

Else Launches Branded Store on Amazon, due to Demand Surge

VANCOUVER, BC, March 2, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY) (OTCQX: BABYF) (FSE: OYL) (**“Else” or the “Company”**) the Plant-Based baby, toddler and children nutrition company announces today that it has experienced a significant surge in online demand for its products and has launched its own Amazon Brand Store on Amazon.com. The new Else Nutrition online store front provides an improved user experience enabling seamless customer journeys in product purchase, alongside a growing product assortment while better communicating the Else brand story.



“This takes us to the next level on Amazon,” said Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. “We’ve already been seeing great response on the platform, and this combination of enhanced customer experience and access to greater ad tools, enable us to scale much faster. We will continue to build our brand and boost visibility on Amazon,” she added.

Else Plant-Based Complete Toddler Nutrition was a #1 Best Seller on Amazon in the New Releases for the Baby/Toddler Formula category in Fall 2020. The 2-pack format, which was recently released, has already become the top seller in Amazon’s New Releases in the Baby Powder formula category.

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc is focused on innovative, plant-based, food and nutrition products for infants, toddlers, children and adults. Revolutionizing the global infant nutrition sector, Else provides the healthiest and most sustainable products possible that are all natural, whole foods, clean nutrition with a focus on transparency of ingredients and minimal

manufacturing process. Else (formerly INDI) won the “2017 Best Health and Diet Solutions” award at the Global Food Innovation Summit in Milan. Else Toddler Nutrition was a #1 Best Seller on Amazon in the New Releases for the Baby/Toddler Formula category in Fall 2020. Else’s Executives include leaders hailing from the largest infant nutrition companies. Else advisory board members held executive roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies. Many of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children’s Hospital, Pediatrics Harvard Medical School, Children’s Hospital Colorado Anschutz Medical Campus, University Hospital Brussels, Belgium, Tel Aviv University and Schneider Children’s Medical Center of Israel.

For more information, visit: elsenutrition.com or @elsenutrition on Facebook and Instagram.

TSX Venture Exchange

Neither the TSX Venture Exchange nor its regulation services provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Caution Regarding Forward-Looking Statements

This press release contains statements that may constitute “forward-looking statements” within the meaning of applicable securities legislation. Forward-looking statements are typically identified by words such as “will” or similar expressions. Forward-looking statements in this press release include statements with respect to the anticipated dates for filing the Company’s financial disclosure documents. Such forward-looking statements reflect current estimates, beliefs and assumptions, which are based on management’s perception of current conditions and expected future developments, as well as other factors management believes are appropriate in the circumstances. No assurance can be given that the foregoing will prove to be correct. Forward-looking statements made in this press release assume, among others, the expectation that there will be no interruptions or supply chain failures as a result of COVID 19 and that the manufacturing, broker and supply logistic agreement with the Company do not terminate. Actual results may differ from the estimates, beliefs and assumptions expressed or implied in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which reflect management’s expectations only as of the date of this press release. The Company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.



[View original content to download](#)

multimedia:<http://www.prnewswire.com/news-releases/else-launches-branded-store-on-amazon-due-to-demand-surge-301238302.html>

SOURCE Else Nutrition Holdings Inc.