

# URBAN JUVE™



DATE: 24.09.18

# Disclaimer

A preliminary prospectus containing important information relating to Urban Juve has been filed with the securities regulatory authorities in certain of the provinces of Canada. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy securities of the Yield Growth Corp. until a receipt for the final prospectus has been issued.

This document does not provide full disclosure of all material facts relating to the securities offered or by the Yield Growth Corp., which owns Urban Juve. Investors should read the Yield Growth Corp.'s preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision. For additional information on the preliminary prospectus please contact Leede Jones Gable Inc. at 604-658-3000.

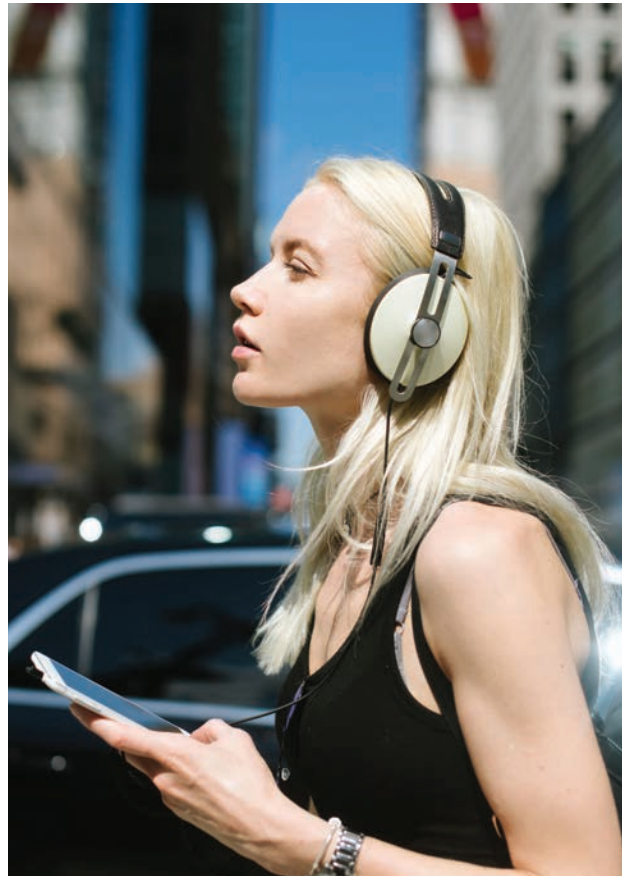


**A modern, Ayurveda-inspired wellness brand, Urban Juve™ is focused on the nourishment, rejuvenation and transformation of the body from the inside out.**

**Urban Juve™ inspires wellness-conscious consumers to #findyourjuve with personalized and carefully crafted, hemp root oil infused cosmeceutical and therapeutic products**

# What is Ayurveda?

Ayurveda is one of the most ancient forms of medicine in the world. Dating back more than 5,000 years, Ayurvedic medicine originated in India and still remains a core medical system today within the country and the Hindu tradition. Simply put, we are what we eat, and Ayurveda, as the art of being, is centered on the belief that “food is medicine”. Translated as “life and knowledge”, Ayurveda connects mind, body, and spirit. This multifaceted view of life achieves heightened wellness by devoting equal attention to all three of these vital parts.



Ayurveda's rich heritage of herbal practice has over 8,000 recipe combinations derived from 600 medicinal uses of plants.

**“When diet is wrong,  
medicine is of no use.  
When diet is correct,  
medicine is of no need.”**

— Ayurvedic Proverb

# Ayurveda: “Life & Knowledge”

The art of Ayurveda is the “true inner discovery of you.” In ancient medicine, this is achieved through the nourishment, rejuvenation and transformation of the body from the inside out. — Bhavna Solecki

NATURAL  
INGREDIENTS



A hand holding a cannabis leaf against a bright, hazy background. The leaf is green and serrated, and the hand is positioned as if holding it gently. The background is a soft, golden light, possibly from a sunrise or sunset, with a blurred cityscape visible in the distance.

