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Boston Therapeutics to launch social commerce channel for Sugardown® in China

For product distribution via a multi-purpose super-app that fuses communications with commerce

LAWRENCE, Mass., Aug. 09, 2018 (GLOBE NEWSWIRE) -- Boston Therapeutics Inc. (“BTI”) (OTCQB:BTHE), a BioPharmaceutical leader in the design, development and commercialization of innovative therapeutics for sugar management, diabetes and related complications, announces the launch its social commerce distribution channel in China via WeChat, a platform that employs social media to promote online shopping experiences that are “viral, addictive and hyper-social”. The interactive WeChat platform is projected to reach 1 billion active users monthly worldwide and is the next step towards a hyper-social e-commerce experience. BTI is focused on leveraging on the capacity of this a multi-purpose super-app as “gamification is the next frontier in building viral and hyper-social brand experiences” that is exclusive to WeChat.



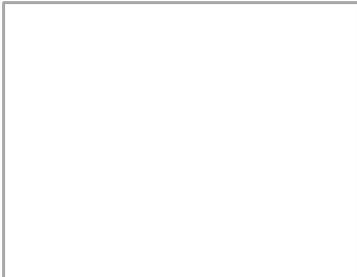
60 Tablet Bottle



Healthy Choices



Chewable Tablet





Building on this massive social platform for awareness of the metabolic disease related illness (pre-diabetes, diabetes, CVA), Boston Therapeutics Asia and Sugardown Company Limited, Hong Kong, have the unique opportunity to transmit this social awareness and personal value of Sugardown[®] in managing glycemic health for families and friends. This is relevant to the worldwide prevalence of pre-diabetes and diabetes.

Carl W. Rausch, CEO of Boston Therapeutics (OTCQB: BTHE), stated, "We are excited to have the opportunity to take advantage of the pervasive social media ecosystem to address the need of a product like Sugardown[®] in the market place. Our goal is to leverage on WeChat's e-commerce platform to maximize consumer engagement, tailoring interactive experiences needed to effect transactions." The launching of a US-made product on WeChat's user-friendly platform is the Company's sales introduction strategy in China, with plans to expand to the US, in collaboration with our branding partner, the *kathy ireland*[®] *Health & Wellness*[™] brand to market and educate consumers about Sugardown[®], Boston Therapeutics' patented chewable pre-meal dietary supplement for glycemic health.

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 manage sugar metabolism, 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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Photos accompanying this announcement are available at:

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Source: Boston Therapeutics, Inc.