

Newly listed Element Nutritional Sciences products target “muscle health” nutrition with plant based products

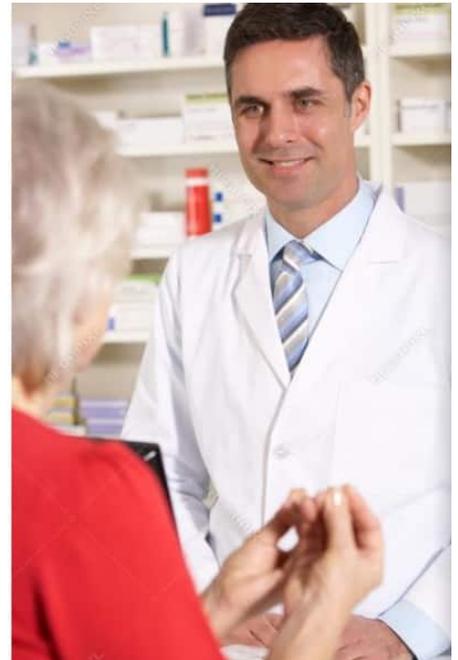
Did you know that 76% of adults in the United States take a dietary supplement. Nutritional supplement companies have become big businesses in today's busy and stressful world. Just take a look at the success of companies such as Nature Made. GrandViewReserach forecasts that the North American dietary supplements market size is expected to reach US\$68.22 billion by 2025, from around US\$50 billion today.

Yesterday a nutritional company listed on the Canadian Securities Exchange (CSE) under the ticker symbol “ELMT”. Their flagship products work to support muscle growth (prevent muscle loss) and boost energy especially in athletes or those over 50. The Company is Element Nutritional Sciences Inc. (CSE: ELMT) (“Element”). Element's background includes the acquisition of Element Nutrition Inc. and Hammock Pharmaceuticals Inc.

Element Nutritional Sciences forecast US\$1.3 billion market opportunity in muscle health Sarcopenia by 2025

OUR OPPORTUNITY

Muscle health is one of the largest growth opportunity in CPG nutrition



Source: Company presentation

Element is a nutraceutical company specializing in the development of nutritional, dietary supplements that increase and maintain the health of men and women, in particular “muscle health”. Their main product brand names are Rejuvenate™ and JAKTRX™.

Rejuvenate™

Rejuvenate™ is used to support muscle growth and boost energy. Apart from the regular market, there is a distinct market for those suffering from muscle loss due to aging (known as Sarcopenia). The market size for Sarcopenia is estimated to grow to up to US\$3 billion by 2025 given the aging demographic in developed countries and a lack of remedies for muscle loss.

Regarding Rejuvenate™, Element state: “Product formulation backed by 25 peer reviewed clinical studies, and \$20 million in investment over the last 17 years.”

Element’s Rejuvenate™ brand is currently sold direct to consumer e-commerce channels and in over 7,500 retail locations, with current vendor status agreements providing access to over 16,000 points of distribution across the United

States and Canada. Longer term plans are to innovate and develop products suitable to oncology and orthopedic patients.

JAKTRX™

JAKTRX™ are high performance supplements for crossfitters, weekend warriors and athletes of all types. For example, JAKTRX PRO RECOVERY helps the muscles recover and build after workouts.

Element Nutritional Sciences products Rejuvenate™ and JAKTRX™

Rejuvenate.
Muscle Health



JAKTRX
PERFORMANCE SUPPLEMENTS



Source: Element Nutritional Sciences website

Element's recent business highlights

- “Signed an agreement with Advantage Solutions, one of North America’s top food and drug brokerage firms, providing access to mass retailers in the United States encompassing 42,000 potential points of distribution;
- Launched Rejuvenate™ in Loblaws across Canada in October 2020;
- Completed the first commercial production run of Rejuvenate™ ready to drink organic plant protein beverage in November 2020 and launched on Amazon.com and Rejuvenatemuscle.com;
- Launched Rejuvenate™ ready to drink organic plant protein beverage in four U.S. states through CVS Health, the largest pharmacy chain in the United States;
- Completed an agreement with Food Lion in February 2021 for distribution of Rejuvenate™ ready to drink organic plant protein beverage in 1,000 stores in the South

