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Vystar Investor Presentation

MARCH 2010

VYSTAR
CORPORATION



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Forward Looking Statements

Forward-looking Statements: Certain statements in this document are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act. These statements are based on management’s current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors. More information about these factors is contained in Vystar’s filings with the Securities and Exchange Commission.



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Who Is Vystar? *Creator of Vytex[®] Natural Rubber Latex (NRL)*

- Based near Atlanta; produces Vytex NRL using proprietary, multi-patented processes to remove antigenic proteins
- Corporate Vision: One day Vytex NRL will replace traditional natural rubber latex and synthetic substitutes in all applications
- FDA 510(k) clearance for condoms (Envy™) and exam gloves; only antigenic protein claim on market for condoms - less than 2µg/dm² of antigenic protein
- “Made with Vytex NRL”: An Ingredient Branding strategy using Vystar Professional Support (VPS)
- Significant market opportunity with \$3.1 billion of latex sold annually



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Why Vytex NRL?

Proven Raw Material

40,000+ products made with natural rubber latex

\$3.1B global market

Superior performance over synthetics

Latex Allergy Concerns

3%* general population

17% healthcare workers

10% condom users

Global Environmental Awareness

Vytex: all natural, renewable resource

Increased use petroleum-based synthetics

Human carcinogenicity/toxicity



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Vytex NRL

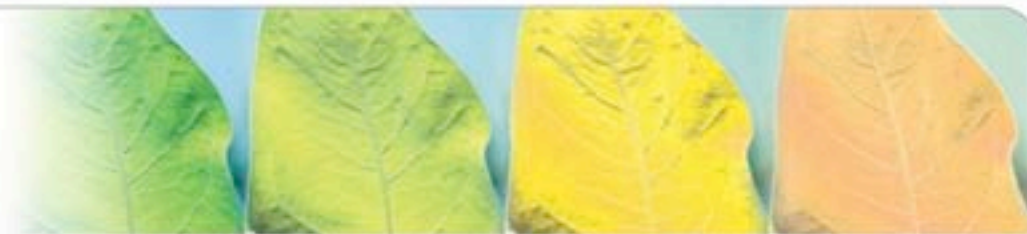
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Eco-friendly, low protein natural rubber latex concentrate created to offer a standardized source material containing less than 10 $\mu\text{g}/\text{dm}^2$ of antigenic protein (per ASTM 6499-07)

