

# Red Light Holland Expands the iMicrodose Brand and Unveils New iMicrodose Products: Triniti, Uniti and Mindfuli

Toronto, Ontario--(Newsfile Corp. - October 8, 2021) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTC Pink: TRUFF) ("Red Light Holland" or the "Company"), an Ontario-based corporation engaged in the production, growth, and sale of a premium brand of magic truffles, is pleased to announce they have unveiled new iMicrodose Products powered by Red Light Holland. The new iMicrodose magic truffles Triniti, Uniti and Mindfuli will be made available for sale (Business to Business) through Red Light Holland's wholly owned subsidiary SR Wholesale ("SR Wholesale") in the Netherlands and Business to Consumer through the company's web site [www.iMicrodose.nl](http://www.iMicrodose.nl) by November, 2021.



## ***iMicrodose Packs (Triniti, Uniti, OG, Mindfuli) powered by Red Light Holland***

To view an enhanced version of this graphic, please visit:

[https://orders.newsfilecorp.com/files/2017/99024\\_7423771954803b17\\_001full.jpg](https://orders.newsfilecorp.com/files/2017/99024_7423771954803b17_001full.jpg)

Triniti, Uniti and Mindfuli Magic Truffles join the original iMicrodose packs powered by Red Light Holland, which are currently in 25 smart shops plus available online in 3 other e-commerce sites, including [www.iMicrodose.nl](http://www.iMicrodose.nl). Triniti, Uniti and Mindfuli will be produced and packaged in the Red Light Holland Truffle farm, in Horst, The Netherlands. The company is continuously growing three Truffle strains, Mexicana, Galindoi and Tampanensis which will be used for the new iMicrodose Product offerings.

"What's really exciting is we believe we are the first company in the Netherlands to offer microdosing with 3 different varieties of Magic Truffles in one package, as Triniti powered by Red Light Holland will contain all three strains of Truffles - Galindoi, Mexicana and Tampanensis - grown in our farm. This gives the opportunity for consumers to try all three strains and to figure out which one may be best suited for them," said Hans Derix, Red Light Holland's President. "Living here in the Netherlands, and watching life open up has inspired us to not just grow Magic Truffles but as well to grow the iMicrodose brand. We are proud of the packaging and design of the new iMicrodose packs and we are elated to be able to have such a large distribution wholesale network - SR Wholesale - to really push this brand and expanded product line to our retail partners."

"Our research shows there is increased interest in microdosing with natural Psilocybin world wide. The Netherlands is our first legal market and by increasing our product offerings and testing them with our consensual data gathering app [www.iMicroapp.com](http://www.iMicroapp.com) and our telecounseling platform we can believe we can help regulatory bodies around the world realize the potential," said Sarah Hashkes, Red Light Holland Chief Technology and Innovation Officer. "Each iMicrodose pack comes with a QR code making it easier for customers to sign up to the iMicro App and join our community. We aim to share this unique data in Q4 of 2021."

"We continue to grow as a company and offering new products, which we produce, to the market is part of our strategy to increase profit margins. SR Wholesale will have a clear focus on selling the new iMicrodose packs which come directly from our farm in the Netherlands showing true vertical integration," said Todd Shapiro, Chief Executive Officer and Director of the Company. "We have a clear plan to get Red Light Holland products into many more retail stores and we will continue to push for sales on our e-commerce online platform at [www.iMicrodose.nl](http://www.iMicrodose.nl). We're very proud to be providing responsible access now and we love that the iMicrodose line-up continues to expand giving end consumers the ability to try more products."

iMicrodose packs Triniti, Uniti and Mindfuli powered by Red Light Holland will be made available at [www.iMicrodose.nl](http://www.iMicrodose.nl) and via SR Wholesale to retail shops in the Netherlands to adults 18+ by early November 2021.

## **About Red Light Holland**

The Company is an Ontario-based corporation engaged in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands.

### **For additional information on the Company:**

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## **Forward-Looking Statements**

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Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information, expectations regarding future growth and expansion of the operations of the business; regulatory and licensing risks; changes in general economic, business and political conditions, including changes in the financial and stock markets; risks related to infectious diseases, including the impacts of the COVID-19 pandemic; legal and regulatory risks inherent in the

psychedelics industry, including the global regulatory landscape and enforcement related to psychedelics; political risks and risks relating to regulatory change; risks relating to anti-money laundering laws; compliance with extensive government regulation and the interpretation of various laws regulations and policies; public opinion and perception of the psychedelics industry; and such other risks contained in the public filings of the Company filed with Canadian securities regulators and available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com), including the Company's annual information form for the year ended March 31, 2020.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws

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