



## Element Nutritional Sciences Provides Update on Rejuvenate™ Muscle Activator Launch and Distribution

BURLINGTON, ONTARIO, August 8, 2023 - Element Nutritional Sciences Inc. (CSE:ELMT; OTC:ELNSF; FRANKFURT:93X) (the “Company” or “Element”), is pleased to announce that it has received purchase orders totalling over \$1 million for Rejuvenate™ Muscle Activator. The Company has secured production of up to 8 million units for this new ready-to-drink beverage innovation and is currently on-boarding initial production. The official retail launch of Rejuvenate™ Muscle Activator ready-to-drink beverage is set for the start of Q4 2023.

Element has secured commitments from four major retailers in North America to list Rejuvenate™ Muscle Activator ready-to-drink beverage, also increasing distribution for Rejuvenate™ stick packs at the same time. Element attributes the recent traction in purchase orders to its extensive consumer research and reformulated taste. Points of distribution for Rejuvenate™ products have grown by 18% and are expected to double before the end of calendar 2023, with the potential to reach over 40,000.

“Last year, we delayed the launch of Rejuvenate™ Muscle Activator ready-to-drink beverage to perfect its taste, despite commitments from six retailers at the time to list the new product innovation. In doing so we sacrificed a year of revenue. As difficult as that was, we wanted to put the Company in a position to maximize our long-term potential. The work is now paying off. Feedback from retailers is very supportive and they like what they see and taste. We believe Element is now in a position for significant growth and to capitalize on the fast-growing functional beverage market,” said Stuart Lowther, Element’s CEO

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

More information about *Rejuvenate™* can be found [www.rejuvenatemuscle.com](http://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. Forward-looking statements in this press release include: the ability of the Company to develop and successfully launch Rejuvenate™ Muscle Activator ready-to-drink beverage, the timing of the Rejuvenate™ Muscle Activator ready-to-drink beverage and the expected number of retail partners and points of distribution.



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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