# Hydreight Launches Personalized Genetic Testing and Wellness Solution on VSDHOne Platform

*Expands access to precision-based care through at-home DNA testing and personalized health plans*

VANCOUVER, British Columbia and LAS VEGAS, May 27, 2025 (GLOBE NEWSWIRE) — **Hydreight Technologies Inc.** (“Hydreight” or the “Company”) (TSXV: NURS) (OTCQB: HYDTF) (FSE: SO6), a fast-growing digital health platform delivering compliant mobile and telehealth services across all 50 U.S. states, is pleased to announce the launch of a new **direct-to-consumer genetic testing and personalized wellness solution** via its VSDHOne platform.

The new offering enables patients to easily access at-home DNA testing kits and receive personalized health plans based on their unique genetic profile. These plans include insights on nutrition, fitness, supplementation, and medication compatibility—creating a highly individualized approach to health optimization. Once their results are available, patients can seamlessly continue their care journey on Hydreight’s VSDHOne platform, where licensed providers can deliver tailored treatments, prescribe wellness protocols, and support patients through ongoing telehealth and in-person services.

**Key features include:**

- At-home DNA swab kit
- Lab-based genetic sequencing and analysis
- Personalized health and wellness recommendations
- Consultation with Genetic Expert Licensed Prescriber Review
- Supplement and medication guidance tailored to genetic markers
- Nationwide fulfillment and home delivery

This launch positions Hydreight’s 3,000+ nurses, 200+ physicians, 400+ D2C brands, and multiple white-label wellness partners to immediately offer this service to clients, increasing revenue and patient retention through proactive, personalized care.

**Expanding Access to Preventive Health Care**

With 70% of chronic diseases driven by lifestyle and environmental factors (CDC), tailoring wellness support to an individual's genetics enables a more proactive, preventive approach to care. Hydreight's new offering puts these personalized insights directly into consumers' hands, bypassing traditional barriers and empowering earlier intervention for better outcomes.

According to industry reports, the **global consumer genomics market is expected to surpass $50 billion by 2030** (Global Market Insights), with strong tailwinds from increased demand for longevity solutions, personalized medicine, and proactive health strategies. The at-home testing market alone is projected to exceed **$15 billion by 2028**.

This launch gives Hydreight's nationwide network of **3,000+ nurses, 200+ physicians, 400+ D2C brands, and multiple white-label franchise partners** the ability to **offer genetic testing and personalized regimens directly to their patients**—without the overhead of brick-and-mortar lab infrastructure.

"We're turning insights into action," said Shane Madden, CEO of Hydreight Technologies. "With this launch, Hydreight is moving upstream in the care journey—helping consumers understand their health at the genetic level and take meaningful, personalized steps to optimize their wellness. It's a win for patients, providers, and partners across our ecosystem. We also believe this will be a key driver of VSDHOne order volume in the second half of 2025, as our partners tap into new demand and deliver more value through personalized, data-driven care."

**A Scalable, Recurring Revenue Model**

The offering is structured around a **subscription-based model**, with upfront revenue from testing and recurring monthly revenue from tailored health regimens and supplement delivery. The integration into VSDHOne allows D2C brands and medical professionals to **embed genetic testing into their offerings instantly**, driving **higher customer retention and lifetime value (LTV)**.

**Hydreight's genetic testing initiative supports its 2025 priorities, including:**

- Expanding high-margin white-label services
- Scaling onboarding of licensed D2C brands
- Growing pharmacy margins and patient lifetime value
- Launching new wellness categories like TRT, peptides, NAD+, and longevity protocols

Hydreight's proprietary platform is already compliant in all 50 states, delivering end-to-end infrastructure—from prescription generation and telehealth to pharmacy fulfillment and payments—for thousands of healthcare providers and consumer health brands.

Now, with the addition of genetic testing and personalized wellness solutions, Hydreight is positioning itself as the **“Stripe meets Shopify for healthcare”**: a plug-and-play engine powering the future of personalized, mobile-first, and direct-to-consumer care delivery.

On behalf of the Board of Directors

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***Hydreight Technologies Inc Ranked Number 56 Fastest-Growing Company in North America on the 2024 Deloitte Technology Fast 500™***

***Hydreight Technologies Recognized as a Top 50 TSX Venture Exchange Company***

**About Hydreight Technologies Inc.**
Hydreight Technologies Inc is building one of the largest mobile clinic networks in the United States. Its proprietary, fully integrated platform has hosted a network of over 3000 nurses, over 200 doctors and a pharmacy network through its Doctor networks across 50 states. The platform includes a built-in, easy-to-use suite of fully integrated tools for accounting, documentation, sales, inventory, booking, and managing patient data, which enables licensed healthcare professionals to provide services directly to patients at home, office or hotel. Hydreight is bridging the gap between provider compliance and patient convenience, empowering nurses, med spa technicians, and other licensed healthcare professionals. The Hydreight platform allows healthcare professionals to deliver services independently, on their own terms, or to add mobile services to existing location-based operations. Hydreight has a 503B pharmacy network servicing all 50 states and is closely affiliated with a U.S. certified e-script and telemedicine provider network.

**About VSDHOne - Direct to Consumer Platform**
Developed in partnership with Victory Square Technologies (CSE: VST) (OTC: VSQTF) (FWB: 6F6), Hydreight Technologies launched the VSDHOne (Read as VSDH-One) platform. VSDHOne simplifies the entry challenges for companies and medi-spa businesses to enter the online healthcare space compliantly. This platform will help all businesses to launch a direct-to-consumer healthcare brand in a matter of days in all 50 states. Compliant offerings include: GLP-1s, peptides, personalized healthcare treatments, sermorelin, testosterone replacement therapy (“TRT”), hair loss, skincare, sexual health and more. Hydreight invested in technology, legal and infrastructure to launch this platform. The VSDHOne platform offers a complete, end-to-end solution for businesses looking to launch direct-to-consumer healthcare brands. From compliance and telemedicine technology to nationwide doctor and pharmacy networks, VSDHOne provides all the tools needed for a seamless entry into the online healthcare space.

The platform is designed to significantly reduce the time and costs associated with launching such services, making it possible for businesses to go live in days instead of months.

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This press release contains statements which constitute “forward-looking information” within the meaning of applicable securities laws, including statements regarding the plans, intentions, beliefs and current expectations of the Company with respect to future business activities and operating performance. Forward-looking information is often identified by the words “may”, “would”, “could”, “should”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” or similar expressions and includes information regarding expectations for the Company's growth, Margins and VSDHOne’s growth and numbers in 2025.

Investors are cautioned that forward-looking information is not based on historical facts but instead reflects the Company’s management’s expectations, estimates or projections concerning future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance or achievements of the Company. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: the ability to obtain requisite regulatory and other approvals with respect to the business operated by the Company and/or the potential impact of the listing of the Company’s shares on the TSXV on relationships, including with regulatory bodies, employees, suppliers, customers and competitors; changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation; and the diversion of management time as a result of being a publicly listed entity. This forward-looking information may be affected by risks and uncertainties in the business of the Company and market conditions.

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