

Innocan Pharma Announces Filing of International Patent Application for Topical Treatment for Diabetic Symptoms

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - July 9, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTCQB: INNPF) (the "Company" or "Innocan") announces the filing of an international patent application for Topical Composition for the Treatment of Diabetic Symptoms. The patent application discloses and makes claims for several compositions for topical administration comprising of cannabinoid for the treatment of diabetic related conditions. Specifically, the compositions enable enhancing of blood flow to peripheral areas in patients suffering from diabetes symptoms.

Diabetes is a chronic, metabolic disease characterized by elevated levels of blood glucose (or blood sugar), which leads over time to serious damage to the heart, blood vessels, eyes, kidneys, and nerves.

According to the CDC (Centers for Disease Control and Prevention, 2020), 463 million adults are suffering from diabetes worldwide. In the United States alone, 34.2 million adults are diagnosed with diabetes, 10.5% of the population.

The global creams and lotions for the diabetic foot care market was valued at USD \$334.66 million in 2019 and is expected to grow at a CAGR of 7.7% during the forecasted period of 2020-2029. According to Straits Research, new product developments, the growing diabetes prevalence, and high spending on diabetes management are factors driving the market.

Innocan is expanding its intellectual property portfolio of cannabis-based products to be a source of potential breakthroughs in skin therapy as well as for further opportunities across the broad spectrum of inflammatory indications with currently unmet medical needs.

Diabetes is considered one of the major diseases of the 21st century", says CEO Iris Bincovich, "as calorie intake is on the rise, more and more people are suffering with diverse syndromes associated with severe diabetes, like ulcers and foot-related diseases, which may result in death. Our IP portfolio is expanding constantly, which we believe positions Innocan as a major player in the field" and Bincovich continues, "I am glad to report that this represents our 12 patents for InnoCan and we are working hard to file more patents very soon!"

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 administrated by inhalation, will be tested against a variety of lung infections.

Innocan Israel signed a worldwide exclusive license agreement with Yisum, 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 administrated 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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