

Element Nutritional Sciences Expands Canadian Distribution with Shoppers Drug Mart with Rejuvenate™ Muscle Activator

BURLINGTON, ONTARIO, September 20, 2022 - Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”), today announced that the Company has received purchase orders from Shoppers Drug Mart Inc. (“Shoppers”) to distribute the Company’s flagship Rejuvenate™ Muscle Activator stick-packs across 594 Shoppers locations across Canada, representing a 147% increase in the number of Shoppers stores at which Rejuvenate™ is available. Shoppers will be taking

delivery of both Raspberry and Citrus flavours of Rejuvenate™ Muscle Activator, and doubling the SKU count available in stores. The Company expects that Rejuvenate™ Muscle Activator will be shipped by the end of September 2022.



Rejuvenate™ Muscle Activator stick packs employ the Company’s patented amino acid formulation which is proven to increase muscle protein synthesis to 57%¹, an estimated rate of protein synthesis 150% higher than an average whey-based protein powder². Shoppers is the first Canadian retailer to distribute Rejuvenate™ Muscle Activator.

Shoppers is an independent operating division of Loblaw Companies Limited. Loblaw Companies Limited is Canada's largest retailer, providing Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, financial services, and wireless mobile products and

services. With more than 2,400 corporate, franchised and associate-owned locations, Loblaw earned over \$53 billion in revenue in 2021³.

Stuart Lowther, Chief Executive Officer of Element commented, “Element’s Rejuvenate™ Muscle Activator, containing our proprietary patented amino acid formulation, has proven efficacy and functional attributes strongly positioning it to gain significant market share across large consumer markets. We are pleased to partner with one of the most recognized and trusted names in Canadian retailing to bring this innovative product to more consumers that are seeking to improve their muscle health.”

About Element

¹ David D. Church, Arny A. Ferrando, and Robert R. Wolfe. Department of Geriatrics, Donald W. Reynolds Institute on Aging, Center for Translational Research in Aging & Longevity, University of Arkansas for Medical Sciences, Little Rock, AR, USA.

² Paddon-Jones D, Sheffield-Moore M, Katsanos CS, Zhang XJ, Wolfe RR. Exp Gerontol 2006; 41:215-219.

³ [Financial reporting | Loblaw Companies Limited](#)



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™* can be found at: www.rejuvenatemuscle.com

More information about *JAKTRX™ and Promino™* 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. Forward looking statements in this news release include: the timing of Rejuvenate™ Muscle Activator's availability on Shoppers shelves, and the ability of the Company to gain market share.

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.

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