

FOR IMMEDIATE RELEASE

IOVATE HEALTH SCIENCES INTERNATIONAL INC. RESPONDS TO DEFAMATORY STATEMENTS

Oakville, Ontario, Canada
June 30, 2025

Iovate Health Sciences International Inc. (“Iovate”) has been made aware of false and misleading statements circulating on social media platforms throughout Asia that have been made by Muscle Mania, an unauthorized reseller, regarding the quality of our MuscleTech® Nitro-Tech® product. These statements are false and are intended to damage the reputation of Iovate and its brands.

Iovate has always operated with the highest ethical standards and is committed to providing quality products to consumers who have placed their trust in our brands. Iovate will not tolerate the spread of misinformation and will take all available steps to protect our reputation and the reputation of our brands.

Iovate is consulting with legal counsel and is considering all available legal options, including potential defamation lawsuits and other actions, in response to these false and damaging statements. Iovate will pursue aggressive legal action against those who continue to spread false information about the Iovate companies or any Iovate brand.

The allegations made by Muscle Mania that the Iovate MuscleTech® Nitro-Tech® Whey Protein product does not meet the label claim pertaining to protein content is false and unfounded. Our commitment to deliver high quality sports nutrition products and to protect the integrity and accuracy of labeled nutritional information, ensures that every batch of MuscleTech® Nitro-Tech® Whey Protein undergoes stringent quality assurance testing. This includes testing the protein content to ensure the actual protein concentration meets or exceeds the amount declared on the product label within set specifications. All testing is conducted in accordance with industry standards and regulatory guidelines to ensure product consistency, nutritional value, and consumer confidence in the final product.

Iovate encourages anyone with concerns about our products to contact Shannon Butler, Director, Quality Assurance at Shannon.butler@iovate.com to receive accurate product information.

Chris Lloyd
Chief Operating Officer