

Else Nutrition Receives Canadian Patent for Infant & Toddler Formulation Composition

VANCOUVER, BC, Jan. 13, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC. (BABY.V) (BABYF) (OYL.F) (“Else” or the “Company”)** the plant-based baby, toddler and children nutrition company, is pleased to update that it has been granted, and registered a Canadian patent (Registration No.: 2,898,980). The patent claims cover the formulation composition for use in an infant and/or toddler formulation.



Else, which already holds a worldwide patent covering its 100% plant-based toddler and infant formulas, has just received a grant notice from the Canadian Patent Office on the composition of its proprietary formulation, for use in a non-dairy infant and/or toddler formula. The patented composition provides the necessary proteins, amino-acids and other nutrients needed in a single food serving for a whole balanced nutrition.

“The growth of our intellectual property portfolio in the Canadian market is timely as we get set to expand our North American presence,” stated Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition. “Our Plant-Based formulation has functional and meaningful applications to a wide range of potential consumer markets. While we remain laser-focused on the launch of our baby products, our IP can also help serve the rapidly growing \$3 billion plant-based food market in Canada, giving consumers, nutritious Clean Label, whole food-based offerings,” she added.”

Else Nutrition already holds a global patent for its novel, whole food, plant-based formulation, with plans to extend into other geographies and market segments.

About Else Nutrition Holdings Inc.

Else Nutrition GH Ltd. is an Israel-based food and nutrition company focused on developing innovative, clean and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy, formula is a clean-ingredient alternative to dairy-based formula. Else Nutrition (formerly INDI) won the “2017 Best Health and Diet Solutions” award at the Global Food Innovation Summit in Milan. The holding company, Else

Nutrition Holdings Inc., is a publicly traded company, listed as TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets QX board under the trading symbol BABYF and on the Frankfurt Exchange under the symbol OYL. Else's Executives includes leaders hailing from leading infant nutrition companies. Many of Else advisory board members had past executive roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies, and some of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children's Hospital, Pediatrics at Harvard Medical School, USA, Tel Aviv University, Schneider Children's Medical Center of Israel, Rambam Medical Center and Technion, Israel and University Hospital Brussels, Belgium.

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

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