# Natural Ingredients

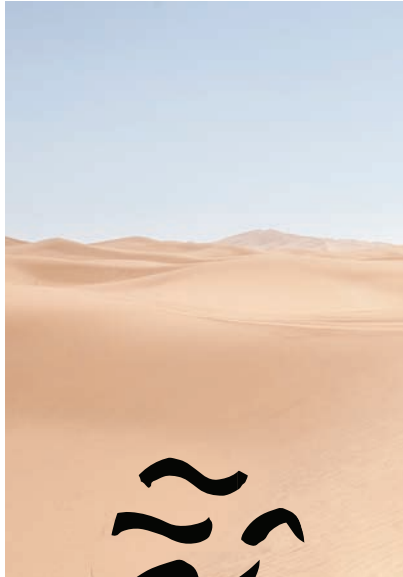
All of Urban Juve's products contain natural Cannabis Sativa & hemp root oil — a powerhouse oil packed with antioxidants, essential amino acids and vitamins and minerals, including calcium, potassium, magnesium, copper, folate, vitamins B-6 and E.

Using very specific formulations, a high percentage of essential oils and very low heat, we have been able to preserve the line of Urban Juve products without the use of harsh chemicals. Our products also preserve the biological intelligence of each and every plant for optimum results, keeping the pH levels of the skin naturally balanced. Urban Juve products are made of natural, vegan ingredients and contain no artificial colours. They are also free of parabens, phthalates, sodium lauryl sulfate and sodium myreth sulfate. Urban Juve is also proud that our products are never tested on animals.

# Why Ayurveda

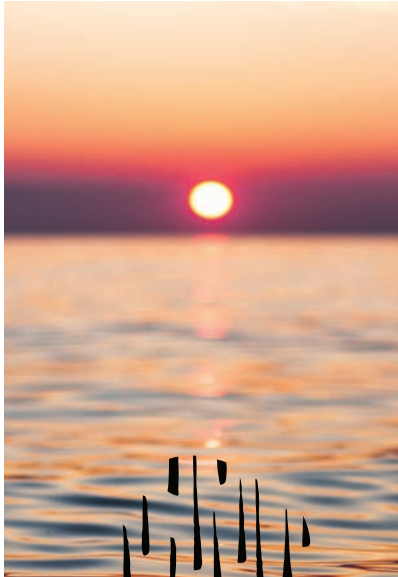
Ayurveda is an ancient and effective medical system that utilizes natural, local and high quality herbs and ingredients for healing at the most personalized level. As Ayurveda strongly considers diet to be the key factor in determining wellness (hence, “food is medicine”), it is beneficial to understand your body biology in order to choose the right food for the skin, as our skin essentially drinks and eats everything. A blend of balanced herbs, Cannabis Sativa and hemp root oil, as well as essential oils, Urban Juve skincare formulas are tailored for our body biology, nourishing the glow, luster, radiance and aura from the inside out, rather than just at the surface level.

# The 3 Body Bios



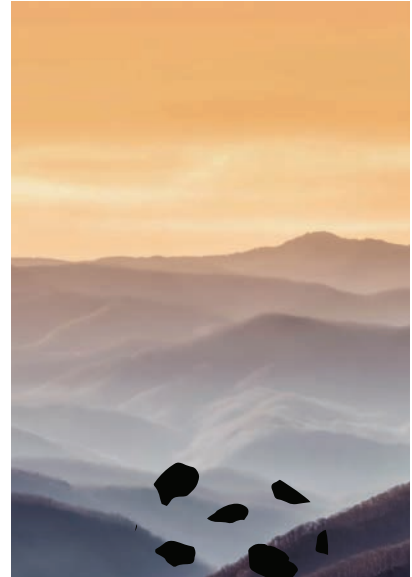
## 01 *Vitalize*

Vitalize skin types typically have a thin and oblong face shape with thin, dry and delicate skin. Those with this skin type are more susceptible to signs of aging, such as wrinkles and fine lines, yet blessed with less acne and breakouts. However, Vitalize skin is more prone to eczema and other skin irritations. Therefore, hydration is essential for this skin type. Vitalize skin needs a consistent application of antioxidants, creams and specific oils that soothe and protect the skin. This skin type welcomes warmth and light.