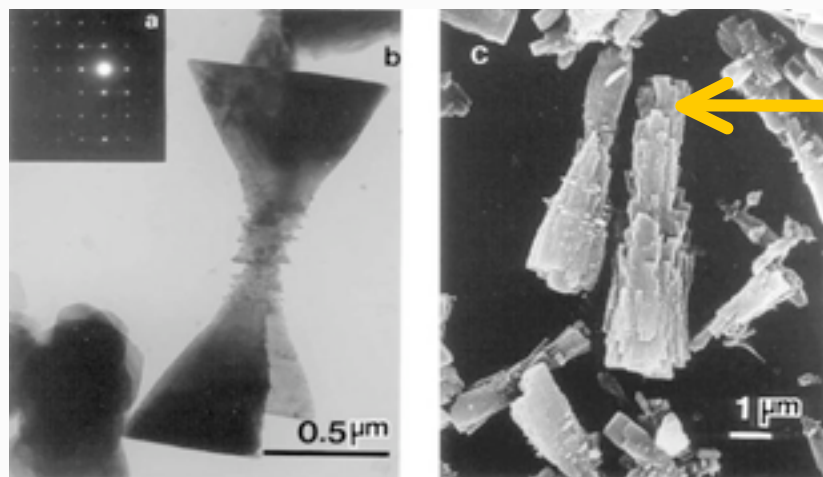


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Vytex NRL Technology

Vytex technology uses aluminum hydroxide to remove proteins



$\text{Al}(\text{OH})_3$ Crystals Generated in Distilled Water

**Proteins and
lutoids bond to the craggy
and reactive surface area of
 $\text{Al}(\text{OH})_3$ crystals**



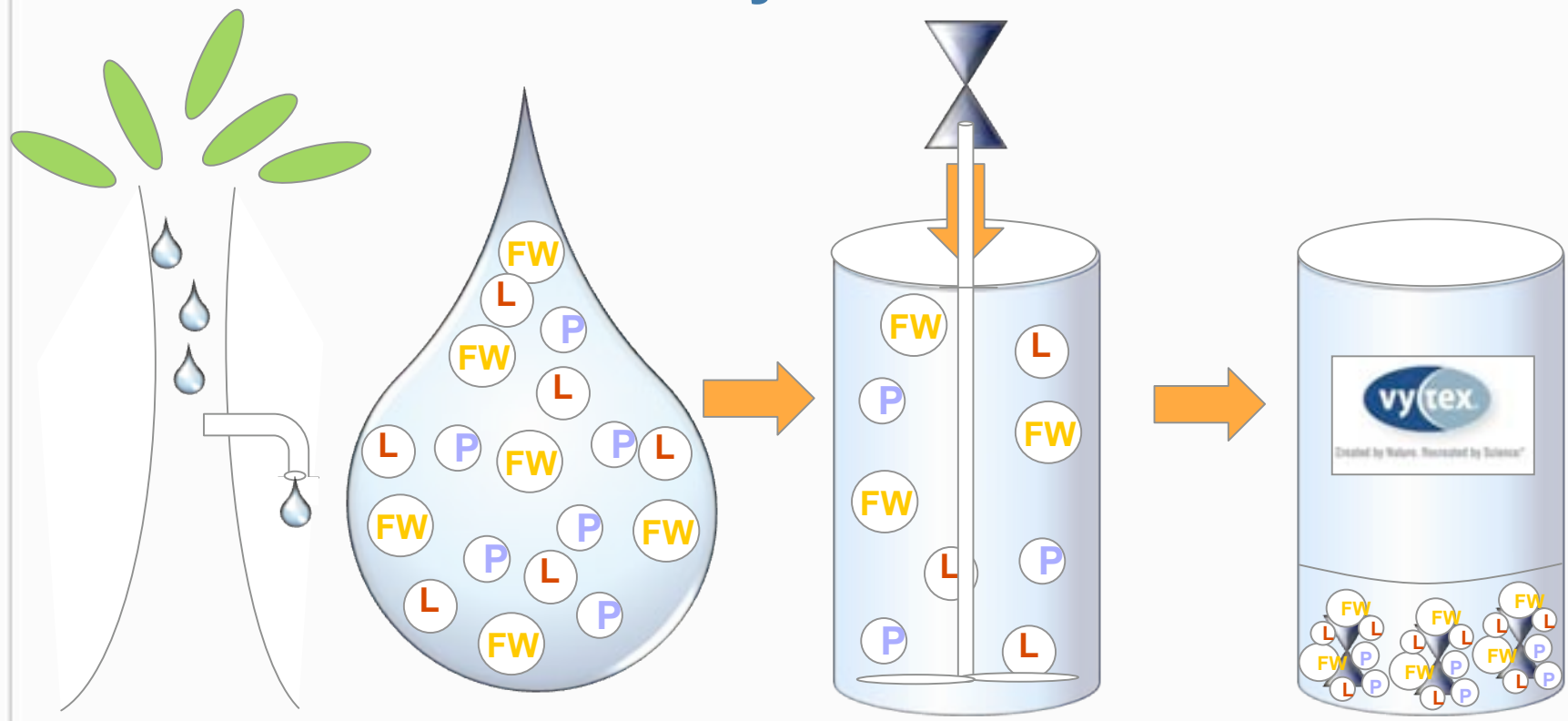
**$\text{Al}(\text{OH})_3$ and impurities
removed during
centrifugation**



