

Better Plant Launches Urban Juve Loyalty Program with LoyaltyLion

Vancouver, British Columbia--(Newsfile Corp. - November 24, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to announce the launch of a customer rewards program called "Insider Rewards" for its Urban Juve skin care line.



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"Insider Rewards will give our customers the opportunity to collect points to earn free products and also provide access to exclusive promotions," said Gabriel Villablanca, Director of eCommerce for Better Plant. "Our objective is to turn customers into repeat and loyal customers, and ultimate advocates of the brand and our products."

LoyaltyLion is a loyalty program platform that supports eCommerce growth by unlocking insights that make it possible to amplify marketing efforts while making customers feel valued. LoyaltyLion has a track record of producing higher customer spend, and increasing repeat purchase rates.

"Customers who are members are more likely to purchase more items than nonmember customers without an account," added Villablanca. "So offering a wide range of rewards in exchange for brand engagement, can pay dividends. Brand engagement activities could include signing up for Urban Juve emails, leaving product reviews, and following Urban Juve on social media platforms."

The loyalty program also offers a mobile-optimized referral tool to help gain new high value customers at a low acquisition cost. The Company plans to offer Insider Rewards across all brands and will leverage the LoyaltyLion platform for the program.

A 2019 KPMG survey reported that 81% of millennial consumers say they spend more with a company when they are a member of a loyalty program, and 78% say they would switch to a company that offered a better program.

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 Biosciences Inc. has manufactured a line of coffees infused with 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 to aid in or cause weight loss and treat obesity and related illnesses.

Health Canada has approved NeonMind's preclinical trial for research into using psilocybin as a treatment to promote and cause weight loss and NeonMind is currently developing protocols for Phase II human trials to be submitted for approval in early 2021.

NeonMind's product candidates with psychedelic compounds will not be commercialized prior to applicable regulatory approval, which will only be granted if clinical evidence of safety and efficacy for the intended uses is successfully developed. Psilocybin is currently a Schedule III drug under the *Controlled Drugs and Substances Act* (CDSA) and it is a criminal offence to possess substances under the CDSA without a prescription. Health Canada has not approved psilocybin as a drug.

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

Go to urbanjuve.com to join the customer rewards program and to buy Urban Juve products.

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

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