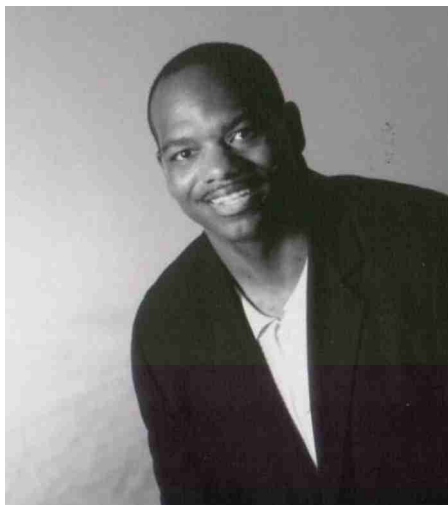


Fuse Science Breaks Code on Insulin Delivery with Patchless Transdermal Roll-On and is Set to Redefine Medication and Nutrition Delivery With Proprietary Technology

**Consumer Products
& Drug Delivery**

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**Brian Tuffin
CEO**

BIO:

Mr. Tuffin began his career at Procter & Gamble in 1988 and advanced through several sales and marketing positions as he elevated through the consumer product giant, then PepsiCo, Kraft and SC Johnson over the next 20 years. Mr. Tuffin spent two years working around the world helping build global capabilities for SC Johnson prior to serving as President of the Canadian Company for SC Johnson from March 2000 to December 2004 where he led corporate performance 4 of his 5 years. In December 2004, Mr. Tuffin partnered with the Clairvest Group to acquire Obus-Forme and Moller Back Support Sys-

tems and created Integral Orthopedics Inc., an orthopedic consumer product manufacturer for which he served as the Chief Executive Officer until 2008. Since then, Mr. Tuffin has been an investor and operating board member in various medical & consumer products companies.

Mr. Tuffin has substantial industry and management experience, having served in senior management positions for the last 23 years. He has experience in medical and consumer product fields and is uniquely qualified to bring strategic insight, experience and in-depth knowledge to the Board. Mr. Tuffin has a dual Bachelor of Science degree from The Ohio State University and is a proud Alumni of the Harvard Business School.

About Fuse Science Inc.

Fuse Science Inc. (OTCQB: DROP), is an innovative delivery technology holding company based in Miami Lakes, Florida. Fuse Science holds the rights to new, patent-pending technologies poised to redefine how consumers receive energy, medicines, vitamins and minerals. The Company maintains the rights to sublingual and transdermal delivery systems for bioactive agents that can now, for the first time, effectively encapsulate and charge many varying molecules in order to produce complete product formulations, which can bypass the gastrointestinal tract and enter the blood stream directly - all in a concentrated "DROP" form that is simply applied under the tongue. The Fuse Science technology is designed to accelerate conveyance of medicines or nutrients relative to traditional pills and liquids and can enhance how consumers receive these prod-

ucts. Information about Fuse Science is available online at www.fusescience.com and www.poweredbyfuse.com or by calling 305-503-FUSE (3873).

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Tuffin, what is the grand vision at Fuse?

Mr. Tuffin: Fuse Science is a rapidly-emerging delivery system company that possesses proprietary technology that we feel very confidently will redefine medication and nutrition delivery as we know it today. Fuse Science has established proof of its ability to carry various and complex compounds through the epidermis with a simple roll-on application. The significance of our technology is showcased in our successful delivery of insulin in patchless form. By providing new transdermal and sublingual compound delivery options, we intend to facilitate the delivery of nutrition and medicine in ways that allow for much greater efficacy, performance and solutions for medical therapies and nutrition.

CEOCFO: Would you explain your technology?

Mr. Tuffin: Here's an example, for decades, individuals have placed items such as nitroglycerin tablets under the tongue to quickly help with chest pain and the potential onset of heart attacks. This was done because the molecular structure of nitroglycerin is small enough to pass through the sublingual tissue under the tongue and get into the bloodstream very quickly relaxing the blood vessels so that the heart does not need to work as hard, or to counteract angina or a heart attack. This delivery mechanism

allows for drugs and nutrients to work much quicker.

The limitation has always been how to take complex formulas and compounds and make them small enough to effectively pass through the epidermis or sublingual duct. Today, if you have a headache, you would take a Tylenol or Excedrin and typically need to wait 30 - 45 minutes for pain relief. This is because it has to go through the digestive tract. In some individuals it can take over an hour. Sublingual delivery or transdermal delivery, or even injections as we know them today, allow for drugs, nutrients, vitamins and the like to reach the bloodstream much quicker and can have a much more substantive effect on the body right away. Our goal is to create new forms of delivery, where rather than waiting 45 minutes for the effect of an Excedrin to relieve your headache, it would just take a single drop under the tongue and you'd begin to feel pain relief in two to three minutes. This is a huge benefit to the patient and consumer. If you think about things like diabetic care, especially those that are insulin dependent, compliance is very low because of the fact that diabetic has to take shots to regulate their insulin daily and not many people want to do that. We believe we have the ability to deliver insulin therapy in a simple roll-on, which will be absorbed transdermally through the skin. Our most recent research provides definitive proof of our ability to transport this complex compound across the epidermis in a simple roll-on, which we believe is a scientific first. We believe this application alone will redefine the entire diabetic care category and significantly improve patient compliance and usage because the diabetic will no longer need a shot to get the insulin required every day.