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The Vytex Process

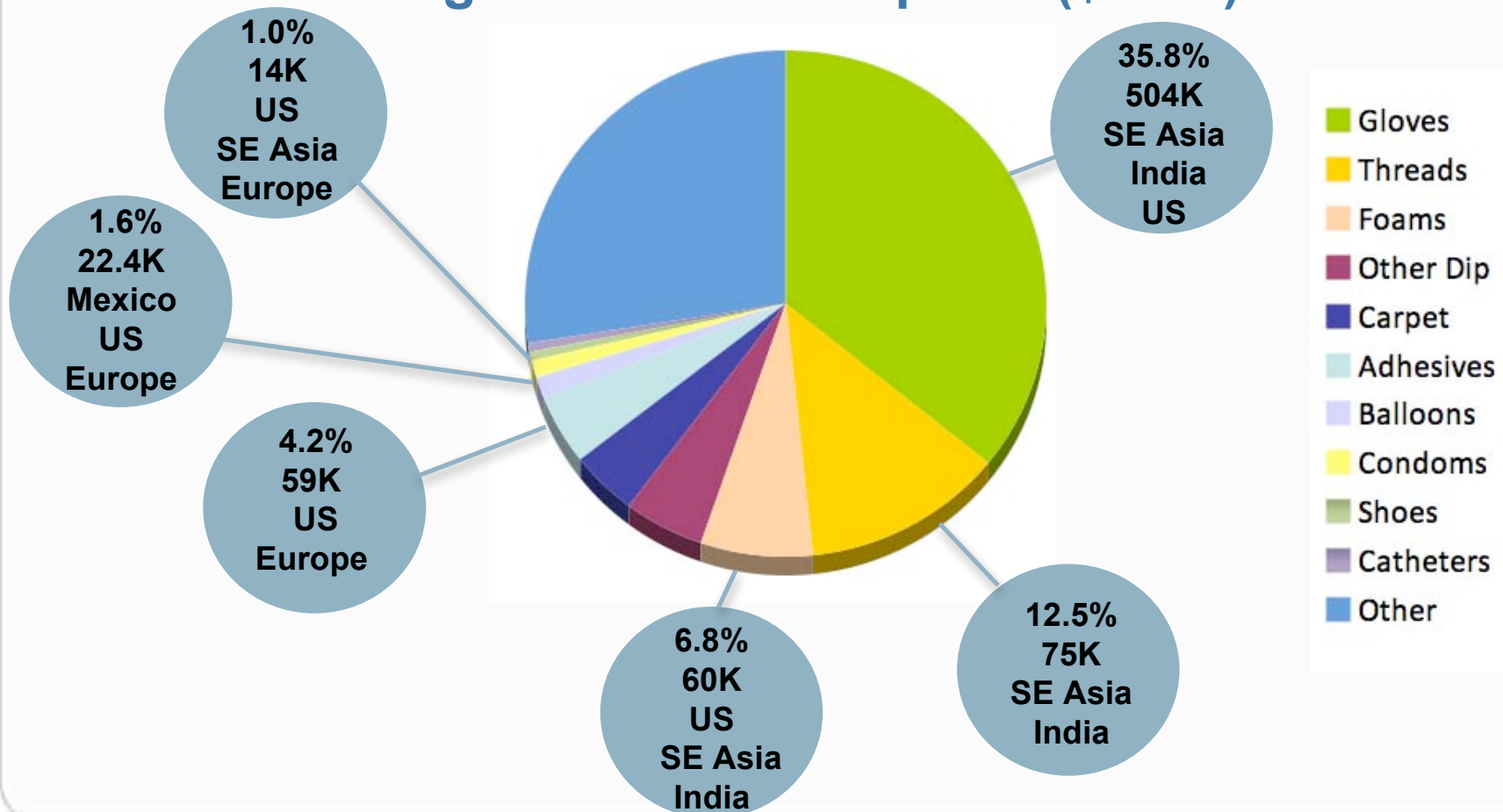




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Large Global Marketplace (\$3.1B)



