

Better Plant's Jusu Launches 8 New Juices

Vancouver, British Columbia--(Newsfile Corp. - December 1, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to announce the launch of eight new Jusu juices. The juices are now for sale at the Cadboro Bay Jusu Bar location at 2560B Sinclair Road in Victoria, British Columbia. The juices will later be available online for direct to consumer sales and delivery in select cities.



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The Cadboro Bay Jusu Bar recently celebrated its sixth anniversary of operations. "The store has a consistent and loyal local customer base, and has had the same manager since the store opened, who is known and loved by the customers," says Joelle Fiorito, Head of Operations for Better Plant.

The initial order was for 1,000 bottles, which will provide the Better Plant team with key customer feedback in support of the direct to consumer launch of the new Jusu juices.

The following eight 355mL cold-pressed Jusu juices are now available at the Cadboro Bay Jusu Bar location:

- Hallelujah (Spinach, Cucumber, Celery, Apple, Ginger and Lemon)
- I can C clearly now (Turmeric, Apple, Pear, Carrot, Lemon and Ginger)
- Beet it! (Beet orange carrot ginger)
- My heart will go on (Kale, Spinach, Apple, Cucumber, Celery, Lemon and Ginger)
- Smoke on the Water (Pure lemon, Activated Charcoal and Agave)
- Sweet Alkaline (Blueberry, Cranberry, Strawberry, Apple and Apple Cider Vinegar)
- I Will Survive (Pure Lemon, Honey and Ginger)
- Here Comes the Sun (Orange, Ruby Grapefruit, Lemon, Lime and Cayenne)

Better Plant plans to market the new juices online through Google ads and a targeted social media campaign, which will include video advertisements intended to educate consumers on a plant-based lifestyle.

The global cold-pressed juices market is expected to post a compound annual growth rate of close to 8% during the period 2019-2023, according to the latest market research report by Technavio. According to the report's segmentation analysis, the North America region led the market in 2018, followed by Europe, APAC, South America, and MEA respectively. The market in North America is driven by the high demand for healthy beverages that contain no added sugar and artificial preservatives in the region.

Better Plant acquired Jusu assets on October 9th. More details on the acquisition are available in the press release [Better Plant Completes Acquisition of Jusu](#), dated October 14th.

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 takes a 360 degree approach to wellness. What you put in your body, on your body and in your environment. 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 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 or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

Go to getjusu.com to buy Jusu products.

Investor Relations Contact:

Penny White, President & CEO

Ali Dumanski, 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 COVID-19, 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.



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