Think in terms of how this could improve compliance with children and the elderly. An example of this would be the inability of the elderly population to swallow all the pills that they are required to take in nursing homes each day. Can you imagine how much compliance could improve if the ad-

ministration was as simple as a roll-on application. For the small child, who needs critical medication when they are sick, imagine the relief of parent would feel if the administration of an antibiotic was as simple as rolling it on their child's skin, instead of the battle some parents go through trying to get their kids to swallow pills or the unpleasant taste of a suspension. The ability to be able to apply the medication they need in a simple swipe of a roll-on to the arm or being able to place a simple drop under the tongue would be a huge relief. As a result, this should create a new environment where medical therapy and nutrition delivery is significantly improved. We have realized that we can create solutions for delivery of medications and nutrition in ways that do not exist today. That is the foundation of where we believe our technology is headed.

CEOCFO: What have you figured out that others have not to allow the use of a roll-on or sublingual method?

“We have realized that we can create solutions for delivery of medications and nutrition in ways that do not exist today. That is the foundation of where we believe our technology is headed.” - Brian Tuffin

Mr. Tuffin: We certainly have a very strong lockbox around our proprietary science. What I can tell you is that we have definitive proof of concept and the ability for us to transdermally deliver a wide range of active compounds. We just released information around our study about three weeks ago that speaks directly to our ability to take everything from small molecule Estradiol or Vitamin E on one end of the spectrum to a large molecule such as insulin on the other end of the spectrum and have it successfully delivered through the epidermis. This was achieved with a simple roll-on application. We had seven different test cells that represented examples from over 80% of the current molecular compounds that exist today. Within those test cells, we were successful in getting every single one of them through. In this case, that represented what we believe to be six different scientific firsts. We were able to demonstrate the ability to deliver these types of actives successfully through the epidermis. We have

no knowledge of any published data that is showing that anyone has had success in this area, particularly with a transdermal roll-on. The science and technology that gives us the ability to do this is a proprietary encapsulation process that fundamentally creates a carrier that provides the ability for us to deliver many different actives and compounds through the epidermis. By passing through the epidermis, it is our belief, that the compounds could successfully reach the dermis layer and may be absorbed by the capillaries and into the bloodstream. This is where a large part of the promise of our delivery technology rests.

CEOCFO: Have people been beating a path to your door?

Mr. Tuffin: We announced three weeks ago that we were engaging proven industry professionals to explore structured Licensing & M&A opportunities. We are currently working with an investment banking firm, Atlas Advisors out of New York and have established an advisory relationship with Mr. Gaurav Kapoor, formerly second in command at New England Consulting Group. Gaurav is best known for creating synergistic relationships and applying transformative technology among major pharmaceutical and over-the-counter pharmaceutical companies. We partnered with these entities in an effort to facilitate top-to-top discussions with the number one and number two firms in a variety of focused pharmaceutical and OTC categories. This is public information, that we have conveyed and this is the core to our strategy. This process has begun and we are working diligently in our exploratory discussions on a daily basis.

CEOCFO: What have you learned in past endeavors that enhances your leadership of Fuse Science?

Mr. Tuffin: My background is in consumer products. I started my career at Proctor and Gamble and went on to hold executive positions at both Pepsi and Kraft Foods Group. I successfully made my way to become president of the SC Johnson's Canadian division

before becoming CEO of Fuse Science in 2011.

We have an executive team and board of directors at Fuse that I am extremely proud of. Our team has decades of Fortune 25 experience and PhDs that came out of retirement to get involved with this technology because of its promise. We have Dr. Richard Hutchings, Ph.D., who is the former worldwide head of R&D and head of SC Johnson. Then, we have David Berkoff, M.D. who is a practicing physician and one of the leading researchers in nutrition and medical therapies for high-performance athletes. We have board members that come from the pharmaceutical area, as well as traditional consumer products. We brought this team together specifically to focus on this exciting opportunity and have representative experience - both on the consumer and pharmaceutical side of the business, as we build out a strategy to execute our business and technology models.

Let me describe exactly how we are going to advance the company. We have three unique growth engines for the business and we did this by design. The first thing we did was develop a light version of our technology by creating a topical application called ENERJEL™. It is centered in the Muscle Rub category with sports application positioning which is driving new category consumption. We leverage portions of our technology with ENERJEL™ and what we quickly realized when we did product comparison was the significance in efficacy that was being delivered to users as a result of this new technology. The results that we are having are designed to drive awareness among consumers regarding what Fuse Science technology is all about and what it means to be "Powered by Fuse". We have established partnerships with high profile athletes like Tiger Woods, David Ortiz, Arian Foster and Tyson Chandler to drive awareness and exposure for the technology. The second product that we are about to introduce is a concentrated drop, which is a light form of our sublingual technology that is consumed and but does not leverage all of the technol-

ogy, it just puts it into a concentrated form. However, you will find tremendous efficacy delivered when these new products are consumed.

