

Nutriband Inc. Launches AI Tape Brand Direct-to-Consumer Offerings

Nutriband, a developer of transdermal pharmaceutical products, today announced the launch of its consumer sports recovery tape brand,

NEW YORK, NY, UNITED STATES, July 27, 2023 /EINPresswire.com/ -- [Nutriband](https://www.nutriband.com/) Inc. (the "Company") (NASDAQ:NTRB) (NASDAQ:NTRBW), a developer of transdermal pharmaceutical products, today announced the launch of its consumer sports recovery tape brand, Active Intelligence [AI Tape](#) ("AI Tape"), with products now available for purchase on [Amazon](https://www.amazon.com/) and [Activeintell.com](https://www.activeintell.com/).

AI Tape is designed to combine many of the traditional benefits of kinesiology tape with the addition of soothing and therapeutic ingredients held in suspension with a proprietary adhesive mix. "We are very excited for the launch of our AI Tape brand, our first products targeting the consumer market," stated Gareth Sheridan, Nutriband CEO.

"Consumers looking to take advantage of the sports recovery benefits provided by AI Tape can purchase products, including our Active Intelligence AI Kinesiology Tape, on Amazon or through our Active Intelligence website." AI Tape is manufactured in the USA at the Company's Pocono Pharmaceutical facility in North Carolina.

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*Gareth Sheridan, Nutriband
CEO*

About Nutriband Inc. We are primarily engaged in the development of a portfolio of transdermal pharmaceutical products. Our lead product under development is an

abuse deterrent fentanyl patch incorporating our AVERSA™ abuse deterrence technology. AVERSA™ technology can be incorporated into any transdermal patch to prevent the abuse,



misuse, diversion, and accidental exposure of drugs with abuse potential. The Company's website is www.nutriband.com. Any material contained in or derived from the Company's websites or any other website is not part of this press release.

Forward-Looking Statements

Certain statements contained in this press release, including, without limitation, statements containing the words "believes," "anticipates," "expects" and words of similar import, constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve both known and unknown risks and uncertainties. The Company's actual results may differ materially from those anticipated in its forward-looking statements as a result of a number of factors, including those including the Company's ability to develop its proposed abuse deterrent fentanyl transdermal system and other proposed products, its ability to obtain patent protection for its abuse technology, its ability to obtain the necessary financing to develop products and conduct the necessary clinical testing, its ability to obtain Federal Food and Drug Administration approval to market any product it may develop in the United States and to obtain any other regulatory approval necessary to market any product in other countries, including countries in Europe, its ability to market any product it may develop, its ability to create, sustain, manage or forecast its growth; its ability to attract and retain key personnel; changes in the Company's business strategy or development plans; competition; business disruptions; adverse publicity and international, national and local general economic and market conditions and risks generally associated with an undercapitalized developing company, as well as the risks contained under "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's Form S-1, Form 10-K for the year ended January 31, 2023 and Forms 10-Q, and the Company's other filings with the Securities and Exchange Commission. Except as required by applicable law, we undertake no obligation to revise or update any forward-looking statements to reflect any event or circumstance that may arise after the date hereof.

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