7 Potential: 1.3 million metric tonnes annually (2010)

Source: International Rubber Study Group, 2006





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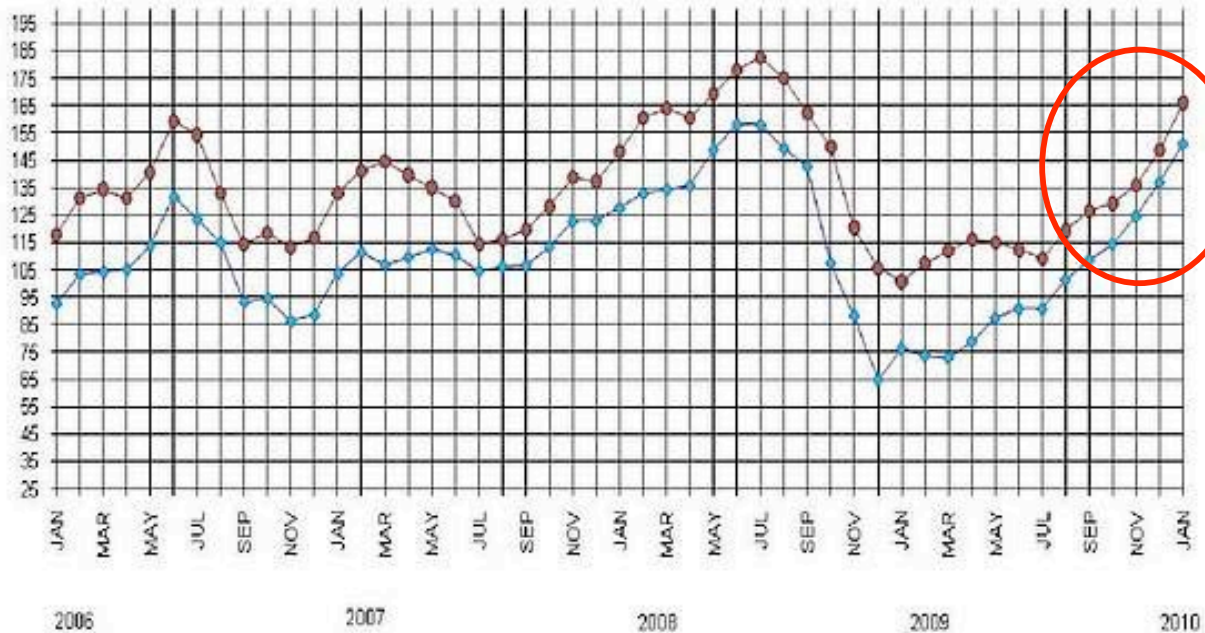
Market Pricing Trends