## 02 *Balance*

Balanced skin types typically have a sharp angular/square face with oily, slightly thick and cool skin, which is often aggravated by heat. As a result, those with this skin type suffer from sunburns more easily and often experience inflammation, irritation and redness. Balance skin is fair with freckles and/or moles and is known to emit a warm glow. This skin type requires special care, as it is prone to rosacea, pigmentation and rashes and is quite sensitive overall.



## 03 *Align*

Align skin types typically have a round face that is soft, warm and slightly oily with large pores. This skin type is prone to acne and blackheads, yet has the benefit of thicker skin, which helps to delay signs of aging along with skin that feels very soft to the touch. Those with this skin type often experience water retention and must cleanse very regularly to prevent breakouts, as well as fungal infections.





# Our Products

Made exclusively in British Columbia, Urban Juve is a product line inspired by Ayurvedic philosophy and created for the modern, wellness-conscious consumer. Our products are carefully crafted with Cannabis Sativa and hemp root oil with the highest quality phytonutrient dense essential oils.

All of Urban Juve's cosmetic and therapeutic products are proprietary formulations that have been designed to be infused with Cannabidiol (CBD) or Tetrahydrocannabinol (THC). Urban Juve has roughly 50 products set to enter the market in late 2018 and into 2019.

# Daily Ritual Oil

with Hemp Root Oil



## 01. VITALIZE

Vitalize ritual oil is a remarkably rich and nourishing combination of avocado, sweet almond and hemp root oils used to hydrate and moisturize the skin at the deepest level. High amounts of minerals and nutrients repair damaged skin cells by augmenting collagen production, bringing the vitalizing glow to the surface. Urban Juve's essential oil blend of cinnamon, ginger, clove bud, cardamom, lavender and rose provide a subtle fragrance, as well as powerful therapeutic properties. Ginger oil brings radiance to the skin and increases elasticity, toning the skin and reducing dryness. Cinnamon oil, a natural disinfectant, improves the tone of the skin by improving circulation. Cardamom brings a warming sensation to the skin, while stimulating the five senses. Clove bud oil, known for its antifungal, antimicrobial and antiseptic properties, beautifies the skin by reducing the appearance of wrinkles and fine lines. Lavender oil is a powerful antioxidant that fights against the harmful effects of pollution on the skin and is effective in curing anxiety and depression through its calming sedative effect. Rose oil stimulates the senses, boosts self-esteem, confidence and mental strength, while efficiently fighting depression.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	100ml	Aluminum bottle with a measured pump



## 02. BALANCE

Balance ritual oil is a gentle and deeply moisturizing blend of safflower, coconut and hemp root oils. Safflower oil is ideal for improving the quality and texture of the skin due to the abundance of linoleic acid. It also facilitates the regeneration of new skin cells, leaving the skin looking younger and more youthful. Coconut oil penetrates the skin on a deeper level due to its low molecular weight and protein bondage. Hemp root oil, a power packed punch of nutrients is a natural emollient and moisturizer. Essential oil turmeric is an antioxidant that fends off free radical damage, combating premature aging. Lemon oil is a natural cleanser and purifiers and restores luster to dull skin. Strong, yet sweet, Jasmine oil has a pleasing and uplifting effect on the mind and actively fights depression. The aromatic effect of jasmine oil stimulates the release of the hormone serotonin, which results in a boost of energy. Exotic sandalwood oil is beneficial for mental clarity, creating a harmonious feeling of relaxation and peace. Wondrous rose oil stimulates the five senses, boosts self esteem, confidence and mental strength, while efficiently fighting depression.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	100ml	Aluminum bottle with a measured pump



