

Element Nutritional Sciences Signs Prominent Certified Clinical Pharmacist to Represent Rejuvenate™ and Promino™ Brands

BURLINGTON, Ontario--(BUSINESS WIRE)--June 2, 2022--Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”), is pleased to announce that it has signed Dr. James LaValle to an exclusive two-year agreement to represent the Company’s patented Rejuvenate™ and Promino™ products. Dr. LaValle will appear in television and digital campaigns to highlight the company’s unique IP-driven products clinically proven to prevent muscle loss, improve tone and build muscle.

Dr. LaValle is a clinical pharmacist and board-certified clinical nutritionist with over 35 years’ experience in practising wellness, prevention and disease state management. Dr. LaValle is the author of 19 books and over 200 articles, he has made over 1,000 media appearances, he has consulted for organization such as Proctor & Gamble and Bayer, and worked with athletes from teams such as the Toronto Maple Leafs, New England Patriots and Houston Astros. He was appointed to the Inaugural Dietary Supplement Information Bureau Board and was previously a Faculty of the Year award winner from the American Academy of Anti-Aging Medicine. More information on Dr. LaValle can be found [here](#).

Stuart Lowther, Chief Executive Officer of Element said, “We chose to partner with Dr. LaValle because of his excellent track record in the fields of nutrition and metabolism. Dr. LaValle understands the global opportunity in improving muscle health and is well acquainted with the research that supports the efficacy of the patented amino formulation that underpins our Rejuvenate™ and Promino™ products. In the next two years, we expect that Dr. LaValle with help generate awareness for Rejuvenate™ and Promino™ products and help consumers understand how Element can help them live their lives to the fullest.”

About Element

Element is an innovative and research driven Canadian nutraceutical company specializing in the development of patented and science-based products for the global consumer packaged goods market, with a portfolio focused specifically on men and women over the age of 40. Element’s lead product, Rejuvenate™, is a proprietary formulation that is clinically proven to assist in the rebuilding, restoration and rejuvenation of natural loss of muscle mass due to aging or other medical conditions. Element also offers JAKTRX™, an elite brand of performance supplements. Element was founded in 2015 and is located in Burlington, Ontario.

To learn more about Element, visit elmtinc.com.

More information about *Rejuvenate*TM can be found at: www.rejuvenatemuscle.com

More information about *JAKTRX*TM and *Promino*TM can be found at: www.jaktrx.com

Forward Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward looking statements relate, among other things, to: Dr. LaValle's ability to help generate awareness for RejuvenateTM and ProminoTM products.

These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors, among other things, include: fluctuations in general macroeconomic conditions; expectations regarding the size of the United States and Canadian health, nutraceutical and wellness markets and changing consumer habits; the viability of the Company's products; availability of distribution channels for the Company's product offerings; the ability of the Company to successfully achieve its business objectives; plans for expansion; successful development of the Company's proposed products; the presence of laws and regulations that may impose restrictions or recalls on the sale of the Company's products in the United States and Canada; customer and distributor relations; fluctuations in securities markets; and the inability of the Company to obtain adequate insurance to cover risks and hazards. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Readers should not place undue reliance on the forward-looking statements and information contained in this news release. The Company assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.

Contacts

Stuart Lowther
Chairman, CEO and President
ir@elementnutrition.com
416-467-5229

Marc Charbin
Investor Relations
ir@elementnutrition.com
416-467-5229