



BlueOcean NutraSciences Inc. Announces NPN Approval for Joint AX and Sport AX Brands

Toronto, Ontario, July 17, 2017 – BlueOceanNutraSciences Inc. (TSXV:BOC) ("BlueOcean" or the "Company") is pleased to announce that it has received Natural Product Numbers (NPNs) from Health Canada for its Joint AX and Sport AX brands.

Joint AX is a formulation based on the Company's patented protected shrimp oil ingredient with added ingredients to support joint health. Joint AX enables the core shrimp oil ingredient to be marketed directly at the \$9Bn joint supplement market.

Sport AX is a formulation based on the Company's patented protected shrimp oil ingredient with added ingredients to support sport performance. Sport AX enables the core shrimp oil ingredient to be marketed directly at the \$10Bn sports supplement market.

BlueOcean CEO, Dr. Marvin Heuer commented, "The Health Canada NPNs for Joint AX and Sport AX now completes our Canadian approvals for all 5 of our shrimp oil based SKUs. Our exclusive Canadian distributor, Nutrition Excellence, has indicated that several major retailers have been interested in the AX brand products as they are looking for a complete suite of brands for their stores. Nutrition Excellence can now finalize discussions with major Canadian retailers to bring our shrimp oil products to their shelves."

About BlueOcean

BlueOcean NutraSciences Inc. is a Canadian public listed company (TSXV:BOC) whose mission is to develop effective, innovative and sustainable products from Natural Sources, to improve the lives of its customers. This includes naturally accelerating plant growth. BlueOcean's first specialty ingredient is its patent protected shrimp oil which is the base for its current three consumer brands. Shrimp oil is made from sustainably certified North Atlantic cold water shrimp shells (the by-product of the cooked and peeled shrimp process) and contains phospholipid bound omega- fatty acids and over 40 times more natural astaxanthin compared to krill oil ingredients.

Shrimp oil's unique nutritional properties enables the ingredient to make numerous health claims across a wide range of markets, including the \$4Bn omega-3 heart health market, the \$9Bn joint health market and the \$10Bn sports supplement market. BlueOcean markets its shrimp oil ingredient through a number of consumer brands that are formulated to target these specific markets.

BlueOcean currently markets its shrimp oil under three consumer brands: Pure Polar® Omega-3 Shrimp Oil, Joint AX™ and Sport AX™. Products may be purchased online at purepolarlabs.com

Its CO2 gas infusion technology under license is being monetized to further support the development of its broadening line of shrimp oil products.

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.

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