



# PanGenomic Health's Nara Plant Library is Now Available. Nara App also Supports New FTC Regulatory Guideline for Science-Backed Information about Natural Remedy Alternatives to Pharmaceutical Drugs

VANCOUVER, BC, Jan. 23, 2023 /CNW/ - PanGenomic Health Inc. ("PanGenomic Health" or the "Company") (CSE: NARA), is pleased to announce that its Nara Plant Library is available now on the Nara app as a resource to provide science-backed information about natural remedy alternatives to pharmaceutical drugs. PanGenomic Health also announces that its Nara app now also complies with US Federal Trade Commission ("FTC") guidelines.

In December 2022, the US Federal Trade Commission ("FTC") published its new *Health Products Compliance Guidelines* (the "FTC Guidelines")<sup>1</sup>, which were an update to its 1998 publication of *Dietary Supplements: An Advertising Guide for Industry*. The expanded scope of the FTC Guidelines now covers all health-related claims made in respect of foods, over-the-counter drugs, devices, and other health-related products, including consumer health apps. The FTC Guidelines require a "high level of scientific substantiation" for any health claims made products related to consumer health.

"PanGenomic Health acknowledges the benefits that many pharmaceutical drugs provide to individuals suffering from mental health conditions, but there is growing consumer demand for natural alternatives and increasing scientific uncertainty about the effectiveness of many pharmaceutical drugs, such as anti-depressant drugs", said Maryam Marissen, President & CEO of PanGenomic Health. "As a result, PanGenomic Health developed its Nara app and accompanying nara.care website to curate natural remedy information for individuals and health practitioners. We fully support the initiative of government regulators, such as the FTC, to require science-backed substantiation of all health claims."

In a widely reported study published last year in *Molecular Psychiatry* led by researchers from University College London, the UK, Italian and Swiss researchers carried out a systematic review of the evidence for the serotonin chemical imbalance theory of depression. The researchers concluded that, "This review suggests that the huge research effort based on the serotonin hypothesis has not produced convincing evidence of a biochemical basis to depression. This is consistent with research on many other biological markers. We suggest it is time to acknowledge that the serotonin theory of depression is not empirically substantiated."<sup>2</sup>

<sup>1</sup> <https://www.ftc.gov/business-guidance/resources/health-products-compliance-guidance>

<sup>2</sup> <https://doi.org/10.1038/s41380-022-01661-0>

## About PanGenomic Health


PanGenomic Health is a precision health company that has developed a self-care digital platform to deliver personalized, evidence-based information about natural treatments. The Company's initial

focus is to support mental health. Registered as a British Columbia benefit company, PanGenomic Health's mission is to promote and improve the health and wellness of people and society by providing a technology platform that identifies plant-based solutions tailored to the health profile of each individual.

*This news release includes certain statements that may be deemed "forward-looking statements", including statements respecting the services to be provided by PanGenomic and the consideration to be paid to PanGenomic. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "would", "project", "should", "believe" and similar expressions are intended to identify forward looking statements. Although PanGenomic believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because PanGenomic can give no assurance that they will prove to be correct. In particular, there are no assurances as to PanGenomic Health's future financial performance. Future growth and the size of the general market for natural health products may not be reflective of PanGenomic Health's future performance and there can be no assurance that PanGenomic Health will be able to capture any particular portion of those markets. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. In particular, there is no assurance that the Company will be able to sell any additional securities under the Offering. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in PanGenomic's disclosure documents which can be found under PanGenomic's profile on [www.sedar.com](http://www.sedar.com).*

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