



**LeanLife Health Inc.**

380-580 Hornby Street  
Vancouver, BC, V6C 3P6

## NEWS RELEASE

### **LeanLife Hires Prominent Canadian Flaxseed Expert**

VANCOUVER, British Columbia, April 28, 2020: LeanLife Health Inc. (CSE: LLP) (the “Company” or “LeanLife”) announces that the Company has entered into a consulting agreement with one of Canadas most prominent flaxseed experts, Kelley Fitzpatrick (“the Consultant”). Ms. Fitzpatrick will advise the company in regulatory matters and assist in obtaining licensing for its flax oil product in Canada as a natural health product and as a fortified food.

Pursuant to the agreement the Consultant will receive 250,000 common shares of the Company as an inducement and for present contributions. Once licences are obtained LeanLife will issue up to 250,000 shares in two tranches for a maximum of 500,000 as milestone payments.

Ms. Kelley Fitzpatrick is the principle of NutriScience Solutions which provides services in numerous areas in natural health products (NHP) and functional foods (FF). Ms. Fitzpatrick provides a unique and comprehensive perspective on the agriculture and health sector in Canada, having worked with all stakeholders including government, private industry, research, trade associations and as an entrepreneur for almost 30 years. Ms. Fitzpatrick was the project lead for Global Affairs Canada (GAC) Investment Case Study for the FFNHP categories. Kelley acts an investment champion speaker for GAC. During her consultancy, she has worked with eighty-one FF and ingredients, and NHP companies, and written one hundred and seventy-two reports/documents for clients within industry, government, academia and NGOs. She has secured over \$200 million in funding for her clients and was one of the lead writers on a successful funding application that established Protein Industries Canada, one of five superclusters.

Kelley is a recognized expert in “all things” related to flaxseed having led initiatives in research, marketing and promotional activities for over 20 years. Kelley has worked in the areas of human and animal health, industrial fibre and oil, and plant breeding and agronomy, first as the Project Manager for Flax Canada 2015 and then as a Technical Advisor for the Flax Council of Canada. During this period, she led the development of a successful dossier to the United States Food and Drug Administration for GRAS (Generally Recognized as Safe) notice for whole and milled flaxseed – GRN 000280 (2009). She also worked with Agriculture and Agri-Food Canada to develop a successful submission to Health Canada for a blood cholesterol lowering health claim for whole and milled flaxseed (2014).

In 2020, Kelley was awarded the Outstanding Leadership Award in Biosciences by the BioScience Association of Manitoba. Ms. Fitzpatrick has published book chapters and articles specifically on Canadian regulations, the industry and the science of FFNHP and provided over 500 invited global presentations.

#### **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 a 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**.

*“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*



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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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