

TRIDENT BRANDS INC. ENTERING US HEMP CBD MARKET WITH BRAIN ARMOR® R3 SUPPLEMENT

Brookfield, WI - (NewMediaWire) - October 12, 2018 - Trident Brands Inc. (OTCQB: TDNT), a biotech and nutraceutical company, announces that Brain Armor® will launch a line of products that include CBD derived from industrial hemp.



Brain Armor® R3 is a multi-nutrient supplement in liquid form developed to target brain health. The proprietary vegan formula includes broad spectrum hemp extract (CBD 25mg), Omega-3s (DHA & EPA) derived from algae, Vitamins D & E, MCTs from coconut oil and a light mango lime flavor. Hemp-derived CBD is not psychoactive (no “high”) and its potential brain health and wellness benefits are well documented. This new proprietary formula will be used as part of the pre-clinical trial by North-Shore University HealthSystem (NorthShore) as they investigate how Brain Armor® R3 may mitigate mild Traumatic Brain Injury (mTBI) in an animal model (as announced September 24, 2018). Brain Armor® R3 will be available in November, 2018 online and through select natural health and specialty retail channels in the US.

“We are extremely excited by the potential of broad spectrum hemp extract in combination with proven active ingredients to advance our mission to support brain health and performance at every stage of life through targeted nutrition science. While there has been a proliferation of products entering the market we believe that a responsible science based approach will generate long term consumer and business value.” says Alan Jones, Chief Science Officer of Trident Brands Inc.

About Brain Armor®

Brain Armor is on a mission to improve cognitive health, well-being and performance at every stage of life and on every field of play. Our products are clinically-proven dietary supplements formulated with healthy fats and vital nutrients, designed to support structural brain health and performance. Brain Armor products are vegetarian, made in the USA and are a regular part of many professional and elite amateur athlete and team conditioning programs. Brain Armor Inc. is a subsidiary of Trident Brands Incorporated (OTCQB: TDNT – tridentbrands.com).

For more information, please view www.brain-armor.com.

About Trident Brands, Inc.

Trident Brands Incorporated is a publicly-traded nutraceutical company (OTCQB: TDNT), structured to rapidly develop private label, control label, brand label and proprietary ingredient platforms in the dynamic active nutrition, dietary supplement and functional ingredient categories.

For more information, please visit www.tridentbrands.com.

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Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe-harbor" provisions of the Private Securities Litigation Reform Act of 1995 that are not historical facts. These statements can be identified by the use of forward-looking terminology such as "believe," "expect," "may," "will," "should," "project," "plan," "seek," "intend," or "anticipate" or the negative thereof or comparable terminology, and include discussions of strategy, and statements about industry trends and the Company's future performance, operations, and products. Such statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results to differ materially from the results expressed or implied by such statements. Such risks and uncertainties include, without limitation, market acceptance of the Company's forthcoming line of nutritional products; the Company's compliance with applicable Food and Drug Administration regulations; the Company's reliance on third-party contractors to mix and produce its products; the Company's ability to develop an effective marketing strategy; the Company's ability to control advertising and marketing costs; the Company's ability to develop and increase awareness of its forthcoming brands; the success of the Company's marketing focus to retail buyers; the Company's exposure to product liability claims and intellectual property claims from third parties; and the Company's reliance on the expected growth in demand for its products. For a discussion of these and other risks and uncertainties see "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's public filings with the SEC. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The Company has no obligation to update the forward-looking information contained in this press release.

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