

MAV BEAUTY BRANDS INC.

July 11, 2018

TO: Ontario Securities Commission, as Principal Regulator under the
Mutual Reliance Review System

AND TO: British Columbia Securities Commission
Alberta Securities Commission
Financial and Consumer Affairs Authority of Saskatchewan
The Manitoba Securities Commission
Autorité des marchés financiers
Nova Scotia Securities Commission
Financial and Consumer Services Commission (New Brunswick)
Office of the Superintendent of Securities (Prince Edward Island)
Office of the Superintendent of Securities Service Newfoundland and
Labrador
Office of the Superintendent of Securities (Yukon Territory)
Northwest Territories Securities Office
Nunavut Securities Office

**RE: Notice Declaring Intention to be Qualified Under National Instrument 44-
101 – *Short Form Prospectus Distributions* (“NI 44-101”)**

MAV Beauty Brands Inc. (the “**Issuer**”) intends to be qualified to file a short form prospectus under NI 44-101. The Issuer acknowledges that it must satisfy all applicable qualification criteria prior to filing a preliminary short form prospectus. This notice does not evidence the Issuer’s intent to file a short form prospectus, to enter into any particular financing or transaction or to become a reporting issuer in any jurisdiction. This notice will remain in effect until withdrawn by the Issuer.

MAV BEAUTY BRANDS INC.

By: (Signed) “Chris Doyle”
Name: Chris Doyle
Title: Chief Financial Officer