



## **Element Nutritional Sciences Partners with U.S. E-commerce Pioneer Tradefull**

- Tradefull to manage Element’s logistics, shipping and marketplace solutions

BURLINGTON, ONTARIO, July 17, 2023 - Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”), today announced that it has partnered with Tradefull, a leading U.S. e-commerce and logistics pioneer, to provide best-in-class shipping and logistics to support Rejuvenate™ and Promino™ brand growth.

Tradefull will manage Rejuvenate™ and Promino™ direct-to-consumer operations on Shopify and Element’s marketplace activity on leading e-commerce platforms. With warehouses in Ohio and Arizona, this partnership with Tradefull allows for expedited delivery to any customer in North America

Tradefull was founded in 2003 as an e-commerce retailer and was one of the first third-party sellers on Amazon. Since then, Tradefull has shipped millions of orders to both consumers and businesses. Tradefull’s proprietary software helps companies optimize shipping and logistics, and they are a trusted partner to leading U.S. household brands like Pier 1, Modell’s, Radio Shack, Mossy Oak and Bodybuilding.com.

“As we scale, it is imperative to partner with organizations that can help us provide a seamless experience to our customers. Our core competency lies in the development of the Rejuvenate™ and Promino™ brands, and Tradefull is equally adept at helping to get our products into consumers hands and manage leading e-commerce platforms,” said Stuart Lowther, Chief Executive Officer.

For more information on Tradefull, visit [tradefull.com](https://tradefull.com).

### Marketing Agreement

On May 30, 2023, Element has engaged FN Media Group, an arms length to the company, to provide social media and multimedia platform marketing for the Company for a fee of US\$4,695. The company has provided FN Media group with publicly available source information for its disclosure, and the Company will be involved in reviewing materials for accuracy prior to their dissemination.

### 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 muscle health. Element’s lead product, Rejuvenate™, is a patented proprietary formulation that is clinically proven to assist in the building, rebuilding, restoration and rejuvenation of natural muscle mass. Element also offers PROMINOTM, an elite performance supplement for both professional and amateur athletes to accelerate muscle recovery, build strength and accelerate recovery from injury. Element was founded in 2015 and is located in Burlington, Ontario.

To learn more about Element, visit [elmtinc.com](https://elmtinc.com).

More information about Rejuvenate™ can be found [www.rejuvenatemuscle.com](https://www.rejuvenatemuscle.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.

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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