



THE MENTAL WELLNESS COMPANY

Our Mission for Quality
2026

*"I've spent decades creating **breakthrough, best-in-class products** across Korea and the United States. I've seen what happens when companies compromise—quality suffers, trust erodes, and consumers pay the price.*

*I have never allowed that in my businesses, and I will never allow that at Amare. Every formula we create is **built with the finest ingredients in the world—globally sourced for purity, potency, and proven efficacy**—guided by the latest advancements in holistic wellness science and Korean K-beauty innovation.*

Our products reflect my uncompromising standard. When it comes to supporting the body at its core, excellence isn't optional—it's the only option. I can't wait for you to experience the difference."

David Chung

Amare Chairman & Chief Executive Officer



Our Mission for Quality

1. Superior Quality Standards
2. Extensive Testing
3. Analysis



Superior Quality Standards

In-House Innovation

Innovation starts at home. By bringing **speed, precision, and control into one integrated R&D ecosystem**, our in-house experts are pushing the future of mental wellness forward. This unified approach allows us to think bigger, act faster, and deliver smarter—fueling rapid innovation and an exceptional customer experience from start to finish.





Integrity Through Quality

Integrity is one of our core values, and as such it guides every step of our product development, formulation, and manufacturing processes.

Our commitment to quality aligns with the standards set by Health Canada as well as the United States Food and Drug Administration (FDA), helping ensure dietary supplements consistently meet specifications for identity, purity, strength, and composition, while also helping to prevent adulteration. Amare goes beyond these requirements, following strict internal standards to provide you with exceptional products.



Product development at Amare follows a **five-pillar philosophy** that merges ancient tradition, plant-based ingredients, and modern science to create the **highest-quality** and **most effective** mental wellness products on the market today.



Five-Pillar Philosophy



Vertically integrated manufacturing capabilities operating in facilities licensed by Health Canada and compliant with Good Manufacturing Practices (GMPs)

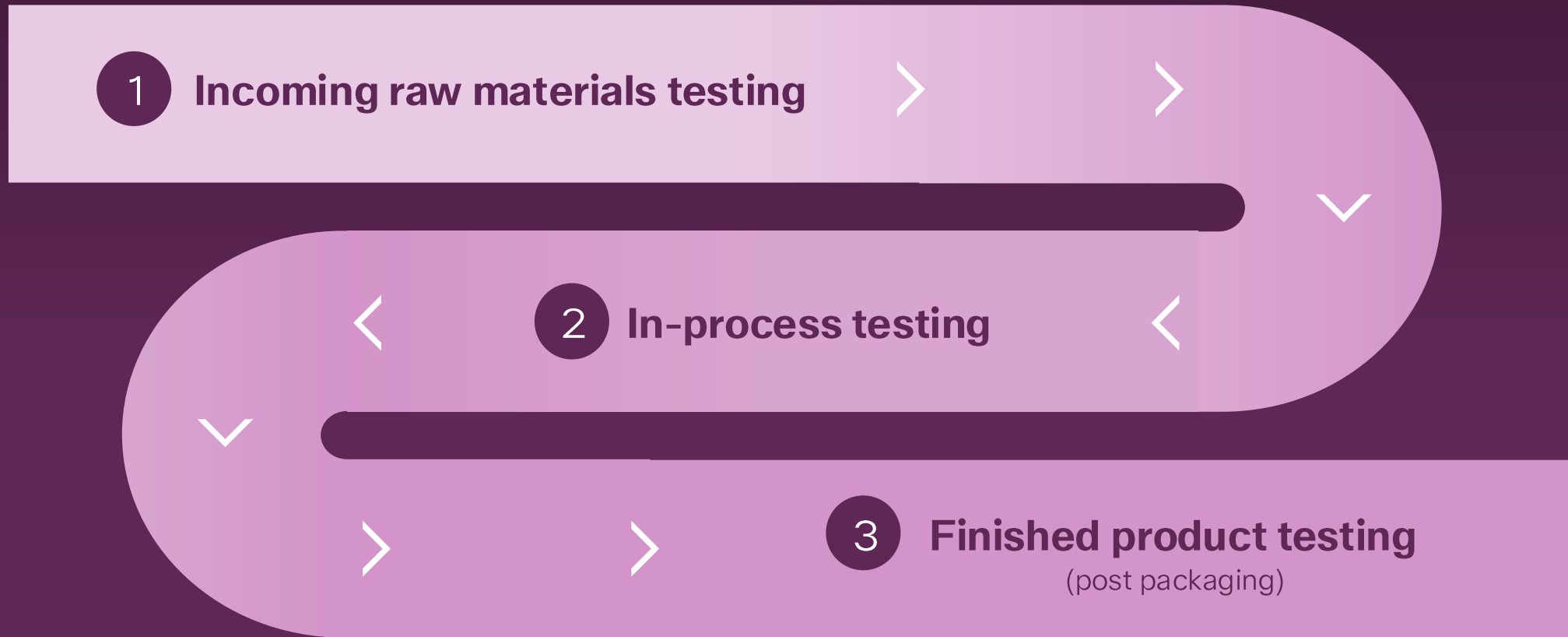
Amare works with its manufacturing and supply chain partners to meet and, where possible, **exceed** applicable quality standards. For example, we create a unique Master Manufacturing Record (MMR) for each Amare product produced to ensure that the product is manufactured **consistently and reliably each time**.



