Sentient Brands Holdings Inc.’s

Oeuvre Skincare to be Featured in

‘Luxury Meets Cannabis’ LMCC Trade Event

*Oeuvre Skincare will connect directly to top retailers, global media, and investors, with a*

*keen focus on Health, Beauty and Wellness at LMCC, a curated B2B event starring*

*luxury CBD, Hemp & Cannabis brands & their founders.*

NEW YORK, NY, May 4, 2022 (GLOBE NEWSWIRE) — **Sentient Brands Holdings Inc. (OTC Markets: SNBH)** (“Sentient Brands” and the “Company”) ([www.sentientbrands.com](http://www.sentientbrands.com/)), a next-level product and brand development company with a strategic mission to innovate luxury lifestyle brands within the $115 billion global prestige beauty and personal care market space, is pleased to announce that its Oeuvre Skincare Brand will be featured in the ‘Luxury Meets Cannabis Conference’ LMCC trade event on May 5 - 6, 2022, at Hudson Yards, New York City.

Oeuvre is a breakthrough luxury brand at the forefront of Wellness in luxuriously clean, high-performing skincare. We are delighted to showcase this exciting new brand to the retailers, media, and investors attending LMCC 2022, where they can experience the Oeuvre difference.



LMCC is a curated B2B show where founders showcase directly to buyers from the most renowned names in retail (current and past participants range from Neiman Marcus, Bloomingdale’s, Saks Fifth Avenue, and Macy’s to Sephora, Credo Beauty, The Vitamin Shoppe, and CVS) *and*the finest dispensaries in the U.S.

The Œ Complex, Oeuvre’s proprietary formulation of Bio-Actives + Gemstone + CBD infusions, are balanced to provide results that activate and revitalize the skin every day. The Oeuvre brand is gaining traction and attention from industry leaders, including being written up as one of the reasons to attend LMMC. In a recent article by Katie Shapiro, entitled “Reasons I am making the trip to LMCC 2022”, she lists Oeuvre as one of the wellness wunderkind. *“Cannabinoids remain the ‘it’ ingredient for beauty, skincare, and supplements and this year’s Official Brand Showcase will, in true LMCC fashion, introduce the most exciting new products coming to market.”*

LMCC Co-Executive Director Jed Wexler adds: “LMCC 2022 — taking place May 5 and 6 in Hudson Yards, NYC — will showcase innovations that reflect the continued expansion and maturation of a wellness category that has now entered everyday households across the U.S. and worldwide.”

**About Sentient Brands Holdings Inc.**

Sentient Brands Holdings Inc. (“Sentient Brands” and the “Company”) ([www.sentientbrands.com](http://www.sentientbrands.com/)) is a next-level product and brand development company with a strategic mission to innovate luxury lifestyle brands within the Wellness and Beauty market space.

Sentient Brands’ strategic pillars are:

**1)** **A luxury consumer focus**  
**2)** **High-performance ingredients**  
**3)** **Environmental responsibility**

These three components form the foundation of the Company’s strategy for long-term success and investor retention.

Sentient Brands, whose credo is, “We build brands people love”, is led by successful C-Suite executives rooted in luxury brand-building. As a team, the Company strives to deliver a high-performance culture, add value to its shareholders and enhance the lives of its consumers.

More on Sentient Brands Holdings Inc.:

[www.sentientbrands.com](http://www.sentientbrands.com/)  
<https://www.instagram.com/sentientbrands/>

More on Oeuvre Skincare:  
[www.oeuvreskincare.com](http://www.oeuvreskincare.com/)  
<https://www.instagram.com/oeuvre_skincare/>

***Forward-Looking Statements:*** *This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, that are intended to be covered by the safe harbor created thereby. Forward-looking statements generally can be identified by the use of forward-looking terminology such as “may,” “will,” “expects,” “intends,” “plans,” “projects,” “estimates,” “anticipates,” or “believes” or the negative thereof or any variation thereon or similar terminology or expressions. These forward-looking statements are based upon current estimates and assumptions. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from results proposed in such statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it can provide no assurance that such expectations will prove to have been correct. Important factors that could cause actual results to differ materially from the Company’s expectations include, but are not limited to, those factors set forth in the Company’s Annual Report on Form 10-K for the year ended December 31, 2021 and its other filings and submissions with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date made. Except as required by law, the Company assumes no obligation to update or revise any forward-looking statements. This press release includes forward-looking statements concerning the future performance of our business, its operations and its financial performance and condition, and also includes selected operating results presented without the context of accompanying financial results. These forward-looking statements include, among others, statements with respect to our objectives and strategies to achieve those objectives, as well as statements with respect to our beliefs, plans, expectations, anticipations, estimates or intentions. These forward-looking statements are based on our current expectations. We caution that all forward-looking information is inherently uncertain and actual results may differ materially from the assumptions, estimates or expectations reflected or contained in the forward-looking information, and that actual future performance will be affected by a number of factors, including economic conditions, technological change, regulatory change and competitive factors, many of which are beyond our control. Therefore, future events and results may vary significantly from what we currently foresee. We are under no obligation (and we expressly disclaim any such obligation) to update or alter the forward-looking statements whether as a result of new information, future events or otherwise.*