

avVaa World Health Care Products

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NEWS RELEASE

avVaa Appoints New Officers

Vernon, BC May 17, 2010 — **avVaa World Health Care Products Inc.** ("avVaa" or the "Company") (Pink Sheets: AVVH) wishes to announce that its Board of Directors has made the following appointments:

- **Mr. Lance Loose** - Chief Executive Officer (CEO);
- **Mr. Roland Busch** - President and Chief Operations Officer(COO); and
- **Mrs. Ruth Brennan** - Chief Financial Officer (CFO)

Mr. Loose has 19 years experience in international sales and marketing with a prominent industry leader, Tolko Industries Inc., based in Vernon, BC. His experience ranges from production to market research and sales. He has been responsible for the introduction of new products into existing markets and the introduction of existing products into new markets, including China. Mr. Loose will initially be working with AvVaa on a part-time basis.

Roland ("R") Busch has diversified experience in the hospitality and management industry where he managed several supply warehouses, restaurants and hotels. Mr. Busch's background includes strategic management, customer service, sales, marketing and fiscal responsibilities. His successful team leadership abilities derive from his 21 years service in the Canadian Military, his emphasis on strong attention to detail, and his strategic planning and execution. Mr. Busch believes in a strong commitment to professional customer service and operations. He will be joining AvVaa on a full-time basis.

Mrs. Brennan: *"As the new direction of avVaa's future is to break into the market place and become a household name, I am very pleased to bring together a team of sales and marketing specialists that will have one focus: **SALES!**"*

About avVaa World Health Care Products avVaa World Health Care Products is a global biotechnology company that specializes in effective, all natural, therapeutic skin care products that improve quality of life and well being for consumers. avVaa's patented European skin care formulas are scientifically registered, FDA-Compliant, and were developed to relieve and treat the symptoms of common skin ailments, including eczema, psoriasis and acne. avVaa is poised to manufacture and market its OTC Neuroskin® line of skin care products through mass food and drug channels in the United States and globally. The Company's secondary line of equine and pet care related products are already being distributed throughout all of Canada. For more information, visit: www.avvaa.com or contact Merle Goertz, Public Relations, at 1-866-864-6598 Ext. 705.

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