

Exhibit V

We're Awarding Our First-Ever Innovation Emblem to Elysium Health

They're a breakthrough company in the supplement industry.

By [Birnur Aral, Ph.D., Good Housekeeping Institute](#) May 16, 2018



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With so many breakthroughs in the news, how do you know which ones matter? *Good Housekeeping* is here to help! Our **new Innovation Emblem** recognizes the trailblazing initiatives, companies and services that push boundaries and raise the bar to benefit you and your family. GH is proud to award the first Innovation Emblem to **Elysium Health**, a company that brings new levels of scientific rigor and research to the supplement industry and helps move the conversation in preventive health and wellness forward.

BASIS: Elysium's Breakthrough

Proven Potency: Basis is a daily supplement designed to support cellular health by increasing levels of NAD+ in our cells.

Pure Ingredients: In an eight-week clinical study, 60- to 80-year-olds taking Basis as directed increased their NAD+ levels by 40%. Elysium is committed to manufacturing using pharmaceutical product standards, with the highest purity ingredients.

Rigorous Science: Elysium Health's product development is driven by robust research. In order to provide the greatest benefit to consumers like you, Elysium performs scientifically stringent trials focused on efficacy and safety for all of its products.

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