

## Emergent Announces New Wholistic Re-Branding of all Products

HAUPPAUGE, NY / ACCESSWIRE / July 28, 2022 / Emergent Health Corp. ("Emergent") (OTC PINK EMGE) announces it has retained [Imagemme](#), a leading award-winning creative branding and packaging studio to create "The Wholistic Company", a consolidation of its current and future health, wellness and regenerative products.



The intent is to have uniform branding and develop marketing and distribution strategies for multi-channel sales approaches. This new brand will be marketed via on-line direct to consumer sales, traditional retail sales and other forms of sales channels, including TV Shopping and "Contact Purchasing."

James W. Zimble, CEO of Emergent stated, "I couldn't be happier about the anticipated opportunity to combine and brand our current line of quality products with Regen Biowellness and [Evolutionary Biologics](#) fantastic respective product lines into one consistent brand. With the addition and expected addition to our management team of [Marvin Segel](#), son of QVC Founder Joseph Segel with over 20 years of direct-to-consumer TV and marketing success and Jim Morrison, a legend in the personal care industry, most notably as President of [L'Oréal](#), we believe Emergent's newly formed brand "The Wholistic Company", will become a recognizable household name to consumers."

Jim Morrison, President/CEO of Evolutionary Biologics, stated, "Imagemme is a cutting-edge branding agency. They have the ability to create a memorable brand for "The Wholistic Company" based upon the extensive portfolio of products that our combined companies will own and develop."

Marvin Segel, Chief Marketing Officer of Emergent, stated, "When I started my search for great branding, packaging, and design, I kept seeing the creative designs coming from one company ... Imagemme. So, the choice was easy, and we remain impressed and excited about the new branding."

Emergent is scheduled to close the acquisitions of Regen Biowellness on Monday August 1<sup>st</sup>, 2022, Evolutionary Biologics within the next two weeks and Fusion Specialty Pharmacies during this quarter.

### ABOUT EMERGENT HEALTH CORPORATION

[Emergent](#) is developing a line of products in the field of Regenerative Medicine and improved nutraceuticals and phytonutritionals available to the general public without a prescription. Its products comprise of ingestibles as well as topicals for the whole family. The company distributes its products online and through Content Based Shopping using Influencers to position

products in their produced content throughout the United States and Internationally. [PharmaZu](#), its newly acquired subsidiary, is a pure play, e-commerce products and service provider focused on The Pet Community, Pet Pharmacy and Wellness using Influencers and their content, including the pet pharmacy, vet telehealth and pet wellness businesses. Emergent does not claim any of its products are approved by the FDA to diagnose, treat, cure or prevent any disease.

Before using any products, you should always consult with your Veterinarian and Family Doctor.

## **SAFE HARBOR STATEMENT**

This press release contains forward-looking statements that can be identified by terminology such as "believes," "expects," "potential," "plans," "suggests," "may," "should," "could," "intends," or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by such statements. These factors include, but are not limited to, our ability to continue to enhance our products and systems to address industry changes, our ability to expand our customer base and retain existing customers, our ability to effectively compete in our market segment, the lack of public information on our company, our ability to raise sufficient capital to fund our business, operations, our ability to continue as a going concern, and a limited public market for our common stock, among other risks. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made, and we do not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

## **FOR MORE INFORMATION, PLEASE CONTACT:**

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