



AREV NANOTEC BRANDS INC.  
PRESS RELEASE

**AREV ENGAGES DR. ROBERT MELAMEDE AS SCIENTIFIC PRODUCT CHAMPION**

**VANCOUVER, BC / January 19, 2021 / AREV NANOTEC BRANDS INC. (CSE: AREV) (OTC: AREVF) (“AREV Brands”)** is pleased to announce that it has retained the services of Dr. Robert Melamede to consult on and champion the Bare People and Bare Pet & Vet product lines.

Dr. Melamede started his career in a conventional fashion. He received his doctorate degree in Molecular Genetics and Biochemistry from the University of the City of New York Graduate Center in 1980. His degree was in base excision repair of free radical damages in DNA. For decades, he led laboratory efforts in a world class, federally funded lab where he discovered endonuclease VIII. Dr. Melamede did a sabbatical at the Scripps Institute. He was trained in the lab of Dennis Burton, a pioneer in in vitro antibody technology. Subsequently, he established an in vitro monoclonal antibody facility at the University of Vermont developing antibodies to free radical damages in DNA and to DNA repair enzymes.

While at the University of Vermont, a collaboration developed between Dr. Melamede and Dr. Karen Newell, a world class immunologist. The collaboration resulted in a number of patents that explored metabolic differences between drug sensitive and drug resistant human cancer cells. Dr. Newell moved to the University of Colorado at Colorado Springs where she established the Metabolic Institute. Dr Melamede was subsequently hired as Chairman of the Biology Department at UCCS. He subsequently was a founder of the public company Cannabis Scientific. He retired as CEO in 2014.

It was at this point that a revolution emerged in Dr. Melamede’s scientific understanding of living systems. He dropped out of the professional scientific community whose principles were no longer consistent with his new understanding of the Physics of Life. After decades of study, Dr. Melamede was able to integrate the principles of Nobel laureate Ilya Prigogine, regarding far from equilibrium thermodynamics, with biology. A true physical basis for the emergence and evolution of life resulted. It provided a fundamental physical definition to health based on first principles

The adaptability of living systems, with a central role played by cannabinoids and other natural products, is central to a new perspective on health, one in which DNA is no longer the central creator of life, but rather the written record of successful metabolism.

CEO, Mike Withrow commented “We welcome Dr. Melamede to the AREV Nanotec Scientific Advisory Board. He has a knack at simplifying how complex functions work within the human body so many can understand. He is an excellent speaker with a large following in human health sciences and the cannabis medicine sector.”

Dr. Melamede commented, “I’m very pleased to be on board the AREV team. We’re looking forward to integrating my scientific perspective with their efficacious products.” He added, “We are achieving a higher level of understanding the complexity with respect to the global Cannabis awakening.”

The Company has issued 50,000 stock options to Directors, Officers and Consultants of the Company at a price of \$0.31 for a period of 5 years from the issuance dated. These options will vest immediately.



For further information, contact Mike Withrow, [mike@AREVBrands.com](mailto:mike@AREVBrands.com) 778-929-6536. For more information visit [arev-nanotec.com](http://arev-nanotec.com) formerly [arevbrands.com](http://arevbrands.com) . Our newly designed website was created by the innovative team at [eewww.com](http://eewww.com) -- industry leaders in web design solutions.

On behalf of the Board,

Mike Withrow  
CEO & Director

### **About AREV NanoTec Inc.**

AREV NanoTec Brands Inc. ("AREV") produces and sells functional ingredients produced via its proprietary extraction systems. These premium ingredients and products are targeted for the natural health, medical, functional food, nutraceutical, sport nutrition markets. AREV's model is to toll process extraction of targeted essential and functional oils and license its formulations to Licensed Producers in Canada. The company utilizes toll processors in foreign countries to encapsulate and package its formulations that can be sold in traditional distribution channels and online.

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