

# Promino Nutritional Sciences Inc. Begins Preclinical Trial to Demonstrate Effectiveness of Promino™ Patented IP for Retention of Muscle Mass in Cancer Patients Undergoing Aggressive Chemotherapy Treatment

- Preclinical trials to be led by Dr. Patrick Gunning
- Affirming preclinical trial will trigger research and development of specialized Promino™ product for the North American practitioner market

BURLINGTON, ON, Sept. 18, 2024 /CNW/ - Promino Nutritional Sciences Inc. (CSE: MUSL) (OTC: MUSLF) (FRANKFURT: 93X) (the "**Company**" or "**Promino**") has announced the commencement of the preclinical trial to demonstrate the effectiveness of the Promino™ patented IP for the retention of muscle mass in cancer patients undergoing aggressive chemotherapy treatment. The preclinical trial will be led by Dr. Patrick Gunning, who was appointed as special advisor to the Company on [May 8, 2024](#) to conduct these trials.

Results of the preclinical trials are expected in 10 weeks. If testing affirms the effectiveness of the patented IP in retaining muscle mass in chemotherapy patients, the Company will likely develop a specialized formula specifically for marketing to the practitioner channel in North America.

"Promino's patented essential amino acid blend may have value beyond being the purest<sup>1</sup> source of digestible protein, but a powerful tool for patients undergoing aggressive chemotherapy treatment," said Promino's Chief Executive Officer, Vito Sanzone. "Chemotherapy can cause significant muscle-wasting, further compromising the patient's much needed strength, and Promino may provide these patients a helpful tool in their fight."

Furthermore, following the Company's latest corporate update on [June 3, 2024](#), Promino has achieved the following milestones:

- Retail and e-commerce partnership announcements with Vitacost, iHerb and Jean Coutu
- Manufactured 65,000 units of Rejuvenate™ and Promino™
- Re-launched of direct-to-consumer marketing in July 2024
- Reached an agreement with the licensor of the patented muscle health blend used in Rejuvenate Muscle Activator™ and Promino™ products on an exclusive international rights provision for the ready-to-drink market, and strengthened the current terms for the powdered supplement business
- Promino™ became the "Official Protein Drink of the Las Vegas Lights" FC owned by Promino brand ambassador Jose Bautista
- Received results of a clinical trial demonstrating that on a gram-to-gram basis, the Company's proprietary patented essential amino acid blend was shown to be superior to whey protein isolate; specifically, a single 3.6 gram serving of Rejuvenate Muscle Activator™ is equivalent to 40 grams of whey protein in triggering muscle protein synthesis

<sup>1</sup> [DAAS: Exploring the Role of DAAS in Modern Nutrition – Promino Protein \(drinkpromino.com\)](#)

## About Promino

Promino 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 muscle health. Promino'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. Promino also offers Promino™, an elite performance supplement for both professional and amateur athletes to accelerate muscle recovery, build strength and accelerate recovery from injury. Promino was founded in 2015 and is located in Burlington, Ontario.

To learn more about Promino, visit <http://www.drinkpromino.com>.

## Forward-Looking Statements

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "**forward-looking statements**") within the meaning of 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. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, are forward-looking statements, including statements regarding the Company's business prospects, potential for pre-clinical trial results to impact the business of the Company, potential growth in the functional beverage market, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In preparing the forward-looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, that protein supplement market growth will continue as anticipated by the Company, and that general business and economic conditions will not change in a materially adverse manner. 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. 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.

***No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.***

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