



EH3 Beauty and Health Inc.

PRESS RELEASE

EH3 HOLDS FOUNDATIONAL MEETING IN KELOWNA, BC

Appoints Dr. Adrian Wade to lead research and development program

Kelowna, British Columbia, August 15, 2025 – EH3 Beauty and Health Inc (EH3) is pleased to announce it has held its foundational meeting in Kelowna, BC. The meeting, which was attended by Directors, family, friends and representatives of interested corporate third parties, set out the Company's vision for growth over the next two years.

The company is further pleased to announce it has appointed Dr. Adrian Wade to lead its natural products research and development (R&D) program. Dr. Wade has over 40 years experience in modern analytical chemical methods, extracts and formulations. He has published over 50 peer reviewed scientific papers and one patent. He will also serve as a Director and as the Company's first Chief Executive Officer.

Dr. Wade states, *"I am delighted to have this opportunity to lead EH3's multi-talented team as we seek to find better solutions to meet today's needs. The benefits of natural products derived from plants have been known for thousands of years. This knowledge, conscientiously preserved and handed down from generation to generation by indigenous peoples worldwide, is now being better understood through modern analytical techniques and testing methods. The result is we are learning far more about plant oils and extracts at a molecular level, why they work, and how and where they affect the body. We use this knowledge to create more effective nutraceutical, cosmeceutical and other real-life solutions, helping the greatest number of people."*

EH3 welcomes expressions of interest as it advances its natural products R&D program, including business-to-business relationships to commercialize our products.

For further information, please contact us at info@eh3health.ca.

On behalf of the Board of Directors

Adrian Wade, Ph.D.
Director and CEO



EVERYONE'S HEALTH. EVERYONE'S POTENTIAL

EH3 Beauty and Health Inc., Kelowna, BC - www.eh3health.com



EH3 IS FOCUSED ON HARNESSING THE POWER OF PLANTS TO CREATE INNOVATIVE, SCIENCE-BACKED PRODUCTS THAT SUPPORT YOUR HEALTH AND WELLNESS, NATURALLY.

At EH3, we believe nature holds the key to a healthy, more balanced life.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements and forward-looking information (collectively, “forward-looking statements”) within the meaning of applicable Canadian and U.S. securities legislation, including the United States Private Securities Litigation Reform Act of 1995. All statements in this press release that are not purely historical are forward-looking statements and include statements regarding beliefs, plans, expectations, and orientations regarding the future including, without limitation, matters related to the Company’s current and planned research and development programs, including in respect of the prosecution and maintenance of the patent portfolio, and the Company’s prospect of success in executing its proposed plans. Often, but not always, forward-looking statements can be identified by words such as “will”, “plans”, “expects”, “may”, “intends”, “anticipates”, “believes”, “proposes” or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Forward-looking statements are based on certain assumptions regarding the Company, including, without limitation, expected growth, results of operations and research and development activities (including in respect of the patent portfolio), results of operations, performance, industry trends, growth opportunities, and that the Company will be able to obtain the financing required to carry out its planned future business activities, retain and attract qualified research personnel and obtain and/or maintain the necessary intellectual property rights it needs to carry out its future business activities.

Actual results could differ from those projected in any forward-looking statements due to numerous factors including, risks and uncertainties relating to the actual results of research and development programs, the inability of the Company, to, among other things, protect its intellectual property, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, commercialize any therapeutic and diagnostic technologies, execute its proposed business plans, pursue business partnerships, complete its research and development programs as planned, and obtain the financing required to carry out its planned future activities. Other factors such as general economic, market or business conditions or changes in laws, regulations and policies affecting the Company’s industries may also adversely affect the future results or performance of the Company. These forward-looking statements are made as of the date of this press release and, unless required by applicable law, the Company assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although the Company believes that the statements, beliefs, plans, expectations, intentions, and assumptions contained in this press release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations intentions or assumptions will prove to be accurate.

Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by the Company from time-to-time. Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.

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