

# BlockChain Loyalty Corp., Dba Marianna Naturals, Signs LOI to Acquire Clean Beauty Brand True + Luscious

**May 26<sup>th</sup>, 2023 - PORTLAND, OR and MONTREAL, QC/ BlockChain Loyalty Corp. (OTC PINK: BBLC)**

is pleased to announce that they have signed a Letter of Intent to acquire clean beauty brand True + Luscious. BlockChain Loyalty Corp. Dba Marianna Naturals entered into the agreement with True & Luscious on May 19<sup>th</sup>, 2023, in a remarkable transaction that will see the brand add clean make-up and cosmetics to its already existing arsenal of all-natural beauty products. The "Clean Beauty" business category consists of products made without ingredients shown or suspected to harm human health, and is expected to see a massive 40%+ Compound Annual Growth Rate from 2023 to 2028.

True + Luscious presents a unique opportunity, as this acquisition comes complete with \$2,615,000 in existing inventory, and an email list that consists of over 8,000 customers. The brand is a reputable and profitable business in the high-growth clean-beauty industry. There are current pending sales contracts in queue, totaling close to \$1,000,000 in revenue with close to a 40% profit margin.

Ongoing partnerships with HSN/QVC and independent retailers already exist. True + Luscious is on AMAZON and is listed as a 5 Star Seller with over 800 reviews for their flagship product, and YOY growing FBA revenue. The brand has been featured in Allure, BuzzFeed, Forbes, Huffington Post and Women's Health.

True + Luscious is certified by Leaping Bunny, which is the only internationally recognized symbol guaranteeing consumers that no new animal tests were used in the development of any product displaying their logo.

T+L's founder, Mehir Sethi, is a seasoned beauty veteran who will assist BlockChain Loyalty Corp. Dba Marianna Naturals through a smooth transition, by accepting an appointment as an independent director.

The acquisition consists of a total sale price of \$749,000, where a mix of cash and shares will be rendered to Ms. Sethi upon closing of the transaction within 21 business days.

## **About True + Luscious**

Founded in 2018 by a beauty industry veteran, True + Luscious is a makeup/skincare brand with established traction in the clean beauty niche. All products are Clean, 100% Vegan, with Sustainable Packaging.

## **About Marianna Naturals**

Marianna Naturals<sup>®</sup> was born from our belief that the world deserves 100% natural skin care and cosmetics without the use of chemical preservatives. A celebrity skin care and health & wellness brand producing products that are hand-made fresh at our facilities in the USA which are always Cruelty-Free, Paraben-Free, and Sulfate-Free. Beauty Kitchen's founder and CEO, Heather Marianna, skyrocketed in popularity with the launch of her Beauty Kitchen YouTube series in 2012 where she showcased simple, do-it-yourself beauty recipes made with common kitchen household ingredients. The series generated a powerful following of more than 4 million viewers. Heather Marianna has starred on Bravo's luxury-travel series, "Tour Group" in 2015 and was featured on Oxygen's "My Super Shopping Addiction" in addition to appearing on several episodes of MTV's "Teen Mom OG." The DIY guru has also appeared on countless news segments across the country as a beauty expert, showcasing her own simple tricks and tips. She is the official beauty expert for KSNV-NBC 3 in Las Vegas and appears monthly to captivate viewers with new DIY tutorials. In 2020 she and fellow Co-founder Joel DeBellefeuille teamed up to launch Marianna Naturals, a similar but unique brand focused on expanding across the US border into Canada.

For more information visit: [www.mariannacorp.com](http://www.mariannacorp.com) Shop: [www.marianna.ca](http://www.marianna.ca)  
Or [www.blockchainloyaltycorp.com](http://www.blockchainloyaltycorp.com) , [www.trueluscious.com](http://www.trueluscious.com)

**Connect with Marianna Naturals on:**

LinkedIn: <https://www.linkedin.com/company/marianna-naturals-corp/>

Youtube: <https://www.youtube.com/channel/UCZQCKlGlewWaQd4wHXRAqCg>

Facebook: <https://www.facebook.com/mariannanaturals>

Instagram: <https://www.instagram.com/mariannanaturals>

Twitter: <https://www.twitter.com/mariannacorp>

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To learn more about Joel visit: [www.joeldebellefeuille.com](http://www.joeldebellefeuille.com)

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