Eastern U.S. and made its first shipment under this agreement in March 2021, the first shipment sold out in three weeks and the Company expedited a full re-stocking order;

- Executed an agreement with Walgreens in February 2021, the second largest pharmacy chain in the U.S., for distribution of Rejuvenate™ ready to drink organic plant protein beverage across 8,468 locations, and received its first purchase order under this agreement in April 2021;
- Completed an agreement with Sam's Club in March 2021 for sales of Rejuvenate™ ready to drink organic plant protein beverage on Samsclub.com slated to launch in May 2021.
- Closed a private placement of subscription receipts issuing 22,480,000 common shares for gross proceeds of \$5.6 million, and a private placement of common shares for gross proceeds of \$1,503,000, for aggregate gross proceeds of over \$7.1 million in 2021."

Source

Closing remarks

The nutritional supplements industry is large and growing in popularity each year. Element Nutritional Sciences is a newly listed Canadian company targeting "muscle health" nutrition with plant based products. Their two key brands are Rejuvenate and JAKTRX, nutritional supplements that support muscle growth, boost energy, and aid recovery. Element intends to expand over time and to target new markets, including oncology, orthopedics, and sports nutrition.

North American distribution and sales are being rapidly ramped up, with growing revenues expected to follow. Investors would be wise to take a look and get ahead of the pack, especially given the successful track record so far of Element Nutritional Sciences.

World class skin cancer diagnostic technology prepares to treat the world.

Have you ever tried to get a dermatology appointment? I don't know about anywhere else in the world but in Canada it can be a real pain in the you know what. Apparently there are only around 500-550 dermatologists to serve 37+ million of us, so wouldn't it be great if someone came up with a decentralized, more accessible solution for initial screening of potential skin anomalies. Well someone has, and that someone is MedX Health Corp. (TSXV: MDX). MedX is a leading medical device and software company focused on skin health with its SIAscopy® on the DermSecure® telemedicine platform.

MedX has developed the SIAscope®, which is a hand-held Class IIA medical device and the only image-capture technology on the market that provides clinical, dermoscopic and spectrophotometric views of moles. It uses patented technology to view up to 2 mm beneath suspicious moles and lesions in a pain free, non-invasive manner, with the Company's software then creating real-time images for physicians and dermatologists to evaluate all types of moles or lesions within seconds. The technology allows healthcare providers, like physicians, pharmacists and healthcare technicians, to capture perfect clinical images with 100% image integrity.

Seems like an elegant solution for those of us who shrug off every opportunity to visit a doctor given this preliminary assessment can be done at your local pharmacy, assuming they have a SIAscope®. If you go to the doctor more frequently than I do or a walk in clinic, the doctor or practitioner on staff

can take the first step in assessing a suspicious mole or skin lesion. The scan is then read by a trained physician or dermatologist and within 72 hours a determination is made as to whether the suspicious mole or lesion needs a follow-on appointment, or the patient is deemed clear of follow up without having to wait an additional several weeks or months to get into the dermatologist for that first assessment.

As we've all been told hundreds of times (or more) over the years, detecting symptomatic patients as early as possible gives someone the best chance for successful treatment. Some of the stats are quite shocking when you consider that if a Stage 1 melanoma is detected, Health Canada estimates the cost to treat it at around \$2,400 and the Canadian Cancer Society estimates the 5 year survival rate at 97%. Compare that to not diagnosing a melanoma until Stage 4 (when the cancer has spread to other parts of the body and is often hard to cure with current treatments) which sees the cost to treat skyrocket to approximately \$1,000,000 and the 5 year survival rate drop to 20-30%.

