

## **Element Nutritional Sciences Announces Rejuvenate™ Immune Health Now Available Through Amazon.com**

BURLINGTON, Ontario--(BUSINESS WIRE)--July 13, 2022--Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”), is pleased to announce that its latest innovation, Rejuvenate™ Immune Health, is now available to consumers on the Amazon platform in the United States through the Company’s distribution partnership with e-commerce accelerator Pattern Inc. (“Pattern”).

Rejuvenate™ Immune Health is a powdered drink mix using Element’s patented amino acid formulation to support a healthy immune system, help build antibodies and increase strength and energy. Rejuvenate™ Immune Health is currently available across the United States on Amazon.com through Pattern and will soon be launched across the Company’s existing consumer distribution channels.

Rejuvenate™ Immune Health is the newest addition to the Company’s line of products, following the recently announced Rejuvenate™ Muscle Activator, in addition to its industry-leading JAKTRX™ performance supplement branded products and Element’s patented Promino™ line of sports nutrition products. Rejuvenate™ Immune Health is available in 15-serve and 45-serve sizes and in raspberry and fruit punch flavours.

The global immune health supplements market is estimated to reach US\$27.6 Billion by 2026, growing at compound annual growth rate of 8.4% from 2020 to 2026<sup>1</sup>. The growth in these markets is driven by an increase in awareness of consumers about prevalence of various diseases and disorders caused due to the lack of immunity, and the subsequent trend observed around the increase in use of supplements to improve immune health.

**Stuart Lowther, Chief Executive Officer**, commented, “The launch of our new patented Rejuvenate™ Immune Health product is yet another successful example of execution on our stated strategy to leverage our patented Rejuvenate™ formulation into new and high-potential beverage categories. Throughout the COVID-19 pandemic, there has been a significant rise in consumer interest in the use of supplements to maintain and boost immune health, driving market growth in this sector. This is the first product of its kind to combine amino acids with key vitamins and minerals that support optimal immune health – a result of our continuous commitment to research-based innovation that benefits the health of our consumers.”

### **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 50. 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](http://elmtinc.com).

More information about *Rejuvenate*<sup>™</sup> can be found at: [www.rejuvenatemuscle.com](http://www.rejuvenatemuscle.com)

More information about *JAKTRX*<sup>™</sup> and *Promino*<sup>™</sup> can be found at: [www.jaktrx.com](http://www.jaktrx.com)

### **Forward Looking Statements; Future Oriented Financial Information**

This news release contains information which may include “future oriented financial information” or “financial outlook” (collectively, “FOFI”). FOFI is provided to give market participants details regarding the basis upon which the Company makes strategic decisions, including the potential impact of certain strategic decisions on the financial condition of the Company and performance of its business units.

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: the launch of Rejuvenate<sup>™</sup> Immune Health across existing distribution channels and the size and growth of the immune health market.

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.

<sup>1</sup> Immune Health Supplements - Global Market Trajectory & Analytics

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