

# Element Nutritional Sciences Stuart Lowther on Rejuvenate™ in Walgreens, Aging and the Impact on Muscle Health

In a recent InvestorIntel interview, Tracy Weslosky speaks with Stuart Lowther, President, CEO and Founder of Element Nutritional Sciences Inc. (CSE: ELMT) about making Element's Rejuvenate™ ready to drink organic plant protein beverage available in 8,468 Walgreens locations in the United States.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Stuart went on to say that Element is focused on the area of muscle health and muscle loss due to aging specifically in men and women over the age of 50. The Company has built a strong distribution channel to drive sales and revenue. With the recent retail distribution announcement with Walgreens, Element's Rejuvenate™ products are now available at over 15,500 points of distribution in the United States and 750 locations in Canada which complement the Company's e-commerce network, and will soon include shipments to Sam's Club and iHerb.

To watch the full interview, click here

## **About Element Nutritional Sciences Inc.**

Element is an innovative and research driven Canadian nutraceutical company specializing in the development of science-based products for the global consumer packaged goods market, with a portfolio focused specifically on men and women over the age of 50. Element's lead product, Rejuvenate™, is a proprietary formulation that is clinically proven to assist in the rebuilding, restoration and rejuvenation of natural loss

of muscle mass due to aging or other medical conditions. Element also offers JAKTRX™, an elite brand of performance supplements. Element was founded in 2015 and is located in Burlington, Ontario.

To learn more about Element Nutritional Sciences Inc., click [here](#)

**Disclaimer:** Element Nutritional Sciences Inc. is an advertorial member of InvestorIntel Corp.

This interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the “Company” being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company’s business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company’s financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company’s profile on [www.Sedar.com](http://www.Sedar.com) and to carry out

independent investigations in order to determine their interest in investing in the Company.

If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).

---

## **Over the age of 50? Element Nutritional Sciences is seeking real muscle in the market.**

A combination of a great product, great distribution and strong marketing usually leads to good success. In the case of today's company, there is also a strong need for their products. Their flagship product helps prevent muscle loss by supporting muscle growth as well as boosting energy, something just about all of us need in today's busy world.

The Company is Element Nutritional Sciences Inc. (CSE: ELMT) ("Element"). It is a newly listed nutraceutical company based in Ontario, Canada and was founded in 2015. Element specializes in the development of nutritional and dietary supplements that increase and maintain the health of men and women. In particular, Element's flagship product, Rejuvenate™, works to support muscle growth (and prevent muscle loss) and boost energy especially in athletes or those over 50.

**Sector outlook for the US\$50 billion North American nutritional market is strong, 49% of the population concerned about effects of muscle loss**

# SECTOR GROWTH

---

- North American nutritional market worth **US\$50 billion** and growing<sup>1</sup>
- **63% of consumers** are looking for plant-based foods as a healthier source of protein<sup>2</sup>
- U.S. ready-to-drink market expected to expand at a **CAGR of 8.2% to 2025**<sup>3</sup>
- Adult protein beverage market over **US\$1.6 billion**<sup>4</sup>
- **49% of population** concerned about effects of muscle loss<sup>5</sup>



Source: Element Nutritional Sciences company presentation

## **Tremendous product distribution growing rapidly (Walgreens, Sam's Club/Walmart, iHerb)**

Element just announced some spectacular news the past month. The first news is that Rejuvenate™ is now available **in over 8,400 Walgreens locations** in the United States. I say “spectacular” as Element only listed on the CSE exchange less than a month ago, as you can read in my previous article here. According to the announcement, Element states:

**“Rejuvenate™ products are now available at over 15,500 points of distribution in the United States (through Walgreens, CVS and Food Lion) and 750 locations in Canada (through Loblaws, Shoppers Drug Market, and Rexall). These retail partnerships complement the Company’s e-commerce network which includes amazon.com, amazon.ca, rejuvenatemuscle.com and rejuvenatemuscle.ca, and will soon include shipments to Sam’s Club and iHerb.”**

Walgreens operates as the second-largest pharmacy store chain in the United States.

