

Element Nutritional Sciences' Rejuvenate™ Muscle Activator Now on Shelves at Shoppers Drug Mart and Loblaws

- ***Rejuvenate™ Muscle Activator stick-packs now available at 1,269 points of distribution in Canada***

BURLINGTON, Ontario--(BUSINESS WIRE)--January 16, 2023--Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the "Company" or "Element"), today announced that the Company's flagship Rejuvenate™ Muscle Activator stick packs are now on shelves at 700 Shoppers Drug Mart and Loblaws locations in Canada, adding 1,269 points of distribution for the Company and bringing total points of distribution in North America to 33,000.

Stuart Lowther, Chief Executive Officer of Element commented, "Driving sales through innovation is at the heart of our strategy at Element and the rebranded Rejuvenate™ Muscle Activator is a result of this commitment to align our innovation pipeline towards large consumer markets and evolving consumer needs. We believe that Rejuvenate™ Muscle Activator has the potential to gain significant market share in the Canadian nutritional supplements market and expect that the convenient stick pack format will contribute positively to gross margin. We are pleased to be working with Canada's leading retailers to broaden consumers' access to our innovative and patented muscle health products."

Shoppers is an independent operating division of Loblaw Companies Limited. With more than 2,400 corporate, franchised and associate-owned locations, 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.

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™*** 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: Rejuvenate™ Muscle Activator's potential to increase Element's market share and its contribution towards improved gross margins.

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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