

InnoCan Pharma Announces the Successful Completion of an Independent Clinical Study Demonstrating Safety and Skin Tolerance of Its CBD Derma Cosmetic Line

Herzeliya, Israel and Calgary, Alberta--(Newsfile Corp. - June 26, 2020) - InnoCan Pharma Corporation (CSE: INNO) (FSE: IP4) (the "Company" or "InnoCan"), is pleased to announce the results from the first Dermal clinical study of Relief & Go™ and Shir™ product lines. The double blinded randomized controlled study assessed the tolerance degree of the Company's CBD Topicals products and demonstrated the products to be non-irritating to the skin. InnoCan's contract manufacturer for these products, Fancystage, is in an advanced production stage with InnoCan's first Derma Cosmetic products launch. InnoCan is in advanced negotiations with several distributors in Switzerland, Germany, the UK, Hong Kong, US among others and expect the first samples shipments in July 2020.

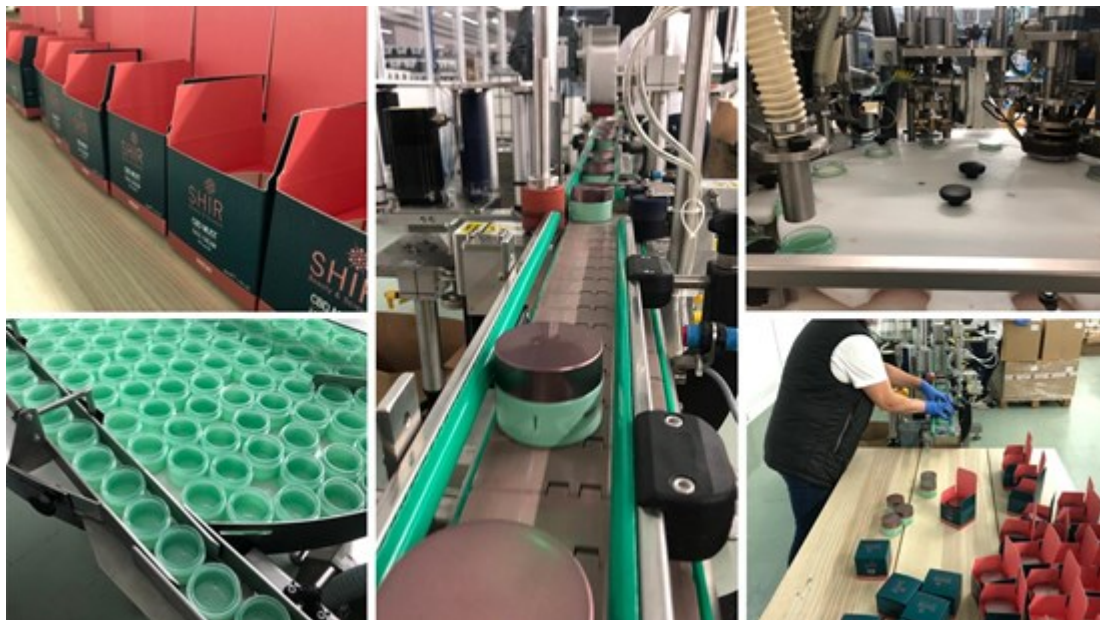


Image 1: Production Line

To view an enhanced version of Image 1, please visit:

https://orders.newsfilecorp.com/files/6922/58590_ec5d52aca4644ab8_002full.jpg

Nir Avram, the Company's CTO, commented: "This clinical investigation was performed in accordance with the respective Clinical Investigation Plan (CIP) and was consistent with the main principles of ICH GCP, Helsinki declaration. The results of this study demonstrated the safety and skin tolerance of the InnoCan's CBD Derma Cosmetic Line of products."

"We've developed our products through our leading cannabinoid research labs in Israel," Iris Bincovich, co-founder and CEO of InnoCan Pharma states and she continues: "We believe that our approach to manufacturing high quality products in a state-of-the-art facility that has all the necessary certifications will open us up to a multi billion EURO market."

About InnoCan Pharma

The Company, through its wholly-owned subsidiary, InnoCan Pharma Ltd. ("InnoCan Pharma Israel"), is a pharmaceutical tech company that focuses on the development of several drug delivery platforms combining cannabidiol ("CBD"). InnoCan and Ramot at Tel Aviv University are collaborating on a new,

revolutionary exosome-based technology that targets both central nervous system (CNS) indications and the Covid-19 Corona Virus. CBD-Loaded Exosomes hold the potential to provide a highly synergistic effect of anti-inflammatory properties and help in the recovery of infected lung cells. This product, which is expected to be administered by inhalation, will be tested against a variety of lung infections.

The Company signed on a worldwide exclusive license agreement with Yissum, the commercial arm of the Hebrew University of Jerusalem to develop CBD drug delivery platform based on a unique-controlled release Liposome to be administered by Injection. The company plans, together with Prof. Berenholtz, Head of the Laboratory of Membrane and Liposome Research of the Hebrew University to test the Liposome platform on several potential indications. The company is also working on a dermal product integrating CBD with other pharmaceutical ingredients as well as the development and sale of CBD-integrated pharmaceuticals, including, but not limited to, topical treatments for relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of InnoCan have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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