



**CSE: PPB**

## **Pure to Pure to Commence Trading on the Canadian Securities Exchange on September 1, 2022**

**Vancouver, British Columbia – August 31, 2022 – Pure to Pure Beauty Inc. (the “Company” or “Pure to Pure”) (CSE: PPB),** a consumer product goods company focused on the development and sale of health and wellness products, is pleased to announce that its common shares will commence trading on the Canadian Securities Exchange (the “CSE”) on September 1, 2022, under the stock ticker symbol “PPB”.

“The listing of our common shares for trading on the CSE is a great milestone for the Company, and we look forward to continuing to bring customers natural products that are gentle on the body and the environment,” said Simon Cheng, the CEO of Pure to Pure. “On behalf of the Board of Directors and the Company’s senior management team, I would like to thank our shareholders and other stakeholders for all of their support along the way. We are excited to bring our company to the public markets with the listing on the CSE, and are currently reviewing a number of strategic opportunities to drive shareholder values,” added Mr. Cheng.

### **About Pure to Pure**

Pure to Pure is engaged in the development and sale of consumer product goods, including health and wellness products, under its “Pure to Pure” brand. For more information about the Company, please visit <https://www.p2pbeauty.com>. The Company’s final prospectus, financial statements and management’s discussion and analysis, among other documents, are all available on its profile page on SEDAR at [www.sedar.com](http://www.sedar.com).

***The CSE has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.***

### **CAUTIONARY STATEMENT REGARDING “FORWARD-LOOKING” INFORMATION**

This news release contains certain forward-looking statements within the meaning of such statements under applicable securities law. Forward-looking statements are frequently characterized by words such as “anticipates”, “plan”, “continue”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “potential”, “proposed”, “positioned” and other similar words, or statements that certain events or conditions “may” or “will” occur. The Company has provided the forward-looking statements in reliance on assumptions that it believes are

reasonable at this time. All such forward-looking statements involve substantial known and unknown risks and uncertainties (including those risk factors identified in the Company's prospectus dated August 25, 2022), certain of which are beyond the Company's control. The reader is cautioned that the assumptions used in the preparation of the forward-looking statements may prove to be incorrect and the actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits, including the amount of proceeds, the Company will derive therefrom. Readers are cautioned that the foregoing list of factors is not exhaustive. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law.

## **CONTACT INFORMATION**

### **Pure to Pure Beauty Inc.**

Investor Relations

Email: [info@p2pbeauty.com](mailto:info@p2pbeauty.com)

Phone: (604) 339-0339