Centrifuged Latex "CENTEX" vs. Ribbed Smoked Sheets No. 3



RSS1 was changed to RSS3 starting September 2006

U.S. CENTS PER TSC POUND - FOB U.S. TERMINAL





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Vystar Covers All Bases

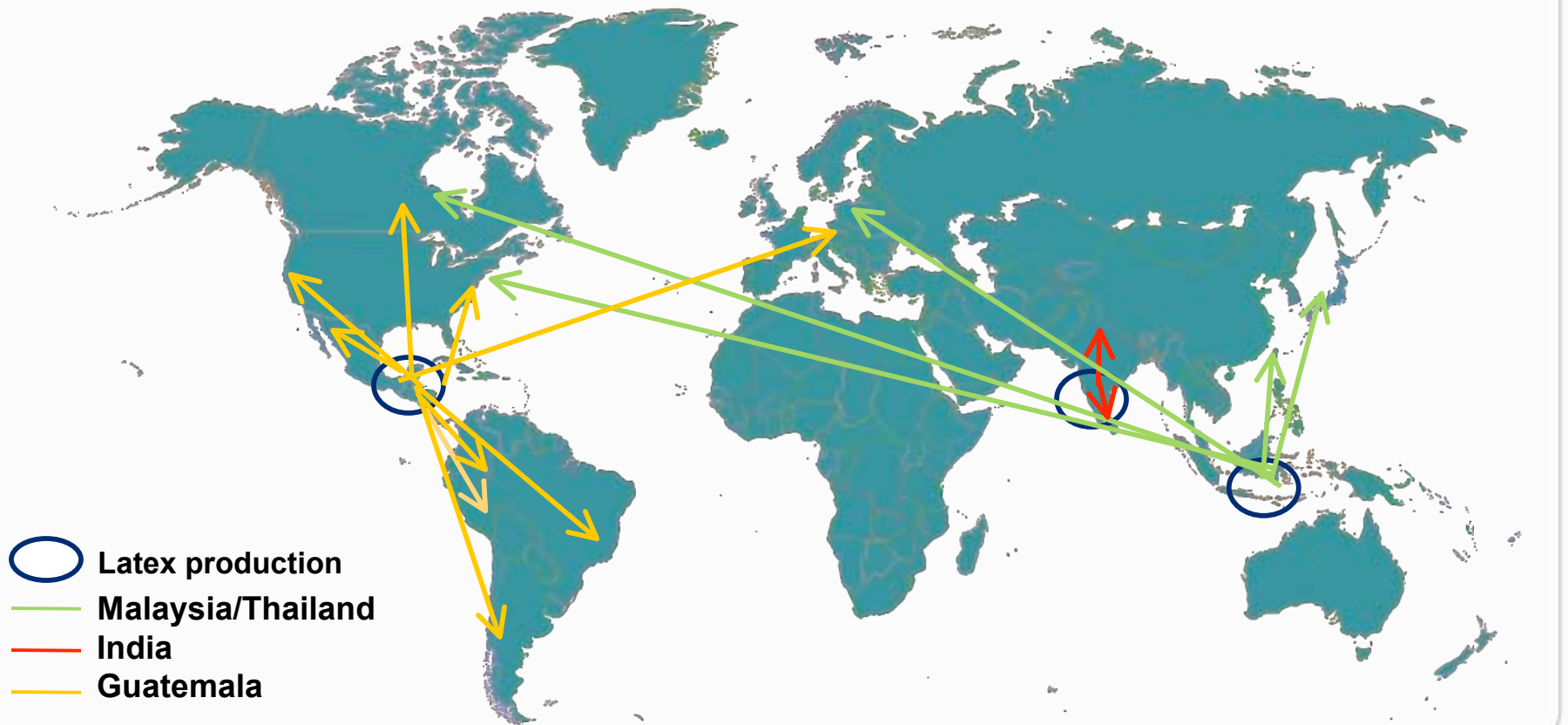
Centrotrade	Exclusive Vytex NRL Distributor – North America & Europe
Grupo Agroindustrial Occidente	Exclusive Vytex NRL Processor – Central and South America, Caribbean and Mexico (Licensee)
Revertex Malaysia	Toll Processor of Vytex NRL
Alatech Healthcare	Manufacturer of Envy™ Condoms and Exam Gloves
CMC Products	Custom Compounder
J2 Adhesives	Adhesives for Furniture Industry
Richter Rubber Technology	European Condoms



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Vytex: An Adaptive Technology





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2010 Projections

Vystar Corporation
FY 2010
(in 000's)

	Projected Results				
	Q1	Q2	Q3	Q4	Total
Net Product Sales	\$ 210	\$ 395	\$ 1,949	\$ 3,929	\$ 6,483
Licensing Revenue	11	81	172	237	501
Total Net Revenue	221	476	2,121	4,166	6,984
Gross Margin - Product	50	105	525	1,059	1,739
Gross Margin - Licensing	11	81	172	237	501
Operating expenses	640	654	620	597	2,511
Net Income (Loss)	\$ (579)	\$ (468)	\$ 77	\$ 699	\$ (271)
Cash Balance, End of Period	\$ 1,965	\$ 1,789	\$ 936	\$ 1,264	\$ 1,264
Sales, in tonnes:					
Product Sales	115.0	303.0	1,174.0	2,210.0	3,802.0
Licensing Sales	100.0	188.0	928.0	1,871.0	3,087.0
	15.0	115.0	246.0	339.0	715.0



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2011 Projections

Vystar Corporation
FY 2011
(in 000's)

	Projected Results				
	Q1	Q2	Q3	Q4	Total
Net Product Sales	\$ 4,326	\$ 4,717	\$ 5,893	\$ 6,044	\$ 20,980
Licensing Revenue	<u>358</u>	<u>578</u>	<u>840</u>	<u>1,207</u>	<u>2,983</u>
Total Net Revenue	4,684	5,295	6,733	7,251	23,963
Gross Margin - Product	1,164	1,267	1,583	1,620	5,634
Gross Margin - Licensing	<u>358</u>	<u>578</u>	<u>840</u>	<u>1,207</u>	<u>2,983</u>
Operating expenses	<u>857</u>	<u>801</u>	<u>772</u>	<u>783</u>	<u>3,213</u>
Net Income (Loss)	<u>\$ 665</u>	<u>\$ 1,044</u>	<u>\$ 1,651</u>	<u>\$ 2,044</u>	<u>\$ 5,404</u>
Cash Balance, End of Period	<u>\$ 1,766</u>	<u>\$ 2,576</u>	<u>\$ 3,821</u>	<u>\$ 5,727</u>	<u>\$ 5,727</u>
Sales, in tonnes:	2,571.0	3,071.0	4,006.0	4,603.0	14,251.0
Product Sales	2,060.0	2,246.0	2,806.0	2,878.0	9,990.0
Licensing Sales	511.0	825.0	1,200.0	1,725.0	4,261.0



