

FOR IMMEDIATE RELEASE

**VITAMEDMD LAUNCHES VITAPEARL[™],
THE SMALLEST COMPLETE PRESCRIPTION PRENATAL MULTIVITAMIN WITH
FOLMAX[™], FEPLUS[™], AND PUR-DHA[™]**

Boca Raton, FL – March 19, 2014 – TherapeuticsMD, Inc. (NYSE MKT: TXMD) ("TherapeuticsMD" or the "Company"), a women's healthcare company and parent company of vitaMedMD, LLC ("vitaMedMD"), announced today the launch of vitaMedMD's newest prescription prenatal multivitamin, vitaPearl, adding to its successful prenatal line consisting of vitaMedMD One Rx, vitaMedMD Plus Rx, and vitaMedMD RediChew[™] Rx. vitaPearl is a pearl-shaped softgel that is currently the smallest complete prescription prenatal multivitamin and the first to contain vitaMedMD's proprietary ingredients of FOLMAX[™] (immediate and modified release folic acid), FePlus[™] (ferrous fumarate and ferric sodium EDTA), an iron combination containing a chelated iron, and pur-DHA[™] (docosahexaenoic acid) among its 14 vitamins and minerals.

vitaPearl offers women who are planning a pregnancy, pregnant, or nursing a complete prenatal multivitamin in one tiny pearl-shaped softgel and offers providers and payors a unique high-value, high-quality prenatal solution.

John Milligan, President of the Company, stated, "vitaMedMD has once again listened and responded to the needs of the medical community for comprehensive nutritional support in the prenatal sector. On the heels of the success of vitaMedMD's currently available prescription prenatal vitamins, the introduction of vitaPearl and the Company's innovative proprietary ingredients not only provide patients with significant benefits, but also with the effective combination of these ingredients into the smallest complete prescription prenatal multivitamin available to date, which makes it an outstanding accomplishment. We continue to be committed to the growth and development of women's healthcare products designed to enhance the lives of patients, and to leading the way with innovative contributions to the prenatal market."

About TherapeuticsMD, Inc.

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 bioidentical 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, www.vitamedmd.com, www.vitamedmdrx.com, and www.bocagreenmd.com.

vitaMedMD[®], TherapeuticsMD[®], and BocaGreenMD[®] are registered trademarks of TherapeuticsMD, Inc.

Except for the historical information contained herein, the matters set forth in this press release, including statements regarding the launch of vitaMedMD's newest prescription prenatal multivitamin, which the Company believes adds to the vitaMedMD's successful prenatal line; vitaPearl's attribute as being currently the smallest complete prescription prenatal multivitamin and the first to contain FOLMAX,

FePlus, and pur-DHA among its 14 vitamins and minerals; the Company's belief in the benefits that vitaPearl offers 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 vitaPearl and the introduction of the Company's innovative proprietary ingredients is an outstanding accomplishment and that it comes on the heels of the success of vitaMedMD's currently available prescription prenatal vitamins and provides patients with significant benefits and an effective combination of these ingredients into the smallest complete prescription prenatal multivitamin available to date; 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: timely and successful completion of clinical studies and the results thereof; challenges and costs inherent in product marketing; the 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 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.

Contacts:

TherapeuticsMD, Inc.
Dan Cartwright
Chief Financial Officer
561-961-1930
Dan.Cartwright@TherapeuticsMD.com

Investor Relations:
In-Site Communications, Inc.
Lisa M. Wilson
917-543-9932
lwilson@insitecony.com

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