



LeanLife Health Inc.

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NEWS RELEASE

LeanLife Engages Omega-3 Expert to Sell Over \$1 Million in 2020

VANCOUVER, British Columbia, December 17, 2019: [LeanLife Health Inc.](#) (CSE: LLP) (the “Company”) a Company focused on proprietary plant-based food products is pleased to announce that the Company has retained the services of Natural Health Product expert and Business Development Consultant, Gavin Mah.

The Company welcomes Mr. Mah, with his vast knowledge and experience in the Natural Health Product industry, and looks forward to him further developing and executing the Company's sales and marketing plans to bring LeanLife to the next level.

Mr. Mah has decades of experience selling Omega-3 products, including fish and flaxseed products.

For seven years, Mr. Mah served as Director of Canadian Regulatory Affairs at **Nature's Way**, a leading health company which sells its many nutritional and dietary supplements, including its Omega-3 products, through a variety of channels such as Walmart. He was instrumental in the acquisition of **Ascenta Health**, the leading Omega-3 fish oil manufacturer, by Nature's Way and its parent company **Schwabe Pharma** (Germany).

Mr. Mah has also worked with and sold Omega-3 products for both **Omega Nutrition** and **Barleans Oils**, two of the largest flax oil companies in the Pacific Northwest.

Mr. Mah will not only bring his 33 years of experience but also his corporate resources and extensive connections to the Company.

As President and partner of **Biomed International Products Corp.**, Mr. Mah oversees the manufacturing and global distribution of natural medicines to health practitioners by an enthusiastic team of professionals.

In addition to his corporate experience, Mr. Mah has dedicated years to consulting and educating companies around the world. His highly successful approach has helped develop effective business plans for new and existing companies. He has led teams in product development, quality system development, and process improvements. Mr. Mah has a proven track record and effectively provides deliverables on time, on scope and on budget.

His experience working with the significant companies mentioned above, as well as **Integrative Therapy, Enzymatic Therapy, SISU Enterprises, Thorne Research, NF**

Formulas, Phyto Pharmica, Eco Ideas and many other industry leaders, will help LeanLife grow.

Mr. Mah has been specifically tasked with the business development objectives of Customer Relations, Marketing, and Sales.

His first objective will be identification, installation and implementation of a Customer Relationship Management ("CRM") system to manage the Company's relationships and interactions with customers, as well as integrate with the Company's accounting system.

Mr. Mah will also be in charge of developing and executing marketing plans, identifying and setting Company sales goals, and creating strategies to achieve those goals, including implementing new ideas and tools for the Company.

Working with management he will provide sales and marketing direction and oversight while building a team of experienced salespeople with the goal of securing over **\$1,000,000 in new customer contracts in 2020** and managing these contracts into the future.

As a leading authority in regulatory affairs, Mr. Mah has extensive experience working with Regulatory Advisory and Government Relations Committees and **Health Canada**. Mr. Mah initially met LeanLife's Corporate Advisor and former Member of Parliament, Russ Hiebert, in Canada's capital city ten years ago when Mr. Mah was advocating for the Natural Health Products Industry.

"We welcome Mr. Mah and his decades of Omega-3 sales, marketing and corporate acquisition experience with major companies in the Natural Health Products industry. LeanLife will benefit from the completion of his business development objectives and we are confident he will exceed his sales goals," said Stan Lis, CEO.

About LeanLife Health and the Omega-3 Market

LeanLife Health's products are **long-term shelf-stable** extractions from flax seed, a plentiful **plant-based source of Omega-3**, that give them a significant advantage as an essential¹ fortified food ingredient.

Increased Omega-3 intake, especially with LeanLife's higher Omega-3 to -6 ratio, has shown to have **significant health improvement impacts**.

LeanLife's mission is to provide a relatively **low-cost means of replacing the less healthy vegetable oil in food**, and **transform them into healthier versions**.

¹ Omega-3 fatty acids are **essential** because the body cannot make them on its own and so they must be consumed from dietary sources.

“Improving the quality of food without requiring people to change what they eat is the best way to ensure they eat healthier and benefit from an improved quality of life.” – Stan Lis, CEO

LeanLife Health’s industry leading and **proprietary Omega-3 product formulations** are of the **highest quality** and **contain no cholesterol**. Products are available in oil, emulsion and powder forms.

The products can be used as **food additives** or as **nutraceuticals** and have been used to make bread, noodles, cheese, yogurt, juice and milk products for the European market.

The **global Omega-3 market** reached USD \$33 Billion in 2016 and is **expected to reach upwards of USD \$57 Billion by 2025**, according to a report by Grand View Research, Inc.

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Forward Looking Information

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management’s current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. The Company cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond the Company’s control including, the Company’s ability to compete with large food companies; sales of any potential products developed will be profitable; the ability to complete sales under the sales agreement. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward-looking information. Except as required under applicable securities legislation, the Company undertakes no obligation to publicly update or revise forward-looking information.

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