



CSE: PPB

PURE TO PURE BEAUTY PROVIDES A CORPORATE UPDATE

Vancouver, British Columbia – November 14, 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 provide this corporate update.

Business Development

Due to strong inbound enquiries, the Company is pleased to announce that its board of directors is currently reviewing and testing a number of natural skin care products that if added would diversify the Company’s current product line . "The Company is strongly focused on adding new products that would enrich the Company's portfolio and ultimately drive shareholder value," said Simon Cheng, the company's chief executive officer. The board of directors believes the time is right for expansion because brand marketing has become significantly less expensive. It appears that people are realizing that using natural beauty products is the greatest way to live a healthy life. In addition, the Company’s CEO has recently co-authored "Top ten research priorities for psoriasis, atopic dermatitis and hidradenitis suppurativa: the SKIN Canada Priority Setting Initiative" and it has been successfully submitted online and is presently being given full consideration for publication in Journal of Cutaneous Medicine & Surgery. The management continues its commitment to be involved and working with people with sensitive skin.

Personnel Updates

The Company has appointed seasoned financial executive Simon Tso as it’s new Chief Financial Officer. Mr. Tso is the principal of Athena Chartered Professional Accountant Ltd., a full-cycle accounting firm that assists both private and public companies with their financial reporting, regulatory filing and taxation requirements. Mr. Tso spent a number of years as an associate at a local corporate finance firm and as a senior accountant at a firm of chartered accountants, where he managed numerous private and publicly-traded corporations, commonly acting as their Controller or Chief Financial Officer. Mr. Tso graduated with a Bachelor of Commerce (Finance) degree with honors from the UBC Sauder School of Business and is both a CFA Charterholder and a Chartered Professional Accountant. The Company wishes to thank Heidi Gutte, who has stepped down as CFO and from the board of directors.

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.

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.

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