The partnership with top athletes was designed to drive consumer awareness and exposure to our concentrated deliver system technology. That awareness bodes extremely well in the process of licensing and selling rights to our proprietary technology in many other categories. The research that we have done centers on several different compounds. We have effectively brought through the epidermis Estradiol, Vitamin E, and the cancer drug Paclitaxel. Above all others, we successfully delivered insulin which speaks for itself and we delivered a compound called PEG 400, which is a tagging agent that is used in many different compounds. What we will be doing in our investment banking discussions is specifically starting with the categories that we have successfully shown to go through the epidermis. It is our belief that we are limited by only time and our imagination as to the types of compounds that we can deliver through. It is our objective to become a functional arm in leveraging our delivery technology, providing a sourcing and resource solution for all of the parties with which we partner.

CEOCFO: Where do you see the company a year or 2 from now?

Mr. Tuffin: That is the most exciting part of where we are. Obviously, we have two distinct consumer products right now whose market penetration we are going to focus on expanding, ENERJEL™ and the Drops. Our long-term objective is to be in a position where we are providing our delivery system technology to all of the major players. I believe Fuse Science would be best served by licensing our technology for specific application to the established, multi-billion dollar firms within the pharmaceutical, medical and nutritional markets. Attempting to create a new product path rather than exploiting an already established industry infrastructure is a completely different model and would incur significant costs and time. Twenty-four months from now we hope to have advanced this strategy and success-

fully facilitated new key partnerships to the point of having our technology being integrated within a new line of revolutionary medical and nutritional products. The potential of our technology to exist real-time in these markets will depend on the type of category and application that is being applied. As an example, a nutraceutical application or a topical can be in market almost instantaneously. As you move further up the regulatory stream into OTC applications and then pharmaceuticals, it could be as much as five years out depending on how complex the process. We have all come together to focus on this and it is an exciting time for the company.

CEOCFO: What are some of the benefits of your delivery system on a worldwide basis?

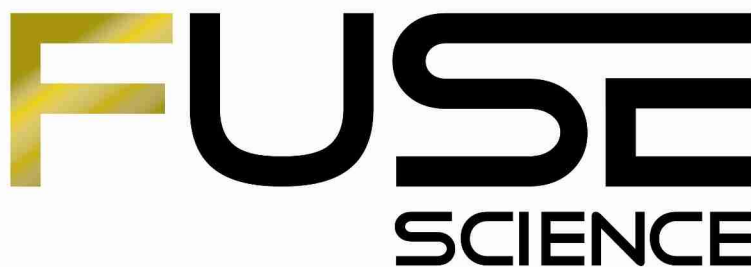
Mr. Tuffin: I will give you a couple of specific examples. For military applications, we have retired Major General, Robert Dickerson, who is an advisor to the company. If you consider the challenging combat conditions of our troops, when injuries occur they often have to be treated in very adverse situations and they do not have the capacity to carry everything they may need into battle with them. The potential for our technology to deliver high-dose pain medications or other vital treatments and in a single drop, which could take effect right away, is of significant value given that our troops are in harm's way in many situations. It is critical from the standpoint of nutrition delivery, electrolyte delivery and just ensuring that the proper nutrition is in the hands of our troops when they need it. To be able to do that in a single drop versus having to carry additional weight and drink extra fluids can be an extreme advantage. The benefits that this could bring are quite obvious and critically attractive. When you consider the tremendous challenges that exist within Third World countries, such as the ability to get proper nutrition, multi-vitamins and much-needed medications to all the people that need it, in a cost structure that they can manage, the solutions are few. Our technology represents a complete new way of delivering these items. When you think about the medications that people need to take to remain healthy

and they don't have clean drinking water to help swallow pills, the ability to potentially deliver them in concentrated drops or to deliver them in a roll-on application eliminates those need and allows for them to receive better care, improve their health and living conditions. This is one of the reasons many of our major athletes have gotten involved. They have very strong foundations and feelings towards helping children and people all around the world with things like nutrition and medication delivery. We believe we have the ability to create solutions that address the problems throughout the world. It is going to be an exciting thing to accomplish.

CEO CFO: Why should the business and investment community pay attention to Fuse today?

Mr. Tuffin: In the past, it was rare to find a company like this that was publicly-traded. In most cases, companies such as Fuse begin as privately-held organizations and keep everything close to the vest as they advance. That is not Fuse Science. We have found a unique opportunity to advance our technology model as a young, public start-up company. We believe we have turned this into an advantage for shareholders and allows the public market to participate in what we believe will be a very suc-

cessful future. Certainly, without question we are an early-stage enterprise, but we're in possession of a technology that, up until now, has never been proven to be possible. For an investor to be able to have ownership in Fuse Science at this early stage, with an understanding of the significance of the technology we are working on, we believe provides an opportunity for long-term growth and investment returns.



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