

Magic-Seal Packaging Products To Introduce First Vytex[®] Natural Rubber Latex Napkin Rings

Company Plans Additional Applications Including Medical Packaging Bands

ATLANTA, GA – August 31, 2010 – Vystar[®] Corporation (OTCBB:VYST), the exclusive creator of Vytex[®] Natural Rubber Latex (NRL), a multi-patented, all-natural raw material that contains significantly reduced levels of the antigenic proteins found in natural rubber latex (NRL), announces that Magic-Seal Packaging Products of Columbus, Ohio will introduce the first napkin rings made from Vytex NRL. The new product will be marketed to the restaurant and hospitality industries through Magic Seal’s distribution network.

In addition to napkin rings, Magic-Seal intends to expand its use of Vytex NRL into other applications such as medical packaging bands that are commonly used to contain medical drapes, tubing and accessories, and delicate parts or components in medical devices.

Magic-Seal is an innovator and industry leader in the production of custom-designed, self-adhesive paper bands. For ease of handling, restaurants often use Magic-Seal paper bands around pleated cloth or paper napkins. Use of the self-sealing paper bands keeps product neatly grouped together and often saves staff time when inventorying product on shelves or in bins, accounting for their utility in healthcare applications.

Tom Walker, President of Magic-Seal Packaging Products, commented, “Vytex NRL provides better adhesion making it a logical choice of innovative material for a new line of napkin rings that we will target for our customers in the restaurant and hospitality industries. We are impressed with what Vystar has created with Vytex NRL and look forward to sharing the advantages with our customers.”

William R. Doyle, president and CEO of Vystar Corporation, said, “Magic-Seal has demonstrated a keen interest in creating an environmentally friendly line of paper bands with virtually undetectable levels of antigenic proteins. We are pleased that they have agreed to adopt Vytex NRL as a material for their napkin rings, and anticipate that we will expand into Magic Seal’s additional product offerings as our Vystar Professional Services (VPS) team works with them through development and commercialization.”

About Magic-Seal Packaging Products

Magic-Seal Packaging Products is an innovator and industry leader in the production of custom designed, self-adhesive paper bands for hundreds of uses. Founded in 1949, Magic-Seal has collaborated with its customers to create specialized paper bands for automotive parts, envelopes, stationary, brochures, can labels and neckties and hundreds of other product applications. For more information, visit www.magic-seal.com.

About Vystar Corporation

Based in Duluth, GA, Vystar Corporation[®] (OTC Bulletin Board:VYST) is the exclusive creator of Vytex Natural Rubber Latex, a multi-patented, all-natural raw material that

contains significantly reduced levels of antigenic proteins found in natural rubber latex and can be used in over 40,000 products. Vystar is working with manufacturers across a broad range of consumer and medical products to bring Vytex NRL to market in adhesives, balloons, surgical and exam gloves, other medical devices and natural rubber latex foam mattresses, pillows and sponges. For more information, visit www.vytex.com.

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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