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Boston Therapeutics Introduces Sugardown® to the US under kathy ireland® Health & Wellness

LAWRENCE, Mass., June 27, 2018 (GLOBE NEWSWIRE) -- Boston Therapeutics Inc. (the “**Company**” or “**BTI**”) (OTCQB:BTHE), an innovator in the design, development and commercialization of novel therapeutics for metabolism and sugar control for conditions such as pre-diabetes, diabetes and related complications, announces new promotional and educational partner for health and wellness branding and marketing of its new dietary supplement, Sugardown®. Licensed in an agreement between Boston Therapeutics and [Level Brands, Inc.](#) (NYSE American:LEVB), the [kathy ireland® Health & Wellness brand](#) can set the stage for the broad commercialization of Sugardown®.

Sugardown®, a chewable pre-meal dietary supplement for glycemic health, has been shown in published clinical studies to help reduce post-meal elevation of blood sugar levels by up to 60% using a patented formulation of galactomannans, a group of complex polysaccharides derived from plants that have been shown to possess significant activity in moderating post-meal blood glucose levels and sugar digestion related enzymes.

The International Diabetes Federation estimates that in addition to the **425 million** adults who are estimated to currently have diabetes, there are **318 million** adults with impaired glucose tolerance, which puts them at high risk of developing the disease in the future. The impact on healthcare economics of diabetes could be immense and with the proper market introduction and education of the general public we believe a global healthcare benefit can be brought to avert this looming crisis. Managing blood sugar levels is one of the significant keys to maintaining optimum health and body weight, especially for those at risk of diabetes or pre-diabetes. Digital wearable technology (continuous glucose monitoring) has revealed a significant indicator of the pending risks and the immediate effect that Sugardown can have in managing elevations in post meal blood sugar.

“CDC Research shows that diagnosis of diabetes and prediabetes is on the rise,” says Kathy Ireland®, Level Brands’ Chairman Emeritus and Chief Brand Strategist. “Diabetes is a contributing factor to other serious health conditions such as obesity, heart disease and kidney disease. For this reason, we are thrilled to partner with Boston Therapeutics, whose scientific research and development of this innovative supplement reflects the dedication of the *kathy Ireland® Health & Wellness* brand to bring the most evolved wellness options to market.” Ms. Ireland is one of the top ten women's health advocates in America, according to UCLA.

CEO of Boston Therapeutics, Carl Rausch, notes: "Level Brands is known for its bold, unconventional and socially responsible branding for companies that disrupt industries and redefine leaders, and the *kathy Ireland*[®] *Health & Wellness* brand is the perfect fit for us. We are excited to have this kind of marketing horsepower and Kathy's passion behind Sugardown."

Kathy Ireland[®], is named one of the 19 most influential women in the licensing industry according to License Global magazine, with a proven track record in the marketing of innovative technologies and products developed by pioneering companies. It is anticipated that the successful introduction of Sugardown[®] in the US could generate significant revenue to support continued research and development of Boston Therapeutics' current pharmaceutical portfolio, helping to further establish Boston Therapeutics as an innovative, high growth potential biopharmaceutical company.

About Boston Therapeutics, Inc. www.bostonti.com

Boston Therapeutics, headquartered in Lawrence, MA (OTCQB:BTHE) and with offices in Albuquerque, NM and Hong Kong, is an innovator in design, development and commercialization of novel compounds to treat diabetes and diabetes related complications. The company has proprietary compounds based on glucose chemistry, peptide chemistry and protein conjugates.

Forward Looking Statement

This press release includes forward-looking statements. These statements may be identified by words such as "feel," "believes," "expects," "estimates," "projects," "intends," "should," "is to be," or the negative of such terms, or other comparable terminology. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from the forward-looking statements contained herein. Factors that could cause actual results to differ materially include, but are not limited to: our limited operations and need to expand in the near future; risks associated with obtaining regulatory approval of our products; the ability to protect our intellectual property; the potential lack of market acceptance of our products; potential competition; our inability to retain key members of our management team; our inability to raise additional capital to fund our operations and business plan; our ability to continue as a going concern; our liquidity and other risks and uncertainties and other factors discussed from time to time in our filings with the Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K filed with the SEC. Boston Therapeutics expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

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