



NEWS RELEASE

Irwin Naturals Emergence Presenting at Wonderland: Miami (8-9 November 2021)

The world's largest Psychedelic Medicine Business Event

Klee Irwin, CEO of Irwin Naturals Emergence is speaking at Wonderland, the largest psychedelic medicine business event held to date, with Rick Doblin of MAPS on the topic of “Psychedelic Renaissance: Non-Profit/For-Profit Medicalization and Legalization” at 5:50pm EST November 8, 2021.

At Wonderland, Klee Irwin will be accompanied by the sector’s luminaries, including Dr. Robin Carhart-Harris, Professor David Nutt and Dr. Ben Sessa, as well as leaders, scientists, researchers, investors, entrepreneurs, therapists, patients and government officials who are interested in psychedelic medicine.

Commenting on the upcoming conference, Klee Irwin says, “Events like this are like a neural network of minds coming together to exchange thoughts for a few intimate days. If one is lucky, a thought will emerge that has the potential to change the world with these breakthrough treatments. My contribution is to ensure that the industry evolves with price accessibility for the lowest 10% income earners. Why? Because it must. These are our global tribe members most traumatized by myriad forms of suffering that can benefit from these medicines. The human right to psychedelic treatment accessibility is second only to the human right to air, water, food and personal safety. And by accessibility, I mean legal, logistic and price-accessibility.”

For more information on Wonderland and to buy tickets to attend, please visit [the website](#).

About Klee Irwin

Klee Irwin’s two passions are healing the world with plant medicine and fundamental physics. The plant medicine mission is focused heavily on cannabis and psychedelics through his company Irwin Naturals, which he founded 27 years ago. The physics mission is with the non-profit institute he founded, Quantum Gravity Research, where he has published 59 scientific papers.

About Irwin Naturals Emergence

Irwin Naturals Emergence is a wholly owned subsidiary of Irwin Naturals, a California based nutraceutical company founded in 1994 by Klee Irwin, and part of the Irwin Naturals Inc (CSE: IWIN) (FRA: 97X) family. Irwin Naturals Emergence plans to offer ketamine-assisted psychedelic treatments to patients suffering from mental health issues and other ailments in Irwin Naturals Emergence clinics across the United States, until

the more widespread legality of psilocybin and other psychedelic drugs occurs. Irwin expects to begin opening its Irwin Naturals Emergence clinics as early as the beginning of 2022.

About Wonderland

After a successful year of over 20 industry-leading virtual conferences, including Psychedelic Capital and the Molecular Masterclass series, Wonderland: Miami will offer the industry a unique in-person convergence of business, science, music, and emerging technologies. Fostering creative and professional growth, Wonderland: Miami is the premier destination for the psychedelic medicine industry. The event is a thought-leadership platform and an opportunity to connect with influential leaders in science, policy, and business. It will also act as a launching pad for innovative content connected to the psychedelic medicine space, with musical showcases and documentary screenings, providing compelling entertainment and collaboration opportunities for attendees.

Wonderland is all about real-life events featuring high-quality programming in some of the world's most exciting locations and breath-taking venues. Wonderland: Miami will be for many the first time the industry has come together in person. We can't wait to welcome you to Miami to see what we have created.

About Microdose

Microdose is your guide to the business of psychedelics. We distribute and create the most compelling content, financial analysis, engaging events, and ground-breaking education to drive the psychedelics industry into the forefront of modern medicine. We are the largest media company in the space.

We have organized and hosted over 20 industry-leading virtual conferences. At this point, our Psychedelic Capital and the Molecular Masterclass conferences have hosted 400+ speakers and 60+ sponsors, welcoming 14K+ people from 140+ countries around the world.

Irwin Naturals contact details

info@irwinnaturals.com

Microdose contact details

kristina@microdose.buzz

For press accreditation please apply [here](#).

Regulatory Overview

The following is a brief summary of regulatory matters concerning ketamine in the United States (“US”). Under the Controlled Substances Act (21 U.S.C. § 811) (the "CSA"), ketamine is currently a Schedule III drug as well as being listed under the associated Narcotic Control Regulations, and psilocybin is currently a Schedule I drug.

Most US States have enacted Controlled Substances Acts (“**State CSAs**”) which regulate the possession, use, sale, distribution, and manufacture of specified drugs or categories of drugs and establish penalties for State CSA violations and form the basis for much state and local drug laws enforcement activity. State CSAs have either adopted drug schedules identical or similar to the federal CSA schedules or, in some instances, have incorporated the federal scheduling

mechanism. Among other requirements, some US States have established a prescription drug monitoring or review programs collect information about prescription and dispensing of controlled substances for the purposes of monitoring, analysis and education.

In the United States, facilities holding or administering controlled substances must be registered with the US Drug Enforcement Agency ("**DEA**") to perform this activity. As such, medical professionals and/or the clinics in which they operate, as applicable, are also required to have a DEA license to obtain and administer ketamine (a "**DEA License**"). While ketamine is a controlled substance in the United States, it is approved for general anesthetic induction under the US Food, Drug, and Cosmetic Act. Once a drug is approved for use, physicians may prescribe that drug for uses that are not described in the product's labelling or that differ from those tested by the manufacturer and approved by the Food and Drug Administration (the "**FDA**"). Licensed medical practitioners may prescribe ketamine legally in Canada or the United States where they believe it will be an effective treatment in their professional judgment.

Forward-Looking Information

This news release contains certain forward-looking statements that reflect the current views and/or expectations of management of the Company with respect to performance, business and future events. Forward-looking statements can often be identified by words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", or the negative of those words or other similar or comparable words. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which the Company operates. Forward-looking statements in this press release include statements related to, the Company entering into and doing business in the US psychedelics markets, specifically ketamine clinics. The Company does not have any active operations or agreements with respect to the entrance into the psychedelic market at this time, nor has it entered into any agreements to acquire a ketamine assisted psychedelic therapy clinic. The potential entrance by the Company into this new business segment is in its preliminary stage and any acquisitions by Irwin are subject to approval from the board of directors of the Company as well as any regulatory approval, including that of the Canadian Securities Exchange. These statements are based on numerous assumptions regarding this new revenue stream that are believed by management to be reasonable in the circumstances, and are subject to a number of risks and uncertainties, including without limitation: board and regulatory approval, including the approval of the Canadian Securities Exchange, Irwin being able to acquire and or enter into business relationships to enter into this new market, the Company obtaining the required licenses and changes to regulations and laws regarding psychedelics. Please see above for more information on the regulatory environment and regulations surrounding ketamine in the United States. Further information on the regulatory environment and risks will be contained in future disclosure. Forward-looking statements are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from that which are expressed or implied by such forward-looking statements. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Accordingly, readers should not place undue reliance on forward-looking statements and information, which are qualified in their entirety by this cautionary statement. The Company does not undertake any obligation to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable securities law.

Neither the CSE nor its Market Regulator (as that term is defined in policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.

SOURCE: Irwin Naturals Inc.