

## **PURE TO PURE BEAUTY ANNOUNCES FIRST TRANCHE CLOSING OF UNIT FINANCING**

Vancouver, British Columbia - May 14, 2024 – Pure to Pure Beauty Inc. (the “Company”) (CSE: PPB), announces today that pursuant to its news releases dated March 19, 2024, it intends to close the first tranche of the non-brokered private placement on Tuesday, May 21, 2024.

The Company will provide further details in a subsequent news release upon closing in respect of the number of securities issued.

All securities issued will be subject to a statutory hold period of four (4) months plus one (1) day respectively.

On behalf of the Board,

Simon Cheng  
CEO, Director

For more information, please contact:

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**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 may contain forward-looking statements that are based on assumptions as of the date of this news release. 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. All such forward-looking statements involve substantial known and unknown risks and uncertainties, 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.