



Afexa Life Sciences Inc.

OCTOBER 2011 TSX: FXA



Afexa Life Sciences Inc., (TSX:FXA) founded in 1992, strives to deliver the most trusted health brand on the planet through pioneering evidence-based natural medicines that empower people to achieve their health potential. The Company's patented ChemBioPrint® discovery and standardization technology enables the development of effective and safe medicines from complex natural sources, while ensuring reliable health benefits and batch-to-batch consistency. COLD-FX®, a ChemBioPrint product, is the Company's flagship product and Canada's leading over-the-counter (OTC) cold and flu remedy. It is officially recognized in Canada for helping reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system. COLD-FX products have product licenses (NPNs) and are supported by scientific evidence, including randomized, double-blind, placebo-controlled clinical trials.



Platform for Growth

Science is the foundation of Afexa's ability to bring new products to market. The Company's management and staff, which includes a large R&D team, as well as compliance and regulatory officers, are fundamental to moving products from discovery to commercialization, including preclinical and clinical testing. The Company is evaluating global opportunities for licensing and marketing its products.

Leveraging Market Leadership of COLD-FX

- Afexa's flagship product, COLD-FX, is the #1 selling brand in Cold Remedies according to The Nielsen Company, National All Channels Market in Canada for the 52 weeks ending July 2, 2011 and is the number one pharmacist* and doctor recommended natural cold remedy. (Source: * Drugstore Canada and Medical Post, 2010/2011 Survey on OTC Counselling & Recommendations.)
- COLD-FX is a ChemBioPrint product which means Afexa's scientists have fingerprinted the active ingredients and measured their precise biological effects to ensure each lot of COLD-FX has consistent health benefits.
- Company is focused on leveraging the active ingredient in COLD-FX in other immune-related indications such as allergies and cancer and is exploring the use of COLD-FX for pediatric use.

New Product Development

- COLDSORE-FX® – Clinically proven to speed healing and relieve pain of coldsores: In-licensed October, 2010; product launched summer 2011.
- IMMUNITY-FX® launched in fall of 2009. A daily immune booster to help consumers stay healthy
- Product discovery research ongoing in metabolic syndrome, including cholesterol and other lipid management as well as diabetes, hypertension, obesity and cancer.
- Clinical studies started in October, 2010 in a multi-centre trial testing a special formulation of COLD-FX for pediatric use.
- The FDA authorized a U.S. Phase 1B clinical trial of AFX-2 as an investigational new drug (IND) in adults with Chronic Lymphocytic Leukemia ("CLL").

A New Category of Science-Based Natural Medicines

Other Natural Health Products

Focused on prevention
Naturally-derived products not clinically validated
Limited Science
Limited product consistency
Few if any professional endorsements
Neither proprietary nor patentable



Focused on prevention/wellness
Naturally-derived products clinically validated
Evidence-based
Consistent products through ChemBioPrint
Key opinion leader/pharmacist/physician recommended
Patents/proprietary processes

Drug Identification Number (DIN)/OTC

Targeted on disease symptoms
Synthetic-derived products clinically validated
Evidence-based
Same products each time
Pharmacist/physician recommended
Proprietary/patentable

Value for Consumers

- Pharmaceutical-like model generates safe and effective products
- COLD-FX, clinically proven for cold and flu
- Products optimize physiological performance, balance and healing
- Highly recommended by medical community

Value for Investors

- Market-leading products
- Proven science platform
- Sustainable cash flow
- Strong margins

MARKET INFORMATION

On October 17, 2011, a wholly-owned subsidiary Valeant Pharmaceutical, Inc., through a friendly takeover, acquired 73.8% of the outstanding shares. Valeant has extended their offer until 5:00 p.m. on October 27, 2011 to allow those who have not yet tendered their Common Shares of Afexa to accept the Valeant Offer of C\$0.85 per Common Share.



