



EcoPlus, Inc. Unveils AI-Powered Product Line and Prepares Reg A Filing with New Compliance Leadership

SALEM, Mass., July 10, 2025 /PRNewswire/ — EcoPlus, Inc. (OTCPK: ECPL), an artificial intelligence–driven nutraceutical innovator, today announced the forthcoming launch of three flagship wellness formulations and its intent to file an updated Regulation A (Reg A) offering with the U.S. Securities and Exchange Commission this summer. These developments reflect EcoPlus’s commitment to both product innovation and strong corporate governance as it enters a new phase of strategic growth.

Reg A Filing in Progress

EcoPlus is currently preparing to submit its updated **Regulation A (Reg A)** filing with the SEC. This offering, once qualified, will allow EcoPlus to broaden investor access and further its commitment to transparency and inclusivity in the capital markets. The filing represents a pivotal step in funding EcoPlus’ growth initiatives and product development roadmap.

Launch of New Nutraceutical Line

As part of its innovation-driven focus, EcoPlus is introducing a new line of advanced nutraceuticals aimed at supporting mental clarity, energy, stress resilience, and overall wellness. Developed using evidence-based research and AI-enhanced formulation strategies, the new products are designed to meet the needs of modern, health-conscious consumers.

A Message from the President

“This has been a foundational year for EcoPlus,” said **Amy Brimicombe**, President of EcoPlus. “We’ve brought the company public, aligned our leadership team, and are building a powerful pipeline of wellness solutions. As we move toward the completion of our Reg A process and enter the next phase of our journey, we’re more committed than ever to delivering innovation that supports human vitality.”

AI-Powered Innovation in Nutraceuticals

EcoPlus leverages proprietary machine learning models at every stage of product discovery, ingredient selection, and brand optimization. This approach enables the company to dramatically reduce traditional R&D timelines while maintaining high standards for purity, potency, and evidence-based efficacy.

“Our mission is to harness data science and nutritional research to help people feel their best, naturally,” said Amy Brimicombe, Chief Executive Officer of EcoPlus. “Our AI models analyze thousands of clinical studies and biomarker datasets to uncover ingredient synergies that might

otherwise go unnoticed. The three formulations we're announcing today are a powerful demonstration of this capability.”

Flagship Formulations Advancing Toward Market

- **NeuroBalance Femme™ (Code: ECP-01)** – A non-hormonal, plant-based formulation addressing menopause symptoms including mood, sleep, vasomotor balance, and bone health.
- **Purinol™ (Code: ECP-02)** – A targeted blend designed to support healthy uric acid metabolism, reduce inflammation, and aid joint comfort in individuals managing gout.
- **GutBio Sync™ (Code: ECP-03, working name)** – A precision-engineered formula combining next-generation probiotics such as *Akkermansia muciniphila* with prebiotics to support metabolic health and gut barrier integrity.

Strengthening Compliance as Reg A Filing Nears

EcoPlus also announced the recent appointment of Alan Forbes as Chief Compliance Officer to oversee the Reg A process and ensure adherence to all SEC regulations. Forbes brings extensive experience in securities compliance and corporate governance.

“Adding seasoned compliance leadership reflects our commitment to transparency and doing things the right way,” said Brimicombe. “We’re excited about the future and look forward to welcoming a broader base of shareholders through our planned Reg A offering.”

Positioned for Scalable Growth

EcoPlus’s long-term goal is to become a global leader in AI-informed nutraceuticals. The company’s platform continuously scans emerging clinical research, bioinformatics datasets, and consumer health trends to identify new therapeutic opportunities and accelerate innovation—without compromising quality.

About EcoPlus, Inc.

EcoPlus, Inc. (OTCPK: ECPL) is a Salem, Massachusetts–based public company dedicated to designing, manufacturing, and marketing nutraceutical products grounded in peer-reviewed science. By integrating proprietary AI across its discovery, formulation, and branding pipeline, EcoPlus converts emerging health insights into high-quality supplements that enhance everyday well-being.

Forward-Looking Statements

This press release contains forward-looking statements, including expectations regarding product launches, regulatory pathways, and commercial performance. Actual results may differ materially due to risks and uncertainties detailed in EcoPlus’s filings with the U.S. Securities and Exchange Commission. EcoPlus undertakes no obligation to update forward-looking statements except as required by law.

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