

## Better Plant Launches Jusu Labs for Influencer and Celebrity Partnerships

Vancouver, British Columbia--(Newsfile Corp. - April 22, 2021) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("**Better Plant**") or (the "**Company**"), a wellness company that develops and sells plant-based products, announces the launch of Jusu Labs, a division of Better Plant dedicated to partnering with celebrities and other influencers to create additional revenue streams by selling healthy and sustainable co-branded products to their audiences.



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Better Plant has over 500 plant-based formulas ready for production, including personal care products and food and beverage formulas. Products can be launched through Better Plant's trusted Jusu brand, as a white label, or as a featured brand under the Jusu label. Influencers can take advantage of Jusu's production facility, and its eCommerce platform and fulfillment network to launch products quickly and efficiently.

Better Plant is working with Mieux Digital Agency ("**Mieux**"), experts in all aspects of marketing, branding, eCommerce, affiliate programs, and influencer programs. The Company has engaged Mieux specifically to increase brand awareness and gain access to prospective celebrity influencers, as part of its new division, "Jusu Labs".

"This partnership with Mieux will be a way for Better Plant to continue to reach more potential customers who resonate with the brand's values and messaging via aligned celebrity influencers. In particular, influencers that align with plant-based, healthy products," says Better Plant's Vice President of Marketing, Gabriel Villablanca. "We know there are celebrities who want to support these kinds of initiatives, especially by supporting products they love. Our partnership will allow us to work together to find these partners and potentially create new lines of products that do that."

Mieux previously set up a well-publicized collaboration with Jusu and Wu-Tang Clan's contemporary fashion and vegan accessories line, 36 Chambers. The campaign featured Jusu's all-natural plant-based hand sanitizer, aptly named 'Protect Ya Hands', which was featured in publications such as Hypebeast, Complex, Pitchfork and NME.

"We couldn't be more excited for our partnership with Better Plant," said Nik Topolovec, President of Mieux Digital. "The world is looking for plant-based product solutions and Better Plant is uniquely positioned to help folks with influence bring their plant-based products to market. By bridging the gap, we are hoping to provide celebrities with unique products and development opportunities that can help them build their businesses, personal brands and bring wellness offerings to their fans. The future is incredibly bright in this space!"

With the increased exposure of celebrity endorsements and its partnerships with trusted wholesalers in globalized marketplaces, Jusu is well positioned to attract retailers globally.

#### **About Better Plant:**

Better Plant harnesses plant intelligence and leverages modern science to offer sustainable, plant-based products that are better for health and better for the earth. It makes and sells over 90 proprietary products, all made with 100% natural ingredients, under the brands Jusu, Urban Juve and Wright & Well. It has a direct-to-consumer platform for refrigerated goods that offers easy online ordering and convenient home delivery in select cities in Alberta and BC. Better Plant operates Jusu Bar, a quick serve restaurant alternative in Victoria, BC, which serves up fresh, healthy, and nutritious options with a focus on Jusu cold-pressed juices. Jusubar.com offers home delivery of refrigerated plant-based beverages consisting of cold-pressed juices and packaged juice cleanses. Through its Shopify enabled eCommerce sites [getjusu.com](http://getjusu.com) and [urbanjuve.com](http://urbanjuve.com), Better Plant sells plant-based personal care products, including skin care, hair care, body care and baby care. Jusu also has a line of plant-based all-natural home cleaning products that are sold to cleaning companies, retailers and sold directly to consumers. Better Plant also offers operational, financial, and other services to companies with businesses that align with Better Plant's mission to help create a better world. Better Plant incubated NeonMind Biosciences Inc., which sells medicinal mushroom infused coffees and is developing drugs with psychedelic ingredients to treat obesity and to suppress appetite.

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

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

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