So why isn't the SIAscope® in every doctor's office, pharmacy, clinic, grocery store and gas station on the planet? The team at MedX are trying. Currently their products are cleared for use in the US, Canada, Australia, New Zealand, the European Union, Brazil and Turkey. However, after proof of concept was completed the company recognized that it didn't have its own telemedicine portal and didn't control its data thus it was unable to control the ability to monetize all of this, which despite the noble effort of trying to diagnose cancer early, is ultimately the objective of a publicly traded company. So they took a step back and spent a year and a half to build out a platform, developed along with the dermatology community, that has become their patient management system – DermSecure®. The platform enables the Company to move to a recurring revenue model, where it can earn revenue based on the number of patient reports generated from the system. This new, secure

system started getting traction in early 2020 with a 500 SIAscope® order from Brazil. Then Covid-19 threw a wrench into the rollout.

Additionally, the company has a second business line, its phototherapeutic products that have been available in the market for many years. The Company has sold thousands of these products to practitioners in clinics, academic facilities, hospitals, long term care facilities, athletes and sports teams. However, the markets in which the Company sells these products are highly competitive, characterized by pricing pressure and multiple competitive products. Correspondingly, in Sep/20 MedX announced management changes to enhance its focus on its dermatological services and products. That focus shift has led to a sales agency agreement with the Ziemer Professional Corporation to expand North American clinic sales, a partnership with Netherlands national telehealth leader to roll out DermSecure® and an MoU with Empower Clinics in Ontario to pilot MedX's leading-edge DermSecure® Screening Platform.

With COVID-19 almost doubling the wait times in order to see a dermatologist, MedX's DermSecure® telemedicine platform provides a perfect solution which should continue to gain traction. The heavy lifting has been done, the product is now scalable and management is focused on getting this product to market. Let's see if that starts translating into some much anticipated revenue growth.

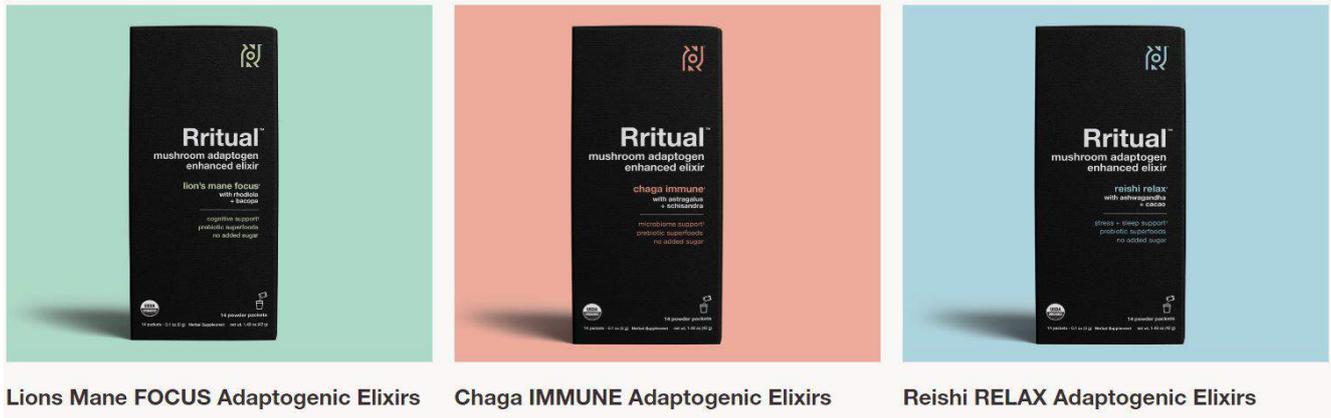
Rritual Superfoods is looking

to dominate the functional foods market

It appears mushrooms are going to save the world. Previously at InvestorIntel, we discussed the solutions to treat mental illness, substance abuse and trauma through the use of psychedelics found in psilocybin – more commonly known as magic mushrooms. Today we are going to look at the science of adaptogens, non-toxic herbs, roots, and fungi that work to increase your body's ability to resist stressors, restoring the body to its normal or optimal function. Ritual Superfoods Inc. (CSE: RSF) is a functional superfood company that creates plant-based elixirs, which support immunity, focus and relaxation. Functional foods and "Superfoods" are foods that offer maximum nutritional benefits and are packed with vitamins, minerals, and antioxidants.

