

# Promino Announces Multi-Platform E-Commerce Growth with "Drink Rej(TM)" Launch as Initial Rejuvenate Muscle Health(TM) Inventory Arrives

## U.S. DTC platform launches June 1 as first production batches arrive and additional inventory rolls in over coming weeks to support Amazon, DTC, and TikTok Shop USA expansion

Burlington, Ontario--(Newsfile Corp. - May 26, 2026) - Promino Nutritional Sciences, Inc. (CSE: MUSL) (OTCID: MUSLF) (FSE: 93X) ("**Promino**" or the "**Company**") today announced the launch of its next phase of e-commerce growth, anchored by the debut of its new U.S. direct-to-consumer platform, Drink Rej website, on June 1, 2026.

With initial production batches of Rejuvenate Muscle Health™ now received and additional inventory scheduled to arrive over the coming weeks, Promino is positioned to scale a coordinated e-commerce strategy across Amazon, direct-to-consumer and TikTok Shop USA.

The ongoing production run—at nearly 4 million servings—marks a key step toward restoring consistent supply and supporting expanded participation across multiple high-growth digital channels.

The launch of "Drink Rej™" establishes a unified consumer platform across Rejuvenate Muscle Health™ and Promino™ - NSF Certified for Sport®, designed to drive awareness, trial, and repeat purchase through a simplified, subscription-first model.

The new Drink Rej website platform introduces a streamlined purchase experience, improved subscription functionality and a recipe-driven content hub aimed at increasing daily usage and customer retention.

At launch, the U.S. site will feature Rejuvenate Muscle Health™ Raspberry Burst, with additional flavors—including Rejuvenate Muscle Health™ Citrus Blast, Tropical Mango Pineapple and Harvest Grape—expected to follow within weeks as inventory continues to be received. A Canadian platform launch is expected later in June 2026.

Promino intends to replicate its demonstrated [2025 success on Amazon](#) across its own DTC platform, while expanding into TikTok Shop USA, an emerging channel increasingly driving discovery and conversion in the U.S. supplement category through creator-led commerce.

"The momentum we experienced on Amazon starting last year sets Promino up well on the higher-margin DTC channel to build direct customer relationships," said Vito Sanzone, CEO of Promino. "As inventory continues to come online and with the launch of 'Drink Rej™,' we are positioned to scale efficiently across Amazon, DTC and TikTok Shop."

All products featured on the platform incorporate Promino's proprietary, plant-based amino acid formulation, designed to support muscle protein synthesis without the calories, sugar or dairy associated with traditional protein products.

The Company will continue to support its retail partners while leveraging its expanding digital ecosystem to drive brand awareness and demand across all channels.

The new U.S. platform will be accessible beginning June 1, 2026 at: [Drink Rej website](#).

## **About Promino Nutritional Sciences Inc.**

Promino Nutritional Sciences is a Canadian innovation company focused on science-based, clinically proven nutrition for muscle health and recovery. Its core product, Rejuvenate Muscle Health™, is a clinically researched proprietary amino acid formula designed to rebuild, restore, and rejuvenate muscle tissue.

The Company also produces Promino™ – NSF Certified for Sport®, trusted by elite athletes. Promino's ambassadors include Stanley Cup Champion Jack Eichel (Vegas Golden Knights) and MLB legend José Bautista.

Learn more at [www.drinkpromino.com](http://www.drinkpromino.com) and [www.rejuvenatemuscle.com](http://www.rejuvenatemuscle.com).

## **Forward-Looking Statements and Financial Outlook**

This news release contains forward-looking statements and forward-looking information (collectively, "forward-looking statements") within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by terms such as "will", "may", "should", "anticipates", "expects", "intends", "plans", "believes", "estimates" and similar expressions. Forward-looking statements in this news release include, but are not limited to, statements regarding success of its multi-platform e-commerce growth. Forward-looking statements are based on a number of assumptions made by management that the Company believes to be reasonable in the circumstances. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or developments to differ materially from those expressed or implied by such statements, including, without limitation: risk factors described in the Company's continuous disclosure documents filed on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca), including the Company's most recent management's discussion and analysis. There can be no assurance that such statements will prove to be accurate, and actual results and future events could differ materially from those anticipated in such statements. The reader is cautioned not to place undue reliance on forward-looking statements. Forward-looking statements contained in this news release are made as of the date of this news release, and the Company does not undertake any obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable securities laws.

## **For further information about Promino:**

Moira Ong, CFO, [mong@drinkpromino.com](mailto:mong@drinkpromino.com), 1-855-348-1970 (extension 204)

# **PROMINO™**

To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/298767>