## 03. ALIGN

Align ritual oil is a lush blend of olive, sunflower and hemp root oils. Olive oil is high in vitamin C and prevents free radical damage while protecting the skin from premature aging. Sunflower oil is an exceptionally light and non-greasy natural emollient high in vitamin E and providing UV protection. Hemp root oil is incredibly nourishing, high in essential fatty acids omega 3 and omega 6, which reduce fine lines and wrinkles, giving your skin a youthful glow. In addition to a nourishing base of oils, Align body oil has a unique blend of essential oils - holy basil, bergamot, fennel, clove and lavender. Holy basil oil, also known as "Tulsi", is the "Queen of Herbs" in Ayurveda. Holy basil is a powerful remedy, protecting the skin from various infections and disorders. With its antioxidant and detoxifying properties, holy basil is an effective skin cleansing and nourishing agent, leaving your skin flawless and youthful. Holy basil has strong effects on the emotions and can be very strengthening when suffering from fear or sadness. Bergamot oil is a universally accepted mood enhancer, providing relief from fear, anxiety and depression. Bergamot supports nervous functions and boosts brain power as well as nourishing the skin. Detoxifying fennel tones the skin by strengthening connective tissues. Fennel enhances concentration and improves alertness. Clove bud oil, known for its anti-fungal, antimicrobial and antiseptic properties, beautifies the skin by preventing wrinkles. Lavender oil is a powerful antioxidant that fights against harmful effects of pollution on the skin. Lavender oil is effective in curing anxiety and depression through its calming sedative effect.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	100ml	Aluminum bottle with a measured pump



# Face Mist

## with Hemp Root Oil



NO ANIMAL TESTING



NATURAL INGREDIENTS



MADE IN CANADA

### 01. VITALIZE

Vitalize face mist utilizes rosewater, witch hazel floral water and hemp root oil as a base. Witch hazel, high in tannins, is a natural astringent that cleans and removes excess oil, while sealing moisture into the skin. Gentle witch hazel expedites skin healing, preventing signs of early aging and decreasing puffiness around the eyes. Rosewater is undoubtedly beauty's magic potion. The nourishing and moisturizing properties of rosewater vitalizes and strengthens skin cells and regenerates skin tissue. Rosewater is a powerful mood enhancer, diminishing feelings of anxiety and promoting emotional wellbeing. The essential oil blend of grapefruit seed, lemon, sweet orange and black pepper gently restores luster to dry skin, increasing collagen production and blood flow, while providing a mood boost.

#### Ingredients:

Essential oils  
& hemp root oil

#### Volume

100ml

#### Packaging:

Aluminum bottle with a  
light mist sprayer



### 02. BALANCE

Balance mist utilizes tea tree, witch hazel floral water and hemp root oil as a base. This combination of natural astringents and antiseptic qualities is the ideal gift for sensitive skin. Green tea extract possesses potent antioxidant and skin soothing properties. Infused with an essential oil blend of grapefruit seed, cardamom, lavender and cinnamon bark, Balance mist hydrates the skin and treats skin allergies to reveal the skin's natural radiance.

#### Ingredients:

Essential oils  
& hemp root oil

#### Volume

100ml

#### Packaging:

Aluminum bottle with a  
light mist sprayer



### 03. ALIGN

Align mist is a lively combination of refreshing peppermint hydrosol, immortalizing aloe vera juice and hemp root oil used to soothe, relax and realign the skin. With a powerhouse pack of 75 nutrients, aloe vera juice reduces skin inflammation and promotes the growth of new cells. Its reputation as "the plant of immortality" is well earned. Infused with cucumber skin powder - vitamin and mineral rich and known for its astringent properties - Align mist is beneficial for oily skin, yet hydrating and anti-inflammatory. Align's essential oil blend of bergamot, clove, rosemary and grapefruit seed is a tailor-made remedy for the oily type skin. This rejuvenating and stimulating recipe increases blood circulation while reducing swelling. Bergamot provides an antidepressant, relaxing and sedative effect. A single spray is all you need to feel its effects.

