



## **BlueOcean NutraSciences Inc. To Showcase At The 2017 Total Health Show in Toronto**

**Toronto, Ontario, April 19, 2017 – BlueOcean NutraSciences Inc. (TSXV:BOC)** ("**BlueOcean**" or the "**Company**") is pleased to announce that it will showcase its three consumer shrimp oil brands (Pure Polar® Omega-3 Shrimp Oil, Joint AX™ and Sport AX™) at the 2017 Total Health Show in Toronto. The show offers the Company an opportunity to sell product directly to consumers as well as further commercial relationships with Canadian distributors and retailers for distribution of the products in Canada.

The Show will be held at the Metro Toronto Convention Centre from Friday April 21<sup>st</sup> to Sunday April 23<sup>rd</sup>. The Total Health Show is one of the largest consumer health shows in Canada, featuring over 200 exhibitors and an average of 20,000 attendees each year, including consumers looking for the latest health products.

### ***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. 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 coldwater shrimp shells (the by-product of the cooked and peeled shrimp process) and contains phospholipid bound omega-3 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 healthmarket, 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 [purepolarshrimp.com](http://purepolarshrimp.com), [joint-ax.com](http://joint-ax.com) and [sport-ax.com](http://sport-ax.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.*