

**ENDEAVOR TRUST CORPORATION**

702 – 777 Hornby Street
Vancouver, BC, V6Z 1S4
admin@EndeavorTrust.com
www.EndeavorTrust.com

Pure to Pure Beauty Inc.

Via SEDAR

January 8, 2024

TO ALL APPLICABLE REGULATORS AND EXCHANGES

RE: **Pure to Pure Beauty Inc.** (the "Issuer")
Notice of Meeting and Record Dates

We advise the following with respect to the Issuer's upcoming Meeting of Security Holders:

1	Meeting Type	Annual General & Special Meeting
2	Record Date for Notice of Meeting	February 2, 2024
3	Record Date for Voting (If Applicable)	February 2, 2024
4	Beneficial Ownership Determination Date	February 2, 2024
5	Meeting Date	March 18, 2024
6	Meeting Location	Vancouver, British Columbia
7	Voting Securities Details	
8	Description (Class)	Common
9	ISIN / CUSIP	CA74622P1071 / 74622P107
10	Issuer sending proxy related materials directly to Non-Objecting Beneficial Owners (NOBOs)	No
11	Issuer paying for mailing to Objecting Beneficial Owners (OBOs)	No
12	Notice and Access	
	Beneficial Holders	No
	Registered Holders	No
	Stratification Level	Not Applicable
13	Material Selection	S - All & Special Materials

Regards,

Endeavor Trust Corporation

Agent for Pure to Pure Beauty Inc.