

PURE TO PURE BEAUTY CLOSES THE FIRST TRANCHE OF PREVIOUSLY ANNOUNCED NON-BROKERED PRIVATE PLACEMENT

Vancouver, British Columbia - May 21, 2024 – Pure to Pure Beauty Inc. (the “**Company**”) (CSE: PPB), announces today that pursuant to its news releases dated March 19, 2024 and May 14, 2024, it has closed the first tranche (“**Tranche 1**”) of the non-brokered private placement.

The Company issued 13,880,000 units (“**Units**”) in the capital of the Company at a price of CAD\$0.02 per Unit, for gross proceeds of CAD\$277,600. Each Unit consists of one (1) common share (“**Share**”) and one-half of one share purchase warrant (each two half warrants are one whole warrant, a “**Warrant**”). Each whole Warrant is exercisable by the warrant holder to acquire one additional Share at a price of \$0.10 for a period of two years from the date of closing.

The Company paid finders fees in the amount of 22,400 non-transferable broker warrants and cash fee of \$448. The broker warrants have an exercise price of \$0.10 and expire in one year after date of issuance.

The Company has allocated the proceeds of the Tranche 1 financing for general working capital and administration purposes.

The securities issued pursuant to the Tranche 1 closing are subject to a statutory hold period of four (4) months plus one (1) day that expires on September 22, 2024.

The Company’s financing remains open and anticipates closing a second and final tranche on or before May 31, 2024.

On behalf of the Board,

Simon Cheng
CEO, Director

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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.