

Innocan Pharma Announces Patent Application for Novel Cannabis-Based Anti-Itch Treatment

Herzlia, Israel and Calgary, Alberta--(Newsfile Corp. - March 10, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTC Pink: INNPF) (the "Company" or "Innocan") filed an international patent application for a novel cannabis-based Anti-itch treatment. The composition is comprised of a pharmaceutically effective amount of a cannabinoid and active ingredients to aid in the relief of itching associated with insect bites, rash, cuts, burns or by exposure to various allergens.



Figure 1

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

https://orders.newsfilecorp.com/files/6922/76622_be2a989bf4b118e3_002full.jpg

"The Pruritus Therapeutics Market is estimated to account for over **USD 19.10 Billion by 2027** from USD 11.77 Billion in 2019, registering a CAGR of approximately 6.2% through the forecast period. The Pruritus Therapeutics Market is poised to be driven by the growing prevalence of skin diseases," according to a report issued on August 2020, 2020, by Reports and Data.

Innocan Pharma believes that it's expanding intellectual property portfolio of cannabis-based products to be a source of both potential breakthroughs in skin therapy and for further opportunities across a broad spectrum of inflammatory indications with currently unmet medical needs.

Iris Bincovich, CEO, said: "This is another demonstration that Innocan's science-based approach quickly leads to actionable intellectual property. Innocan's R&D is consistently developing new solutions for the well-being of patients by establishing an unrivaled line of medical products through the integration of CBD, based on Innocan's exclusive intellectual property. We plan to launch the Anti-itch Spray in H2 in the EU and the US markets, following a clinical study."

About Innocan

The Company, through its wholly owned Israeli subsidiary, Innocan Pharma Ltd. ("Innocan Israel"), is a pharmaceutical tech company that focuses on the development of several drug delivery platforms combining cannabidiol ("CBD"). Innocan Israel 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 Coronavirus using CBD. CBD-loaded exosomes hold the potential to

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.

Innocan Israel signed a worldwide exclusive license agreement with Yissum, the commercial arm of the Hebrew University of Jerusalem to develop a CBD drug delivery platform based on a unique-controlled release liposome to be administered by injection. Innocan Israel plans, together with Professor Berenholtz, Head of the Laboratory of Membrane and Liposome Research of the Hebrew University, to test the liposome platform on several potential indications. Innocan Israel is also working on a dermal product that integrates 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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