

Enhance Skin Products Inc. Announces the appointment of Snowbell Management Limited to help project manage and develop the Visible Youth™ consumer skin care brand .

August 14, 2015. Enhance Skin Products Inc., (OTCBB:EHSK) is pleased to make the following announcement:

Snowbell Consultancy Agreement

Enhance Skin Products Inc., a pioneer in hyaluronan (“HA”) research and development for deep hydration of the skin, announces that it has engaged Snowbell Management Limited (“Snowbell”), headed by Belinda Roberts, to project manage and develop the Visible Youth™ consumer skin care brand for its relaunch. The project encompasses refining the brand plan and product briefs and will involve the management and development of the brand and product line from re-formulation and re-branding through to delivered finished goods.

As consideration for these services, the Company will pay Snowbell fees monthly as invoiced and has agreed to issue 1,937,500 common shares in part consideration for services. The sale of these securities was made in reliance on the exemption from registration provided by Section 4(2) of the Securities Act of 1933.

Visible Youth™

Steeped in evidence-based science, Visible Youth Professional and Consumer skin care products contain the optimal size, purest and most effective HA molecular fraction available for deep penetrating hydration. The unique line of proprietary formulations helps restore the skin’s natural supply of HA-water complex, resulting in long-lasting benefits for all skin types. www.visibleyouth.com

The Visible Youth skin care collection currently includes our Revitalizing Skin Formula, Revitalizing Eye Zone Gel, Revitalizing Moisturizer and Revitalizing Cleanser products. As part of a daily regimen of healthy skin care each of these products interacts synergistically with the others in the collection to help correct, repair, restore and maintain the continued youthful appearance and function of the skin.

Visible Youth Professional products focus on the treatment of skin after non-surgical procedures, an area the Company believes has been neglected by the market and for which it sees great potential. Central to the premium Visible Youth Professional brand are the proprietary patented, Healing Complex Plus 3% Lidocaine and Healing Complex.

We plan to refine and enhance our existing formulations and to refresh our packaging to re-launch the Visible Youth brand in the Consumer and Professional markets in Europe and the US. Bioactive Vitryxx®* will be combined with HA in all the Visible Youth products. The Visible Youth Revitalizing Skin Formula, Visible Youth Revitalizing Moisturizer, Visible Youth Eye Zone Gel, and Visible Youth Revitalizing Cleanser are planned to be specifically formulated for the Consumer market. The Visible Youth Healing Complex and Visible Youth Healing Complex plus 3% Lidocaine, plus reformulated versions of the Skin Formula, Eye Zone Gel and Moisturizer are expected to be marketed under the Visible Youth Professional brand.

The Company also plans to develop additional products under the Visible Youth brands, which may include Visible Youth Deep Hydration Night Cream, Visible Youth Brightening/Lightening Moisturizer and Serum, Visible Youth Mask, Visible Youth Neck Zone Gel, Visible Youth + SPF 30. We anticipate launching two to three additional formulations per year after the re-launch of the Visible Youth Brands.

About Snowbell Management Limited

Founded in 2001, Snowbell Management is a London, England based consultancy company headed by Belinda Roberts, specializing in the development and marketing of bespoke beauty brands internationally. Belinda has over 25 years’ experience in the beauty industry in product development, marketing and international business development roles.

Belinda's corporate career in the cosmetics industry spans over 25 years and has included the The Body Shop; Jafra Cosmetics, a Gillette subsidiary; Cabouchon,; Cosmetics Plus and Debenhams, a major UK retail group in their in house design and packaging team. The combination of product development, marketing and international business development roles in her corporate career has enabled her to offer a broad range of skills to her Snowbell clients since setting up her business 14 years ago. www.snowbell.co.uk

Donald Nicholson Enhance's President & CEO stated that "we are particularly excited to have Belinda and Snowbell Management on board. Belinda brings a wealth of international cosmetic experience to help us develop our brand and products internationally. Snowbell will also help ensure that the development of the brand is executed to the very highest standards and specifications. We anticipate also appointing international branding consultants in the near future." He further went on to state that "to accomplish its plans the Company is currently exploring various options for raising additional fund and is in discussions with various potential marketing partners."

Certain statements contained in this document include "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are usually accompanied by words such as "anticipate," "believe," "estimate," "may," "intend," "expect", "potential" and similar expressions. EHSK's actual results could differ materially from its historical results or from results implied by such forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by the forward-looking statements. Such factors include, but are not limited to, the risks and uncertainties identified by EHSK under the headings "Risk Factors" in its filings with the SEC. Forward-looking statements may also include, but are not limited to, statements about its funding activities, the current and future economic environment affecting EHSK and the markets it serves; the timely development, production and acceptance of new products and services; the timely grant of patents, the ability to attract development and marketing partners, sources of revenue and anticipated revenue, including the contribution from the growth of new products, services and markets; plans for future products and services and for enhancements to existing products and services; EHSK's ability to attract or retain customers; the outcome of any existing or future litigation; and EHSK's ability to increase its productivity and capacity. Undue reliance should not be placed on any of EHSK's forward-looking statements. Except as required by law, EHSK undertakes no obligation to update or announce any revisions to its forward-looking statements, whether as a result of new information, future events or otherwise.

For your information:

Enhance Skin Products Inc.
50 West Liberty Street,
Suite 880,
Reno, Nevada 89501
www.visibleyouth.com
Tel: 416-306-2493