with the Company's business and finances in general; and other risks and uncertainties detailed in the Company's filings with the U.S. Securities and Exchange Commission including its annual report on Form 10-K filed on March 5, 2014, reports on Form 10-Q and Form 8-K, and other such filings. These forward-looking statements are based on current information that may change. Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. All forward-looking statements are qualified in their entirety by this cautionary statement, and the Company undertakes no obligation to revise or update any forward-looking statement to reflect events or circumstances after the issuance of this press release.*

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