



# IRWIN NATURALS COMPANY UPDATES, PIVOT BACK TO CPG ROOTS

LOS ANGELES, CALIFORNIA, USA, March 28, 2024 /EINPresswire.com/ -- Irwin Naturals Inc. (CSE: IWIN) (OTC: IWINF) (FRA: 97X) ("Irwin" or the "Company") has several announcements regarding its subsidiary, Irwin Naturals Emergence, Inc. and other corporate governance matters.

Irwin Naturals Emergence, Inc.

The Company announces the closure of its ketamine clinic division, Emergence, as of January 31, 2024. While it was a difficult decision, the closure of its ketamine clinics was a strategic and necessary decision. The decision will now allow the Company to focus on growing the resilient, and foundational core business, centered around botanical forward supplements. This sector has been the engine behind the Irwin Naturals brand for more than twenty years, and the Company will strive to make sure it continues to be a mainstay in the nutritional and health food categories.

Chief Financial Officer

The Company would like to announce that Sean Sand, Chief Financial Officer (CFO) and Secretary, is being replaced by Mark Green effective March 8, 2024. Mark has previous experience leading the Finance and Accounting departments for the CPG sector of the Corporation, leading those divisions for approximately 14 years prior to the Company being publicly traded on the CSE. The Company would like to thank Sean for his time in this role with the Company and wish him the best of luck.

Board of Directors

The Company announces that Rod Kight and Sheri Orlowitz have tendered their resignations as directors of the Company effective February 14, 2024. The Company thanks Mr. Kight and Ms. Orlowitz for their contributions to the Company and wishes them the best of luck in their future endeavors. Klee Irwin will remain as chairman of the Board of Directors.

Moreover, the Company is pleased to announce the new board members that have been elected to fill the aforementioned vacancies, Luke Lokhorst and Lyle Maxson. Their terms on the board began February 14, 2024. Lyle Maxson is at the forefront healthcare innovation including

founding and serving as a board member on companies leveraging Artificial Intelligence and plant medicine to push our healthcare system forward. Luke Lokhorst holds a Masters Degree in International Business and Sustainable Finance and we are excited to add him to the leadership team.

## About Irwin Naturals

Irwin Naturals has been a household name and best-in-class nutraceutical company since 1994. On a mission to heal the world with plant medicine.

For investor-related information about the Company, please visit [ir.irwinnaturals.com/](http://ir.irwinnaturals.com/).

To contact the Company's Investor Relations department, please call toll-free at (800) 883-4851 or send an email to [Investors@IrwinNaturals.com](mailto:Investors@IrwinNaturals.com).

"Klee Irwin"

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Klee Irwin

Chief Executive Officer

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## Forward-Looking Information

This news release contains certain forward-looking statements that reflect the current views and/or expectations of management of the Company with respect to performance, business and future events. Forward-looking statements can often be identified by words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", "objective," or the negative of those words or other similar or comparable words. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which the Company operates. These statements are based on numerous assumptions that are believed by management to be reasonable in the circumstances, and are subject to a number of risks and uncertainties. Forward-looking statements are subject to a number of known and unknown risks, uncertainties, and other factors that may cause actual results, performance, or achievements to be materially different from that which are expressed or implied by such forward-looking statements. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties, and assumptions which are difficult to predict. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. The Company does not undertake any obligation to release publicly any revisions for updating any voluntary forward-looking statements, except as required by

applicable securities law.

Neither the CSE nor its Market Regulator (as that term is defined in policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

SOURCE: Irwin Naturals, Inc.

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