#### Ingredients:

Essential oils  
& hemp root oil

#### Volume

100ml

#### Packaging:

Aluminum bottle with a  
light mist sprayer



# Daily Moisturizer

with Hemp Root oil



## 01. VITALIZE

Vitalize moisturizer oils are without doubt the most effective combinations for a complete rejuvenation of tired and damaged skin. Vitalize dry skin formula combines jojoba, avocado, pomegranate and hemp root oil to return healthy vigour to glowing skin by hydrating deeply and sealing in moisture. Chamomile flower water — a natural astringent — vitalizes, tightens and tones the skin, while providing a calming herbal note. The essential oil combination of ginger, cinnamon, clove, cardamom, lavender, rose and copaiba would not be out of place in a good curry, but as food and healing for dry skin, they are unbeatable. These warming spices will bring the warm glow of blood circulation to the skin while cleansing and disinfecting. Rose and lavender add to the subtle aroma, uplifting and relaxing the mind.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	50mL	High quality plastic tube with small plastic cap



## 02. BALANCE

Balance moisturizer is built on a base of luxurious jojoba, avocado and hemp root oil with the addition of apricot oil, which penetrates deeper than most oils, allowing nutrients to reach the blood cells. Balance moisturizer gently combines these oils with heavenly rose water and honey to reduce the redness and irritation of sensitive skin, while immersing your mind in a garden of olfactory delight. The essential oil combination of turmeric, juniper berry, rose, sandalwood, jasmine and copaiba work together to clean, repair and balance the skin by removing toxins and irritations that cause redness and blemishes.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	50mL	High quality plastic tube with small plastic cap



## 03. ALIGN

Vitalize moisturizer oils are without doubt the most effective combinations for a complete rejuvenation of tired and damaged skin. Vitalize dry skin formula combines jojoba, avocado, pomegranate and hemp root oil to return healthy vigour to glowing skin by hydrating deeply and sealing in moisture. Chamomile flower water — a natural astringent — vitalizes, tightens and tones the skin, while providing a calming herbal note. The essential oil combination of ginger, cinnamon, clove, cardamom, lavender, rose and copaiba would not be out of place in a good curry, but as food and healing for dry skin, they are unbeatable. These warming spices will bring the warm glow of blood circulation to the skin while cleansing and disinfecting. Rose and lavender add to the subtle aroma, uplifting and relaxing the mind.

Ingredients:	Volume	Packaging:
Essential oils & hemp root oil	50mL	High quality plastic tube with small plastic cap



# Body Care Products



## LIP BALM with Hemp Root oil

Urban Juve lip balm restores the natural moisture of the lips. An incredibly nourishing combination of hemp, coconut and castor oils restores the natural moisture balance to the lips, enhancing smoothness and softness. Peppermint and chocolate flavours provide a cool, refreshing taste with each application.

Ingredients:	Volume	Packaging:
Essential oils and menthol crystal	4g	Round tube with cap



## ANTI-AGING SERUM with Hemp Root oil

Urban Juve anti-aging serum is made from a combination of vegan-sourced hyaluronic acid, hemp root oil and a youth enhancing blend of essential oils. Hyaluronic acid occurs naturally in every tissue of the body, providing protection for our cells. It is the natural gel between our skin cells and serves as a water reservoir. As we age, skin loses this essential compound. Feeding hyaluronic acid to the skin provides hydration, raising the skin's moisture level and smoothing fine lines. Leucidal liquid, sourced from fermented radish, is used as a natural preservative. Silligel, a serum stabilizer, is an eco-friendly, green-processed skin texture enhancer that decreases water loss to keep the skin moisturized. The essential oil blend of lavender, copaiba frankincense, carrot seed, geranium, and sea buckthorn provides a dynamic anti-aging effect with increased blood circulation, skin elasticity and skin regeneration, preserving the supple and toned characteristics of youthful and healthy skin.

