

Better Plant Sciences Announces Wright & Well Packaging Acclaimed by Leading Design Publications

Vancouver, British Columbia--(Newsfile Corp. - September 17, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to announce that subsidiary Wright & Well, which creates high-end THC and CBD infused topicals and tinctures, has been recognized by two leading publications for its packaging design.



Better Plant Sciences Announces Wright & Well Packaging Acclaimed by Leading Design Publications

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

https://orders.newsfilecorp.com/files/6377/64012_PR_WEB_BetterPlantSciences.jpg

Packaging of the World and The World of Brand Design Society have featured Wright & Well's packaging online. Packaging of the World is one of the most prominent package design websites showcasing the most interesting and creative work worldwide. The World Brand Design Society is the home of consumer and corporate brand design.

"When we were designing the Wright & Well packaging, we wanted to convey quality, elegance and wellness, while making the unboxing experience unique and memorable," said Perry Chua, Creative Director for Better Plant Sciences. "It is an honour to be recognized by these publications in the packaging design industry."

Wright & Well consists of an Ayurveda-inspired collection of THC- and CBD-infused products. Using high quality Cannabis Sativa (Hemp) Root Oil, crafted through an exclusive proprietary extraction process, Wright & Well's first five products include an analgesic topical gel, pain balm, massage oil and three types of capsules containing THC and Ayurvedic herbal formulations. The products are currently sold in Oregon through licensed distributor Nova Paths.

About Better Plant Sciences Inc.

Better Plant develops and acquires intellectual property and other assets related to plant-based products and therapeutics. Through its integrated business model, Better Plant develops, manufactures, markets, sells and distributes plant-based products. It has over 200 proprietary wellness formulas at various stages of commercialization, including over 20 proprietary products that are now for sale via eCommerce or brick-and-mortar retail stores. It operates websites and oversees eCommerce and Amazon sales for over 200 JUSU plant based products for body, baby and home and has announced it will acquire all JUSU Bar Inc. assets. Its majority-owned subsidiary NeonMind Biosciences Inc. is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and has applied for a Section 56 Exemption to begin preclinical trials to study its pending psychedelic medicine patents.

For more information about Better Plant, visit www.betterplantsciences.com or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

Investor Relations Contact:

Penny White, President & CEO

Kevan Matheson, Investor Relations

invest@betterplantsciences.com

1-833-514-2677

The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

Cautionary Statement Regarding Forward-Looking Statements

This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of the Coronavirus, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and

other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company's products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better cautions readers not to place undue reliance on forward-looking statements provided by Better, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.



To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/64012>