



## BlueOcean NutraSciences Inc. Announces Appointment of Marvin Heuer to the Board of Directors and the Issuance of Options

Toronto, Ontario, January 23, 2017 – BlueOcean NutraSciences Inc. (TSXV: BOC) ("BlueOcean" or the "Company") is pleased to announce the appointment of Dr. Marvin Heuer to BlueOcean's Board of Directors (the "Board") effective January 18, 2017.

Marvin Heuer, M.D., is the founder and Chief Executive of Heuer M.D. Research, Inc., a private SMO clinical research organization. Dr. Heuer is an internationally accomplished medical research physician and executive with more than 30 years' experience in international and domestic clinical research, pharmaceutical and nutraceutical development. Along with the practice of medicine for over 40 years, Dr. Heuer has served as Chief Science Officer for Iovate Health Sciences International, Vice President of Clinical Research, IntegraMed America, Vice President & Director Worldwide of Research and Development, SmithKline Beecham Pharmaceuticals (now GlaxoSmithKline), Vice President of Research and Development, Wallace Laboratories (now Meda AB), and Vice President & Medical Director Worldwide, Ayerst Laboratories (now Pfizer). Dr. Heuer's significant experience in R&D, regulatory and operations will provide invaluable insight for BlueOcean's retail portfolio expansion.

"We are very pleased and fortunate to have Dr. Heuer join the Board. As BlueOcean's former partner in Pure Polar Labs Inc., Dr. Heuer has already provided invaluable assistance to BlueOcean with its current product formulations and we look forward to working further with Dr. Heuer to develop new innovative health products" said Gavin Bogle, President and CEO.

Dr. Heuer's appointment is subject to TSX Venture Exchange approval.

BlueOcean also announces that the Board has approved the issuance of 897,222 stock options (the "Options") to eligible participants of the Company's stock option plan (the "Plan"). The Options vest over varying periods throughout 2017 and are exercisable into common shares of the Company at an exercise price of \$0.135, over the next 5 years, all in accordance with the Plan.

### ***About BlueOcean***

BlueOcean NutraSciences Inc. is a Canadian listed public Company that is focused on developing sustainable, specialty nutraceutical products targeted at the rapidly growing natural health products markets, with a current focus on the \$4B omega-3 heart health supplement market, the \$9Bn joint health market, and the \$10B sports supplement market. BlueOcean's proprietary shrimp oil ingredient contains high levels of naturally occurring astaxanthin, phospholipids, and omega-3 EPA and DHA, enabling the product to be targeted across all three markets described above.

BlueOcean's consumer brand, Pure Polar® Omega-3 Shrimp Oil, contains over two times more omega-3 EPA & DHA and 10 times more astaxanthin than typical retail krill oil brands, and

contains phospholipids for better absorption of the essential nutrients. Pure Polar® may be purchased at:

[www.purepolarshrimp.com](http://www.purepolarshrimp.com), [www.vitaminworld.com](http://www.vitaminworld.com), [www.luckyvitamin.com](http://www.luckyvitamin.com), [www.amazon.com](http://www.amazon.com) and [www.inboxfitness.com](http://www.inboxfitness.com).

### **Forward-Looking Statements**

*This news release may contain forward-looking statements that are based on BlueOcean's expectations, estimates and projections regarding its business and the economic environment in which it operates. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. Therefore, actual outcomes and results may differ materially from those expressed in these forward-looking statements and readers should not place undue reliance on such statements. Statements speak only as of the date on which they are made, and the Company undertakes no obligation to update them publicly to reflect new information or the occurrence of future events or circumstances, unless otherwise required to do so by law.*

*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.*

*For more information, please visit [www.blueoceannutra.ca](http://www.blueoceannutra.ca) or contact Sam Kanes, VP Strategy and IR at 416-315-7477 or Dil Vashi, VP Operations at 416-859-0909.*