Adaptogens are substances that produce resistance to stress in both animals and humans and are commonly found in plants and fungi. Scientifically, adaptogens were first documented in the 1950s and since then much work has gone into studying the effects on humans with respect to stress reduction, resistance to mental fatigue and improved attention capabilities (which may be required to plow through my articles). Ritual's three initial mushroom adaptogen formulations, including chaga (immune), reishi (relax), and lion's mane (focus) were launched roughly two months ago via the Company's e-commerce portal. From there the Company ramped up production capacity and added both a Chief Innovation Officer and VP Sales USA to support growth of the original three products and develop several new offerings.

Products



Source: Company Website

One of the biggest milestones to date was the announcement that Rite Aid stores, the third largest US drugstore chain, would be carrying Rritual's premium brands in Q2/Q3 of this year. The Rite Aid rollout will be phased toward reaching 1,000 retail stores, in addition to Rite Aid's e-commerce platform. Strategically, the Company is aiming at national retailers rather than regional rollouts in order to gain market share and category defining leadership. To that end, Rritual also signed a partnership with CROSSMARK Inc. (CEO, David Kerbel's former employer) a leading sales and marketing services agency that specializes in growing retail brands throughout nearly every category of the consumer goods industry. The strategic collaboration is intended to provide actionable insights that drive growth and establish Rritual as a defining brand in the superfoods category.

On the innovation front, recently appointed Chief Innovation Officer, Stacey Gillespie, has launched the Company's Research and Development division, establishing best practices toward the development of a category leading product pipeline. Rritual deploys a process for product development that blends best practices with agility to identify categories with high growth potential, including its flagship mushrooms and adaptogens product line. This is an important point for shareholders and potential shareholders to note, as the

Company isn't just focused on the products that they know best, but is listening to what the market wants and thus what will maximize revenue generation.

New innovative products such as the following are from the Company's Product Pipeline for Q2/Q3:

- **Vegan Chai Rose Latte Collagen Booster:** Collagen-Booster Rose Chai Latte Powder made with tremella, reishi, aloe vera and other beautifying superfoods in a skin-hydrating & vegan cream base.
- **Mood & Energy Ube Matcha Latte Powder:** Made with Cordyceps, lion's mane, matcha & a broad-spectrum of prebiotic superfoods of purple sweet potato powder, lucuma, and inulin which combined support a healthy microbiome so you can trust your gut again.
- **Superfood Vegan Creamer:** Made with vegan cream base and proprietary immune-synergy blend with key adaptogenic botanicals.
- **Ready to Drink Beverages:** Powered by adaptogenic botanicals and enhanced with organic exotic superfruits and prebiotic fibers to support a healthy microbiome which in turn helps support a healthy immune system, digestive function, and a positive outlook.

According to Grandview Research, it is estimated that the global functional food market is projected to reach \$275 billion by 2025, growing at 7.9% each year with consumers putting more emphasis on health and wellness. Rritual isn't just looking to participate in this market, it is looking to dominate the functional mushroom and adaptogen space with clear points of differentiation. With quality products adapting to consumer wants and needs, an aggressive marketing plan developed by a skilled and experienced management team and confirmed manufacturing capacity that has been scaled to service distribution to 2,400 retail stores with 10,000 points of distribution, this is a company on the move. The Company raised \$6 million with its IPO in March, which should give it

ample funding to get to the next level whereby they are generating revenue. I'm looking forward to seeing their Q2/21 results and because I'm kind of a stock nerd, reading the associated MD&A.

