



## **BlueOcean NutraSciences Inc. Signs Agreement with Leading Digital Marketer**

**TORONTO, ON / The Newswire / January 12, 2017 – BlueOcean NutraSciences Inc.** ("BlueOcean" or the "Company") (TSX-V: BOC) is happy to announce that it has retained the services of Jurgen Pauquet to advise BOC on E-Commerce, DRTV and other media strategies. Mr. Pauquet was previously the Senior Vice President of Digital & E-Commerce International at Guthy Renker, an industry-leader in direct-to-consumer ("DTC") marketing.

"To retain someone of Mr. Pauquet's caliber at this early stage cannot be underestimated," said BlueOcean's CEO Gavin Bogle. "Jurgen previously started and led large-scale businesses and was part of the team behind perhaps the most successful DTC product in history. His input will be invaluable as we develop our marketing programs."

Mr. Pauquet is a DTC marketing expert with significant executive experience in business strategy, e-commerce, and international expansion – both at startups and global blue-chip companies. Most recently, he served as SVP, Digital & Ecommerce International and Managing Director, Greater China & India at Guthy-Renker, which is best known for celebrity-featured infomercials and America's #1 acne brand.

Previously, at Warner Bros. and Thomson Corp. (now Thomson Reuters), Mr. Pauquet also launched and successfully scaled several consumer internet ventures, achieving category-leading positions for each and totaling more than \$200M in revenues.

"It is very important to develop and implement the right marketing programs early in a product's life," said Mr. Pauquet. "I look forward to working on that process with the BlueOcean team during this initial launch phase."

### ***About BlueOcean***

BlueOceanNutraSciences 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 \$4Bn omega-3heart health supplement market, the \$9Bn joint health market, and the \$10Bn

sports supplement market. BlueOcean's proprietary shrimp oil ingredient contains high levels of naturally occurring astaxanthin, phospholipids, and omega-3 EPA and docosahexaenoic acid ("DHA"), enabling BOC's shrimp oil based products to be targeted across all three markets described above.

BlueOcean's consumer brand, Pure Polar<sup>®</sup> 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<sup>®</sup> products can be bought at [purepolarshrimp.com](http://purepolarshrimp.com), [vitaminworld.com](http://vitaminworld.com), [luckyvitamin.com](http://luckyvitamin.com), [amazon.com](http://amazon.com) and [inboxfitness.com](http://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.*

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