Ingredients:	Volume	Packaging:
Vegan enzymes and essential oils	30mL	Italian glass bottle with squeeze dropper top



## DEODORANT with Hemp Root oil

Urban Juve deodorant has a comforting natural fragrance. Combined with shea butter, cacao butter, hemp and coconut oil, Urban Juve deodorant is rich in a multitude of vitamins and healing properties to keep the armpit skin nourished, supple and healthy. White clay absorbs excessive moisture, so you feel fresh and confident throughout the day. The deodorizing essential oil blend of cedarwood, lavender, cypress, orange, rosewood and copaiba is a natural deodorant with anti-inflammatory and antibacterial properties. This natural fragrance combination is comforting, reassuring and confidence evoking.

Ingredients:	Volume	Packaging:
Shea butter, cacao butter and essential oils & hemp Root oils	70mL	Eco friendly, paper deodorant applicator - bottom filled





THE **YIELD**  
**GROWTH** CORP.

## Urban Juve Products Infused for the Treatment of Sports-Related Injuries

Athletes are looking for alternatives to conventional treatment for pain relief and concussions. Urban Juve products, infused with Cannabis Sativa and hemp root oil, aim to provide pain management for sport related injuries. Current research has shown that cannabinoids have the capability to disrupt the series of chemical reactions that follow a concussion. Cannabidiol (CBD) a neuroprotectant, and one of the 113+ cannabinoids found in Cannabis, is very beneficial in treating concussions. Urban Juve has developed a proprietary product to reduce inflammation and accelerate concussion recovery time.



Find  
Your  
Juve

## Phase 1 Products x12

Product Type	Top Ingredients	Classification	Health Canada Registered	Patent Application Submitted	Anticipated Market Launch Date
VITALIZE DAILY RITUAL OIL	Avocado, hemp root oil, rose & clove oil	Cosmetic	Y	N	Jan 2019
BALANCE DAILY RITUAL OIL	Safflower oil, coconut oil, jasmine & sandalwood	Cosmetic	Y	N	Jan 2019
ALIGN DAILY RITUAL OIL	Olive oil, bergamot, basil oil	Cosmetic	Y	N	Jan 2019
VITALIZE MOISTURIZER	Pomegranate, chamomile flower water, copiaba	Cosmetic	Y	N	Jan 2019
BALANCE MOISTURIZER	Apricot oil, rose water, juniper berry	Cosmetic	Y	N	Jan 2019
ALIGN MOISTURIZER	Frankincense, basil oil	Cosmetic	Y	N	Jan 2019
VITALIZE FACE MIST	Rosewater, sweet orange, black pepper	Cosmetic	Y	N	Jan 2019
BALANCE FACE MIST	Green tea extract, witch hazel, cardamom	Cosmetic	Y	N	Jan 2019
ALIGN FACE MIST	Peppermint hydrosol, aloe vera juice, cucumber skin powder	Cosmetic	Y	N	Jan 2019
ANTI-AGING SERUM	Hyaluronic acid, lucidal, frankincense	Cosmetic	Y	N	Jan 2019
DEODORANT	Shea butter, cacao butter, deodorizing essential oil blend	Cosmetic	Y	N	Jan 2019
LIP BALM	Hemp root, coconut, peppermint and chocolate flavours	Cosmetic	Y	N	Jan 2019



## Phase 2 Products x10

Product Type	Top Ingredients	Classification	Health Canada Registered	Patent Application Submitted	Anticipated Market Launch Date
VITALIZE BATH SALTS	Himalayan pink salt, goat milk & sunflower botanical	Cosmetic	Y	N	March 2019
BALANCE BATH SALTS	Himalayan pink salt, rosemary oil & chrysanthemum botanical extract	Cosmetic	Y	N	March 2019
ALIGN BATH SALTS	Himalayan pink salt, sandalwood oil & honeysuckle botanical extract	Cosmetic	Y	N	March 2019
VITALIZE FACE MASK	Bentonite clay, moringa, cabbage rose powder	Cosmetic	Y	N	March 2019
BALANCE FACE MASK	Bentonite clay, gotukola, watermelon powder	Cosmetic	Y	N	March 2019
ALIGN FACE MASK	Bentonite, ashwagandha, burdock root powder, neem	Cosmetic	Y	N	March 2019
LIP GLOSS	Camelia, hemp root oil, sparkle rose mica	Cosmetic	Y	N	March 2019
FACIAL CLEANSER	Witch hazel, sulphated castor oil, proprietary essential oil mix	Cosmetic	N	N	TBA
FACE OIL: DRY SKIN	Saffron, kumkumadi, hemp root oil with proprietary essential oil mix	Cosmetic	N	N	TBA
FACE OIL: OILY SKIN	Saffron, kumkumadi, hemp root oil with proprietary essential oil mix	Cosmetic	N	N	TBA