Jack Lifton with StageZero's James Howard-Tripp on the advantages of non-invasive cancer diagnostic testing

In a recent InvestorIntel interview, Jack Lifton speaks with James Howard-Tripp, Chairman and CEO of StageZero Life Sciences Ltd. (TSX: SZLS) about StageZero's Aristotle® test for early cancer diagnosis and why the timing is right as the world prepares catch-up from the impact of COVID-19.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), James went on to discuss the marketing advantages surrounding StageZero and the Telehealth infrastructure for Aristotle®. Aristotle®, a test that can simultaneously screen for 10 cancers from a single sample of blood with high sensitivity and specificity for each cancer; was something Jack was particularly interested in exploring the competitive advantages for versus the more invasive testing processes. For instance, StageZero's proprietary mRNA technology platform that has been validated in more than 9,000 patients for colorectal cancer – the ColonSentry®, is such an example.

To watch the complete interview, click here

About StageZero Life Sciences, Ltd.

StageZero Life Sciences is dedicated to the early detection of multiple diseases through whole blood tests. The Company's next-generation test, Aristotle®, is the first-ever multi-cancer panel for simultaneously screening for 10 cancers from a single sample of blood with high sensitivity and specificity for each cancer. StageZero's full service, telehealth platform includes access to physicians and phlebotomists who can prescribe and draw samples for individuals and groups, and the Company operates a CAP accredited and CLIA certified high-complexity reference laboratory in Richmond, Virginia. In addition, leveraging its specialty in polymerase chain reaction (PCR) testing for the early identification of cancer through blood, StageZero also provides both COVID PCR testing (swab and saliva) and blood test analysis (Antibody testing).

To know more about StageZero Life Sciences Ltd., [click here](#)

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If you have any questions surrounding the content of this interview, please email info@investorintel.com.

Cloud DX brings Star Trek technology to today

One of the latest publicly listed digital healthcare companies began trading on the TSX Venture on April 15, 2021. Cloud DX Inc. (TSXV: CDX) is an award-winning disruptor in virtual care and digital medicine. As with many technology solutions, this pandemic has significantly advanced the adoption of virtual medicine. One New York Health System saw an incredible 4,345% increase in virtual visits between March 2 and April 14, 2020. The solutions being advanced by Cloud DX will make sure that individuals won't be required to visit their physician nearly as often. This is especially helpful for those with mobility issues, people in remote locations or if you are simply a germaphobe.

Despite only being publicly listed for a little over a month, Cloud DX has been around since 2014 via the acquisition of the assets of the medical device division of Biosign. Included in those assets were the Pulsewave device and a set of concepts from Biosign for a more advanced health technology platform, called "VITALITI". This became the basis for the Company's entry into the Qualcomm Tricorder XPRIZE, a competition to create a working "Medical Tricorder" inspired by the original Star Trek TV show. The objective was to continuously record all major vital signs, at gold-standard accuracy, for 72 hours, and diagnose up to 13 unrelated health conditions with complete autonomy. Although they didn't claim top spot, Cloud DX was one of three winners (out of 330 original teams), earning the first ever XPRIZE Bold Epic Innovator Award in April 2017.

Fast forward to today, and the company is focusing on remote patient monitoring (RPM) with a connected health kit (telemedicine from an app), which includes the Pulsewave device. RPM enables early intervention by doctors, reduces hospital admissions, improves patient survivability and has the potential for huge cost savings for the health care system. The Pulsewave wrist cuff is a unique pulse acquisition device that records up to 4,000 data points from your radial artery pulse, then securely transmits the raw pulse signal to Cloud DX's Diagnostics servers, which display nearly instant results for heart rate, blood pressure, pulse variability and average breathing rate. I know, sounds like a blood pressure monitor that I can buy at Costco for \$80 but it's a lot more sophisticated than that. When combined with the connected health kit you can share your results with a licensed clinician or your doctor in real time. Plus there are several other features as part of the app including their proprietary Total Anomaly Score, which measures potentially dangerous heart rate variability and can be used by Cardiologists to screen patients for more serious arrhythmias. I'm pretty sure you can't get that at Costco.