Extensive Testing

Extensive Testing

Triple-checking quality at every step with over 30,000 tests a year*



*based on 2025 global testing data

1 Incoming Raw Materials Testing

- ✓ **Ingredient Identity**
(including HPLC/high-performance liquid chromatography, GC/gas chromatography, MS/mass spectrometry, FT-IR/fourier transform infrared spectroscopy, etc.)
- ✓ **Ingredient Traceability**
- ✓ **Ingredient Potency**
(e.g., standardized bioactive content)
- ✓ **Microbial/Fungal Analysis**
- ✓ **Heavy Metals**
- ✓ **Pesticides Organoleptics**
color, odor, taste (if applicable)
- ✓ **Additional analytical testing**
(depending on the ingredient/product specifications, may include tests for gluten, GMOs, etc.)

2 In-Process Testing

- ✓ **Potency**
"active" ingredients to support label claims and "marker" ingredients to confirm consistency.
- ✓ **Uniformity**
Multiple samples obtained from various spots within the product manufacturing stream (e.g., early, middle, late – top/middle/bottom, etc.) to confirm physical product parameters such as label configuration, capsule count, fill weight, and more.

3 Finished Product Testing (post packaging)

- ✓ **Visual Inspection**
(consistency, accuracy)
- ✓ **Microbial** (purity)
- ✓ **Heavy Metals** (purity)
- ✓ **Label Claim Assays** (potency)
- ✓ **Organoleptic Evaluation**
- ✓ **Weight / Fill Verification**
- ✓ **Disintegration / Solubility**
- ✓ **Genetically Modified Organisms (GMO)**
- ✓ **Pesticides**
- ✓ **Residual Solvents**
- ✓ **Gluten**
- ✓ **Glyphosate**
- ✓ **Allergen Testing**
(When Applicable)
- ✓ **Stability Testing** (Real Time & Accelerated)

4 Additional or Specialized Testing

- ✓ **Depending on product type, claims, and regulatory requirements, additional testing may include:**
 - Vitamin and mineral assay to verify label claim potency
 - Active ingredient assay to confirm key functional ingredients
 - Caffeine content testing for stimulant-containing products
- ✓ **Probiotic Enumeration**
performed on probiotic products to confirm viable counts at time of blending.

Analysis

The Scientific Method

Amare uses cutting-edge technology paired with tried-and-true scientific analysis to meticulously evaluate every aspect of our products and their results.



Analytical Techniques Used in the Amare Quality Control Process

- 1. UPLC**
Ultra Performance Liquid Chromatography (Vitamins D, E, B-complex, caffeine, etc.)
- 2. LC-MS**
Liquid Chromatography Mass Spectrophotometer (melamine, amino acids)
- 3. ICP-OES/ICP-MS**
Inductively Couple Plasma-Optical Emission (trace minerals)
- 4. GC-MS**
Gas Chromatograph Mass Spectrophotometer (pesticides, fish oil, EPA, DHA)
- 5. UV-Vis**
Ultraviolet Visible Spectrophotometer (lutein, total protein, total polyphenolics, etc.)
- 6. Chemical ID** using FT-IR
- 7. Titration** (Vitamin C, chondroitin)
- 8. ELISA**
Enzyme Linked Immunosorbent Assay (aflatoxin, fumonisin, vomitoxin (DON), gluten, chloramphenicol, tetracycline)
- 9. Full Panel Microbiological Assays**
using Rapid AOAC Approved Methods (total plate count, yeast and mold, coliforms, Staph aureus, E-coli, salmonella, listeria)
- 10. Accelerated and Long-term Stability**
- 11. Dissolution Time**
- 12. Disintegration**
- 13. Physical Testing** (hardness, thickness, friability, loss on drying)

Getting Results

At Amare, **we don't compromise on quality**. We make it our mission to provide you with the best, holistic, and effective mental wellness products available.

Because mental wellness starts at the cellular level, **quality is not a department. It is our responsibility.**





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