Sam’s Club is the membership warehouse division of **Walmart Inc.** operating through both retail locations and its online

platform. Last financial year, Sam's Club reported revenue of US\$63.9 billion. Element stated: "In its first advertising campaign in partnership with Sam's Club, the Company is expecting to reach approximately 4.4 million impressions, including impressions among the Sam's Club membership base."

iHerb is an e-commerce platform offering over 30,000 products from 1,200 brands to millions of customers in over 150 countries around the world.

That's tremendous distribution exposure for Element's Rejuvenate™ and great progress for Element, especially when you consider commercial production of Rejuvenate™ only began in November 2020 (less than 8 months ago).

Element's CEO, Stuart Lowther, stated: "We have scaled our points of distribution for Rejuvenate™ products across North America at a very rapid pace and we have an innovative new product pipeline to increase the velocity of sales with these partners and to establish new relationships in North America and internationally."

Element's other key product is JAKTRX™. They are high performance supplements for crossfitters, weekend warriors and athletes of all types. JAKTRX PRO RECOVERY helps the muscles recover and build after workouts. JAKTRX™ can potentially follow next in Rejuvenates™ footsteps.

**Element is rapidly achieving excellent distribution for its product Rejuvenate™ that supports muscle growth – This slide could also soon include Sam's Club/Walmart and iHerb**

# SIGNIFICANT RETAIL DISTRIBUTION

---

 **CVS** pharmacy

 amazon.com

*Walgreens*

**Loblaws**

**Rexall**

**metro**

**SHOPPERS**  
DRUG MART 

**FOOD LION** 

CVS  
Pharmacy:  
Over 6,000  
stores

Launching  
across the USA  
with Walgreens  
June 2021

Canadian retail  
of 750 Stores:  
Shoppers Drug  
Mart, Loblaws  
& Rexall

Distribution  
in 15,500 US  
stores by  
June 15 2021

Source: Element Nutritional Sciences company presentation

## Closing remarks

The health and wellness industry is one of the fastest growing health sectors, with 49% of the population concerned about the effects of muscle loss. The North American dietary supplements market size is expected to reach US\$68.22 billion by 2025, from around US\$50 billion today.

Element Nutritional Sciences has developed a great muscle growth support product. They are “very rapidly” distributing and advertising their product(s) out for sale. Distribution is already with some of the biggest names in retail including CVS Pharmacy, Walgreens, Amazon, Sam’s Club (Walmart), Loblaws, Rexall, Metro, Shoppers Drugmart, Food Lion, and iHerb. Given the strong need for their product(s) it is more than likely that potentially strong sales will follow in the weeks and months ahead.

Trading on a market cap of approximately C\$70 million and cashed up with a recent C\$5 million private placement, it looks like nothing will slow them down. Fasten your seat belts for a very exciting year ahead for Element Nutritional Sciences.

---

## **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.

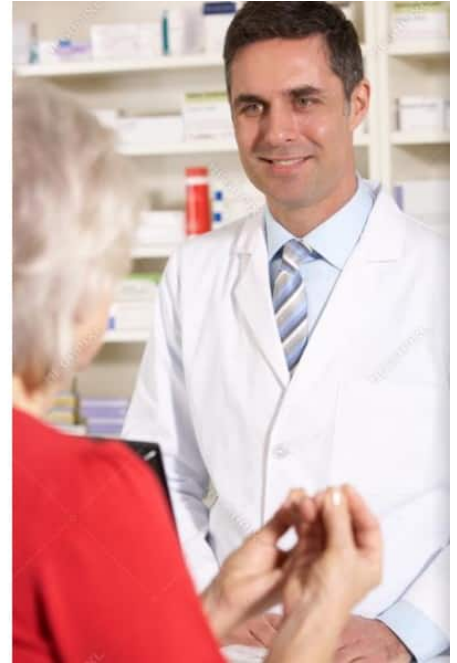
Yesterday a nutritional company listed on the Canadian Securities Exchange (CSE) under the ticker symbol “ELMT”. Their flagship products work to support muscle growth (prevent muscle loss) and boost energy especially in athletes or those over 50. The Company is Element Nutritional Sciences Inc. (CSE: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