



Element Nutritional Sciences Appoints Janice Day as Chief Sales Officer

BURLINGTON, ONTARIO, June 26, 2023 - Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the "Company" or "Element"), today announced that it has appointed Janice Day as its Chief Sales Officer. With over 25 years of experience in the CPG industry, she has established herself as a highly skilled sales leader with detailed knowledge in the food, drug and mass merchandise channel across North America and internationally.

Janice has developed extensive consumer health care and sports nutrition experience with companies such as Pfizer and Iovate Health Sciences ("Iovate"). She has managed high growth sales portfolios over \$250 million and was instrumental in growing Iovate to over \$650 million in revenue. Janice's achievements have been recognized with awards including Vendor of the Year and Multi-Channel with Walmart Canada and Vendor of the Year FDM for Walmart USA.

"We are thrilled that Janice is joining our team at a time when our newly reformulated Rejuvenate™ Muscle Activator is ready to hit the market. Janice's experience in health care and sports nutrition aligns very well with our strategy of helping to improve muscle health with a clinically proven functional beverage and we believe Janice has the right credentials to help Element achieve its full growth potential," said Stuart Lowther, Chief Executive Officer.

Stock Option Grant

Element also announced that it has granted 2,000,000 incentive stock options (the "Options"), with an exercise price of \$0.20 per Option, to certain employees and consultants under its existing stock option plan. The Options are exercisable for a period of three years. 500,000 Options will vest immediately, 500,000 Options will vest in six months, 500,000 Options will vest in 12 months and 500,000 Options will vest in 18 months.

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 PROMINO™, 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.

More information about *Rejuvenate*™ can be found 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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