

FOR IMMEDIATE RELEASE

**BOCAGREENMD LAUNCHES PRENA1 PEARL™,
THE ONLY GENERIC VERSION OF VITAMEDMD'S VITAPEARL™**

Boca Raton, FL, April 7, 2014 – TherapeuticsMD, Inc. (NYSE MKT: TXMD) ("TherapeuticsMD" or the "Company"), parent company of BocaGreenMD, Inc. ("BocaGreen"), announced today the launch of Prenal Pearl, BocaGreen's generic formulation of vitaMedMD, Inc.'s newest prescription prenatal multivitamin, vitaPearl. vitaPearl is a pearl-shaped softgel that is currently the smallest complete prescription prenatal multivitamin and is the first to contain FOLMAX™, FePlus™, and pur-DHA™.

Jason Spitz, Chief Marketing Officer of the Company, stated, "We are pleased to introduce Prenal Pearl prenatal multivitamins to the prenatal marketplace. For many women, the choice of which prenatal vitamin to purchase has become tied to their prescription co-pay, with generic prenatal vitamins often resulting in tremendous savings to the consumer. Prenal Pearl will be welcomed by women, healthcare providers, and pharmacists as an innovative generic product that offers women a cost-effective choice without sacrificing quality. Prenal Pearl is a generic equivalent of vitaPearl, which is currently the smallest complete prescription prenatal multivitamin available on the 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.

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Except for the historical information contained herein, the matters set forth in this press release, including statements regarding vitaPearl's attribute as being currently the smallest complete prescription prenatal multivitamin and the first to contain FOLMAX, FePlus, and pur-DHA; the Company's belief that for many women, the choice of which prenatal vitamin to purchase has become tied to their prescription co-pay, with generic prenatal vitamins often resulting in tremendous savings to the consumer; and the Company's belief that Prenal Pearl will be welcomed by women, healthcare providers, and pharmacists as an innovative generic product that offers women a cost-effective choice without sacrificing quality 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.

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