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Vystar Share Structure

Total Shares Issued & Outstanding	Fully Diluted Shares Issued & Outstanding
13,042,774	20,954,288

As of 12/31/09

Warrants Issued & Outstanding	Options Issued & Outstanding
2,736,514	5,175,000

As of 12/31/09



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Management Team

Extensive sales, marketing and advertising management experience B2B and B2C

Successful IPO and secondary offering experience

Broad regulatory and financial expertise

Organizational Depth

William R. Doyle, President/CEO

Sandra G. Parker, Executive Vice President, Business Development and Marketing

Matthew P. Clark, Vice President, Technical Sales

Linda S. Hammock, CPA, Acting Chief Financial Officer

Dawn E. Ely, JD, General Counsel and Chief Legal Officer



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Board of Directors

Broad experience in capital markets

Extensive experience in OTC trading

Community bank start-up expertise

Entrepreneurial success

Proven leadership across diverse markets and industries

William R. Doyle, President/CEO, Chairman of the Board

Directors

J. Douglas Craft, CEO, Medcraft, Inc.

Joseph C. Allegra, M.D., Founder/Owner, Diamond II Investments, Oncology Molecular Imaging, Pediatric Urgent Care

Mitsy Y. Mangum, WMS, RPC, Vice President, Investments, MidSouth Capital

W. Dean Waters, Senior Vice President, Commerce Street Capital

Seth Goldberg, JD, Partner, Steptoe & Johnson (Advisor to Board)



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Advisors

Extensive raw materials research and development

Known expertise on natural rubber latex

Active management P&L responsibilities and purchasing influence

Noted clinical authors and speakers

Technical

Catharine C. Calkins-Burke, Ph.D

Ranjit K. Matthan, Ph.D, KA Pre Vulcanised P Ltd.

Mark C. Swanson, Quan-Tec Air, Inc.; formerly Mayo Foundation

Michael Dochniak, Jasmine Elastomerics

Selvaraj V M Muthuraja, Stratoshift Technologies, Sdn Bhd

Clinical

Sinoma Brown, RN, formerly Shands at University of Florida

Larry Creech, RN, Carillon Clinic

Susan Jones, RN, UCLA Medical Center

Margaret Meeker, RN, formerly Ohio State University Medical Center

Parker Lee, formerly CEO, Ansell Medical Products, Ansell Ltd.



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The Accomplishments and Future of Vystar

SEC Reporting Company	<ul style="list-style-type: none">- SEC Clearance (August 2009)- FINRA Clearance OTC BB: VYST (September 2009)- Pension Approval (October 2009)- DTC Approval (November 2009)
R & D Technical Regulatory	<ul style="list-style-type: none">- Product Expansion (PV Grades)- Reduced COGS- Ongoing Vytex NRL Performance Assessments- Clinical Studies: Peer Reviewed and Published- US FDA Expansion of Protein Claims<ul style="list-style-type: none">- 510(k) Condoms and Exam Gloves- Lowest Protein Claim for Condoms on Market
Industry Leadership	<ul style="list-style-type: none">- ASTM Category 5- Global Participation in Key Industry Conferences<ul style="list-style-type: none">• Latex 2010, Amsterdam• Japan Rubber Association, Kanto Branch• 2009 International Latex Conference, USA



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Why Invest in Vystar?

Large Global Market

40,000 products made with natural rubber latex

\$3.1B market

Fully Commercialized

Address Allergenicity Concerns

Virtually undetectable levels of antigenic protein

Endorsed by American Latex Allergy Association

Green Footprint

All natural, renewable resource

Biodegradable

No VOCs

No known human carcinogens

FDA 510(k) Clearances

Highly prized 510(k) clearance for lowest antigenic protein claim on market