

## Better Plant Launches New Jusu Ecommerce Site

Vancouver, British Columbia--(Newsfile Corp. - November 17, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to launch the new Jusu eCommerce site at [getjusu.com](https://getjusu.com) and the Jusu product rebrand following the Company's recent acquisition of Jusu, which produces a line of plant-based products for consumption, body and personal care.



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"I am very excited about the launch of the new [getjusu.com](https://getjusu.com) website," says Gabriel Villablanca, Director of eCommerce for Better Plant. "It makes it easy for customers by giving them a one-stop-shop to tap into the vast catalogue of plant-based wellness products that Jusu Wellness has to offer."

The new website has launched with an initial inventory of 44 newly branded plant-based products and the Company plans to roll out another 55 products from the Jusu catalogue over the next six months.

The site offers a mobile first experience that is designed to increase conversions and improve the customer experience. This is complemented by improved navigation and a customer-centric approach that creates a seamless shopping experience across Jusu's entire catalogue. It is also equipped with enhanced video features to make for a visually engaging experience.

"We plan to continue to iterate the online experience of the website so that we can create what feels like a partnership between our products, and our amazing customers," added Villablanca.

The Company will also soon be launching incentives programs, including a rewards program that earns customers points and access to exclusive content. Additional bundles of the most popular products and scents will become available to give customers a chance to try an assortment of similar products together.

### About Jusu Wellness Inc.

Jusu Wellness Inc. is a wholly owned subsidiary of Better Plant and it owns and operates Jusu, a full spectrum wellness brand with a mission to enlighten consumers to the protective and effective properties of plant-based products. Jusu is committed to making pure, organic, plant-based products for consumption, body, and personal care. This includes one JUSU Bar location in Victoria, BC and brick-and-mortar juice bar franchise opportunities as well as an extensive direct-to-consumer product offering including cold-pressed juices, skin care and body products, aromatherapy, and home cleaning lines. Jusu is fully dedicated to offering consumers healthier alternatives to currently available chemical-based skin care, edible, and beverage products.

### About Better Plant Sciences Inc.

Better Plant offers plant-based products for optimum health and wellness. It is a vertically integrated company with a team whose complementary experience enables acquisition, development, manufacturing, and direct-to-consumer distribution of our products. Its all-natural products vary in use from pain treatment to disease prevention to skin care, all without chemicals or harmful ingredients. It has an

extensive catalogue of over 400 proprietary product formulas. Better Plant currently has over 60 plant-based products for sale through eCommerce or in retail stores under the brands Jusu, Urban Juve, and Wright & Well. Better Plant also owns approximately 52% of NeonMind Biosciences Inc. NeonMind has a line of medicinal mushroom coffees, and Health Canada has approved NeonMind's preclinical trial to support research using psilocybin as a treatment for weight loss. NeonMind has filed 5 U.S. provisional patents to protect its psychedelic research.

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

Go to [www.getjusu.com](http://www.getjusu.com) to buy Jusu products.

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