## Phase 3 Products x7

RELAXATION TEA	Chamomile, mint, lemon balm	Food	N	N	TBA
WINTER SPICE TEA	Ginger, orange peel, black pepper	Food	N	N	TBA
SUNSCREEN	Raspberry oil, hemp root oil, zinc oxide	Natural Health Product	N	N	TBA
SPORTS SPRAY	Magnesium, winter green, eucalyptus	Natural Health Product	N	N	TBA
SENSUAL OIL	Ayurvedic oil	Cosmetic	N	N	TBA
PAIN BALM	Organic coconut, hemp root oil and essential oils	Natural Health Product	N	N	TBA
TOPICAL ANALGESIC	Hemp root oil and essential oils	Natural Health Product	N	N	TBA

## Phase 4 Products x16

Anticipated Product Type/Benefits	Top Ingredients	Classification	Health Canada Registered	Patent Application Submitted	Anticipated Market Launch Date
HEMP ROOT EXTRACT, METHOD OF MANUFACTURE, METHOD OF USE	TBA	TBA	Y	Y	TBA
TOPICAL FORMULATIONS (FOUR PATENTS): TREATMENT OF INFLAMMATION, CHRONIC PAIN, AND PAIN MANAGEMENT	TBA	TBA	Y	Y	TBA
FEMALE SEXUAL LUBRICANT	TBA	TBA	Y	Y	TBA
TREATMENT FORMULATIONS (FOUR PATENTS): DYSMENORRHEA, BACTERIOSIS, MOODINESS, AND INSOMNIA	TBA	TBA	Y	Y	TBA
SUPPOSITORY FORMULATIONS (FOUR PATENTS)	TBA	TBA	Y	Y	TBA
SKIN MOISTURIZERS	TBA	TBA	Y	Y	TBA
13 CAPSULES	TBA	TBA	N	N	TBA
INSOMNIA TEA	Ashwaganda, chamomile, hops, lavender		N	N	TBA
ANXIETY TEA	Ashwaganda, chamomile, lemon balm, passionflower		N	N	TBA
ANTIDEPRESSANT TEA	Hibiscus, St Johns wart, passion flower		N	N	TBA
URBAN JUVE VITALIZE TEA	Chamomile, fennel, hibiscus		N	N	TBA
URBAN JUVE BALANCE TEA	Calendula, catnip, chamomile		N	N	TBA
URBAN JUVE ALIGN TEA	Black cohosh, calendula, chaste berries		N	N	TBA
VITALIZE SOAP BAR	Coconut & sunflower oil, moringa, ginger & bramhi	Cosmetic	Y	N	March 2019
BALANCE SOAP BAR	Coconut & sunflower oil, ashwagandha, sea buckthorn	Cosmetic	Y	N	March 2019
ALIGN SOAP BAR	Coconut & sunflower oil, neem, turmeric & licorice	Cosmetic	Y	N	March 2019



# Products to be Developed

Eye Cream

Body Wash

Sensitive Facial Moisturizer

Facial Exfoliant

Hand Sanitizer

Charcoal Toothpaste

Shampoo

Conditioner

Essential Oil Roll-Ons

Beard Oil

Antihistamine

Foot Soak

Sunscreen

Pain Patch

Chest Balm



For more information on our products and product development,  
check out our website and follow us on social media.

**urbanjuve.com**



# #Findyourjuve

Connect with our dedicated and knowledgeable team to discuss investment, licensing and/or other business opportunities.

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