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25 August 2022

To: British Columbia Securities Commission
Alberta Securities Commission
Ontario Securities Commission

RE: Pure to Pure Beauty Inc. (the “**Company**”)

We refer to the non-offering prospectus of the Company dated 25 August 2022 (the “**Prospectus**”).

We consent to being named and to the use in the Prospectus of our report dated 25 January 2022 to the shareholders of the Company on the following financial statements:

- Consolidated statements of financial position as at 30 September 2021 and 2020; and
- Consolidated statements of loss and comprehensive loss, changes in shareholders’ equity (deficiency) and cash flows for the years ended 30 September 2021 and 2020, and notes to the consolidated financial statements, including a summary of significant accounting policies.

We report that we have read the Prospectus and have no reason to believe that there are any misrepresentations in the information contained therein that are derived from these consolidated financial statements upon which we have reported or that are within our knowledge as a result of our audit of these consolidated financial statements. We have complied with the Canadian generally accepted standards for an auditor's consent to the use of a report of the auditor included in an offering document, which does not constitute an audit or review of the Prospectus as these terms are described in the CPA Canada Handbook – Assurance.

Yours truly,

“SHIM & Associates LLP”

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Vancouver, British Columbia