

CARMELL CORPORATION LAUNCHES SKINCARE PARTNERSHIP WITH LADIES PLAYBOOK TO SUPPORT AND CELEBRATE NFL SPORTS COMMUNITY

Carmell announces partnership with Ladies Playbook, an exclusive community dedicated to providing support, information, connections for NFL families to thrive

PITTSBURGH, PA, UNITED STATES, September 5, 2024 /EINPresswire.com/ -- Carmell Corporation (Nasdaq: CTCX), a bio-aesthetics company focused on skin and hair health ("Company" or "Carmell"), today announced a strategic partnership with Ladies Playbook, an exclusive community dedicated to providing support, information, and the connections for an NFL family to thrive wherever their football career takes them.

The word "CARMELL" is written in a large, black, serif font against a white background.The words "LADIES PLAYBOOK" are written in a gold, serif font on a black background, enclosed in a thin gold border.

The NFL is the most valuable sports franchise in the world, with annual revenues approaching \$20 billion from 32 teams, collectively worth approximately \$160 billion, according to Statista.

This partnership comes as the new NFL season kicks into full gear and as Carmell aims to accelerate the growth of its flagship brand, Carmell Secretome™, through the expansion of its direct-to-consumer and e-commerce customer channels as well as driving toward influential franchise initiatives like Ladies Playbook. Carmell Secretome™ is a new approach to regenerative skincare and haircare that consists of a potent cocktail of proteins, peptides and bio-lipids extracted from allogeneic human platelets without the use of synthetic proteins.

"After spending 11 years in the NFL, I created Ladies Playbook as a space to help other women find all their needs conveniently in one place. Our partnership with Carmell enables NFL Ladies an opportunity to enhance their own skin health through bio-aesthetic derived products and the local MedSpa community," said Atoya Burlison, Founder of Ladies Playbook.

Through this partnership, Carmell will showcase its commitment to skin health and education by hosting a series of events with key wives and girlfriends from the NFL community in various markets from Seattle, Minnesota, Miami and New York. Furthering its commitment, Carmell and Ladies Playbook will also build omni-channel opportunities to feature both brands across social media, ladiesplaybook.com, carmellsecretome.com and digital platforms leading to the Ladies Playbook Awards in New Orleans – Super Bowl LIX.

“We understand the importance of skin health and its impact on internal systems that are imperative to our overall health and well-being, many of the ambassadors are playing within their homes. The alignment between our brands is rooted in our focus on a revolutionary approach to regenerative skincare that utilizes human biology vs. synthetic chemistry to target the five pathways of skin aging to support skin and hair health. While our technology is impressive, what’s equally impressive is what is not in the bottle. In our goal for Carmell Secretome™ to be the best skincare in the market, we developed a list of 14 excipients that will never be found in our products. We call them The Foul Fourteen™. By excluding these excipients from our products, we ensure our products are just as nature intended and nothing more. From being on the field, to traveling between games, running their own businesses and more, we are excited to provide products to the Ladies Playbook community to support skin health with no harsh chemicals, no pore-clogging goo, no artificial dyes and no fake fragrances,” said Kendra Bracken-Ferguson, Chief Executive Officer of Carmell.

About Carmell

Carmell is a bio-aesthetics company that utilizes the Carmell Secretome™ to support skin and hair health. The Carmell Secretome™ consists of a potent cocktail of proteins, peptides and bio-lipids extracted from allogeneic human platelets sourced from U.S. Food and Drug Administration-approved tissue banks. Over the past seven years, the Company has extensively tested the technology underpinning the Carmell Secretome™. Additionally, the Company has developed a novel microemulsion formulation that enables the delivery of lipophilic and hydrophilic ingredients without relying on the Foul Fourteen™, 14 potentially harmful excipients that are commonly used by other companies to impart texture, stability, and other desirable physicochemical attributes to cosmetic products. The Company is also developing a line of men’s products and a line of topical haircare products. All products are tailored to meet the demanding technical requirements of professional care providers and discerning retail consumers. For more information, visit www.carmellcosmetics.com.

Forward-Looking Statements

This press release contains forward-looking statements that are based on beliefs, assumptions and information currently available. In some cases, you can identify forward-looking statements by the following words: “may,” “will,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “project,” “potential,” “continue,” “ongoing” or the negative of these terms or other comparable terminology. However, not all forward-looking statements contain these words. These statements involve risks, uncertainties and other factors

that may cause actual results, levels of activity, performance or achievements to be materially different from the information expressed or implied by these forward-looking statements. Although we believe that we have a reasonable basis for each forward-looking statement contained in this press release, we caution you that these statements are based on a combination of facts and factors currently known by us and our projections of the future, about which we cannot be certain. Forward-looking statements in this press release include, but are not limited to, statements regarding the launch and commercialization of our products, our expected cash runway, our potential acquisition and investment activity, the anticipated benefits of future acquisitions and investments, our projected future results and market opportunities, our expected growth and ability to achieve profitability, the expansion of our product portfolio and the execution of our business strategy. We cannot assure you that the forward-looking statements in this press release will prove to be accurate. These forward-looking statements are subject to a number of significant risks and uncertainties that could cause actual results to differ materially from expected results, including, those described under the header "Risk Factors" in the Annual Report on Form 10-K filed by Carmell with the SEC on April 1, 2024, as amended by the Annual Report on Form 10-K/A filed with the SEC on April 29, 2024, and in our other reports filed with the SEC. Most of these factors are outside of Carmell's control and are difficult to predict. Furthermore, if the forward-looking statements prove to be inaccurate, the inaccuracy may be material. In light of the significant uncertainties in these forward-looking statements, you should not regard these statements as a representation or warranty by us or any other person that we will achieve our objectives and plans in any specified time frame or at all. Except as required by law, we undertake no obligation to publicly update any forward-looking statement contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. You should, therefore, not rely on these forward-looking statements as representing our views as of any date subsequent to the date of this press release.

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