All pretty interesting stuff but as Jerry Maguire would say, "Show me the money". There are millions of interesting ideas out there but at InvestorIntel we try to bring you actionable ideas that have a value proposition. So what's the value proposition for Cloud DX? The estimated market value of the RPM market is forecasted to be \$117 billion by 2025 with projected annual growth of 38% between 2020 and 2025. Cloud DX saw patients enrolled grow by 700% in 2020. In 2020 revenue from ongoing contracts increased by >150% over 2019 and the Company projects a >300% increase in 2021. A company that can innovate and differentiate itself from the competition has a pretty good runway to grow in this segment of virtual care. With that in mind, on Tuesday Cloud DX announced a new US patent for its upcoming Pulsewave 2.0 Vital Sign Monitor.

After the completion of the go public transaction, Cloud DX has approximately 72 million shares outstanding (84.7 million fully diluted), making for a market cap of \$26.6 million based on yesterday's closing price of \$0.37/share. Insiders hold 32% of the stock and have agreed to restrict the sale of their shares for 1 year. As part of the go public transaction, the Company raised \$6 million, which they will need to survive as they grow. As with most developing technology companies, it takes a while to get cash flow positive. The good news is that at least there is revenue already being generated. The cash burn rate for the first quarter was roughly \$1.2 million so Cloud DX should have enough cash to drive the business forward for a few more quarters all the while building that revenue stream for shareholders.

Drolet Stock Notes on StageZero Life Sciences: Dedicated to the early detection of cancer and end-to-end COVID-19 testing solutions

Mario Drolet, President of MI3 Communications Financières Inc. (MI3), released his Drolet Stock Notes on StageZero Life Sciences Ltd. (TSX: SZLS) on May 20, 2021, for exclusive distribution on InvestorIntel. Highlights include:

- StageZero is dedicated to the early detection of cancer and multiple disease states through whole blood.
- Stage Zero has entered into a letter of intent to purchase substantially all of the business of Health Clinics Limited and of Health Clinics USA Corp. related to their current oncology business and expanding focus into early disease detection utilizing proprietary treatment protocols to ameliorate progression with end-to-end COVID-19 testing solutions.
- Expanded testing in Canada via the Company's partnership with Ichor Blood Services.
- Near **oversold** territory. Expecting a rebound. First target: \$0.88 to reintegrate 200DMA
- MI3 September 2021 Target: \$1.08
- Support: S3; \$0.45 S2; \$0.52 S1; \$0.57
Resistance: R1; \$0.60 R2; \$0.66 R3; \$0.72



About StageZero Life Sciences Ltd.

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eResearch's Chris Thompson with James Howard-Tripp on StageZero's COVID-19 testing revenue

In a recent InvestorIntel interview, Chris Thompson speaks with James Howard-Tripp, Chairman and CEO of StageZero Life Sciences Ltd. (TSX: SZLS) about StageZero's COVID-19 testing revenue and Q1 financial results.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), James went on to say that StageZero, in its Q1 financial results, reported a "healthy revenue with more than 60% margin from COVID testing". He added that the company "has signed a series of long-term contracts" and expects the revenue to remain healthy for the rest of the year and will continue to build as revenues from Aristotle as part of the AVRT Program starts to come in. Touching on the recently announced Rexall partnerships to sell StageZero COVID-19 saliva test kits, James adds how the acquisition of Health

Clinics Limited will create multiple revenue streams and make the launch of its multi-cancer test more impactful.

To watch the complete interview, [click here](#)

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