

## **TherapeuticsMD, Inc. Launches *vitaMedMD™ Iron 21/7*, a Unique, Patient-friendly Iron Supplement**

BOCA RATON, FL -- TherapeuticsMD™, Inc. (OTCQB: TXMD), parent company of *vitaMedMD®*, LLC ("*vitaMedMD*"), a specialty pharmaceutical company ("TherapeuticsMD" or the "Company"), announced that on July 15, 2012 it launched *vitaMedMD™ Iron 21/7*, an over-the-counter, patient-friendly, daily iron supplement.

*vitaMedMD Iron 21/7* delivers a unique formulation combining 150 mg of Ferrochel® elemental chelated iron, a form of iron that is easy on the stomach, with succinic acid and vitamin C, as absorption promoters, to maximize bioavailability, increase tolerability, and enhance patient compliance.

Christian Bloomgren, Vice President of Sales for TherapeuticsMD, stated, "We believe *vitaMedMD Iron 21/7* meets the need for a convenient, highly absorbable, well-tolerated oral iron supplement for women. Iron deficiency anemia is considered one of the most prevalent nutritional problems in the world today, especially for women in their child-bearing years. It is estimated up to 60% of women have trouble tolerating many oral iron therapies, experiencing unpleasant side effects, including GI discomfort, leading to a lack of compliance and delayed progress. Even if a patient is compliant, common oral therapies may be poorly absorbed. *vitaMedMD Iron 21/7* helps assure women will get the daily iron they need without experiencing tolerability issues, including upset stomach and nausea."

*vitaMedMD Iron 21/7* is available online through the Company's website, [www.vitaMedMD.com](http://www.vitaMedMD.com) and is part of *vitaMedMD's* successful line of over-the-counter, women's health and wellness products.

The launch of *vitaMedMD Iron 21/7* follows the recent introduction of *vitaMedMD Plus Rx* and *vitaMedMD One Rx* – the *only* prescription prenatal multivitamins with the unique combination of folic acid *and* Quatrefolic®, the patent-protected fourth generation folate, *and* plant-based life'sDHA™. These products, along with *vitaMedMD RediChew Rx™*, the small, easy to chew multivitamin ideal for women planning a pregnancy or pregnant who have difficulty swallowing tablets or capsules, have the potential to further reduce the devastating impact of folic acid related deficiencies such as spina bifida and anencephaly. A national sales team supports the marketing of these products to OB/GYN offices throughout the United States.

### **About TherapeuticsMD**

TherapeuticsMD is a specialty pharmaceutical company focused on creating safe and effective therapies exclusively for women. The Company's branded OTC and pharmaceutical products are designed to improve the health and well-being of women from pregnancy through

menopause. vitaMedMD provides dietary supplements and healthcare products focused on improving women's health, wellness, and quality of life. Questions may be directed to Daniel A. Cartwright, the Company's Chief Financial Officer, at (561) 961-1911. More information on TherapeuticsMD is available on its website at [www.therapeuticsmd.com](http://www.therapeuticsmd.com). More information on vitaMedMD and its products are available at [www.vitamedmdrx.com](http://www.vitamedmdrx.com) and [www.vitamedmd.com](http://www.vitamedmd.com).

*This press release shall not constitute an offer to sell or a solicitation of an offer to buy securities of TherapeuticsMD, Inc. Certain statements in this release and other written or oral statements made by or on behalf of the Company are "forward looking statements" within the meaning of the federal securities laws. Statements regarding future events and developments and our future performance, as well as management's expectations, beliefs, plans, estimates or projections relating to the future are forward-looking statements within the meaning of these laws. The forward-looking statements are subject to a number of risks and uncertainties including market acceptance of the Company's services and products and the Company's continued access to capital and other risks and uncertainties. The actual results the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. These statements are based on our current expectations and speak only as of the date of such statements. The Company undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of future events, new information or otherwise.*

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