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Growth Drivers

Market Diversification

1 Canada

- Expanding market penetration of commercialized products
- Increasing household penetration
- Significant growth potential in Quebec
- Bringing new products to market

2 United States

- Considering a New Drug Application (NDA) for Afexa product as polymolecular botanical drug; larger market potential and expanded therapeutic claims



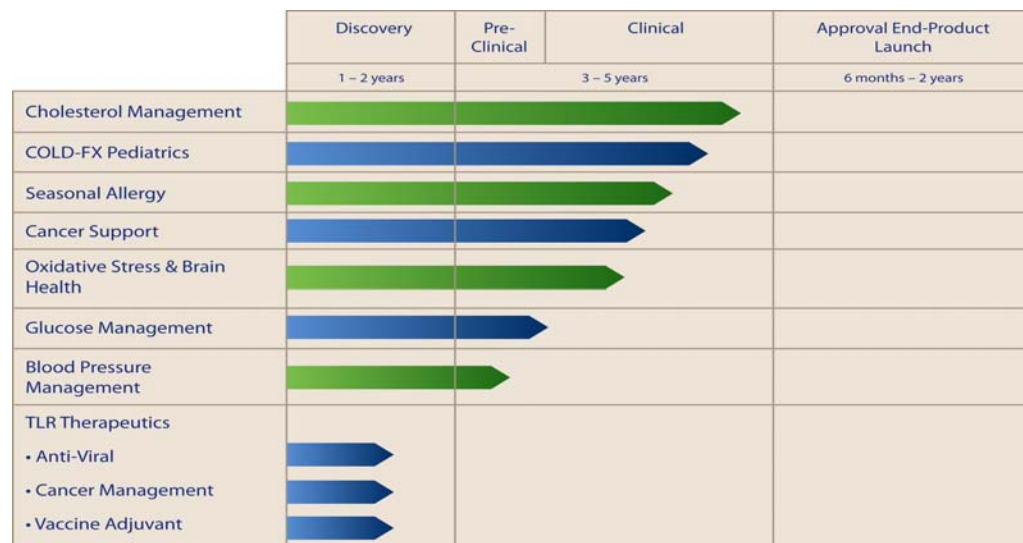
3 Europe

- Assessment of regulatory requirements

4 Asia

- Distributor agreement in Hong Kong
- Regulatory approval process under way in China
- Assessing Japan's business opportunities
- Reviewing opportunities in other Asian countries

Product Diversification



	3 months ended June 30, 2011	3 months ended June 30, 2010
Revenue	\$4,574	\$1,758
Gross profit	2,892	807
Gross margin %	63%	46%
Net loss	(3,137)	(4,110)
Earnings per share - basic and diluted	(0.03)	(0.04)
Cash and cash equivalents	(2,496)	3,691
Common shares outstanding	103,171,926	104,504,670

Quarterly information	For quarters ended							
	June 30 2011 IFRS	March 31 2011 IFRS	December 31 2010 IFRS	September 30 2010 IFRS	June 30 2010 IFRS	March 31 2010 Canadian GAAP	December 31 2009 Canadian GAAP	September 30 2009 Canadian GAAP
Revenue	\$4,574	\$6,084	\$12,691	\$19,232	\$1,758	\$4,827	\$29,547	\$15,557
Net (loss) earnings	(3,137)	(2,548)	1,055	4,777	(4,110)	(4,027)	6,816	2,782
Earnings (loss) per common share - basic and diluted	(0.03)	(0.03)	0.01	0.05	(0.04)	(0.04)	0.06	0.03

MANAGEMENT

KEY EXECUTIVE OFFICERS

Thomas Schlader
President and Chief Executive Officer

Jacqueline J. Shan
Chief Scientific Officer

Allan Cleiren
Chief Financial Officer & Sr. VP
Operations

Michael Obert
Chief Legal Officer & Sr. VP Corporate
Development

Tracey Ramsay
Chief Marketing Officer &
Sr. VP Sales

DIRECTORS

Robert Chai-Onn, Chair
Ted Bilyea

Ronald Farmer
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