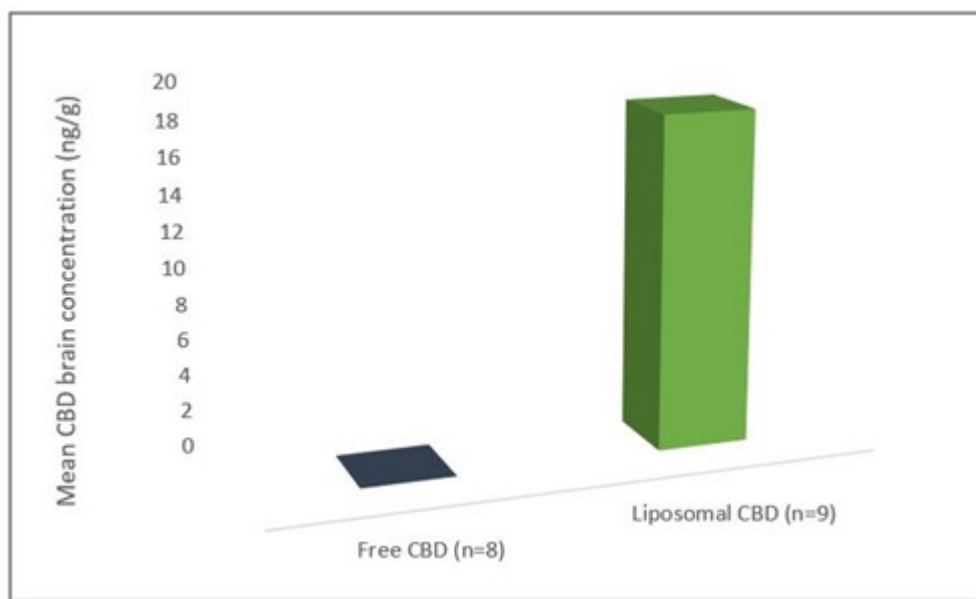


# Innocan Reports of Presence of CBD in Mice's Brains 41 Days After Injection of CBD Using Innocan's Liposome Platform Technology

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - October 19, 2021) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTCQB: INNPF) (the "**Company**" or "**Innocan**"), is pleased to announce the results of a recent study showed the presence of Cannabidiol (CBD) in mice's brains, 41 days after being injected with Innocan's CBD LPT (CBD-Loaded Liposome Platform Technology). In contrast, no CBD was demonstrated in mice's brains, 22 days following the injection of free CBD (without using Innocan's LPT delivery system).



**Figure 1. Mean brain CBD concentrations, following CBD LPT (CBD-Loaded Liposome Platform Technology) injection post 41 days vs free CBD (without using Innocan's LPT delivery system) 22 days post injection**

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[https://orders.newsfilecorp.com/files/6922/100173\\_capture.jpg](https://orders.newsfilecorp.com/files/6922/100173_capture.jpg)

Prolonged and controlled release of CBD from Innocan's novel Delivery System injected subcutaneously, showed continuous clinically relevant concentrations of CBD in the blood for a long time. The Company believes this will be a good predictor of CBD exposure when administered in humans.

The Company believes that the continuous and long blood presence of CBD in blood for a longer time post local administration, seems to be superior to orally administered CBD in two aspects: (a) it will all allow a single administration of CBD instead of daily administration; and (b) it will overcome the low (10-20%) oral bioavailability of CBD. The superior PK of the CBD Delivery System administered, may achieve controlled concentration of CBD in the blood leading to a better clinical outcome.



**Figure 2. Prof. Chezy Barenholz and Daniel Zilbersheid at the Hebrew University of Jerusalem's lab**

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Prof. Chezy Barenholz of The Hebrew University of Jerusalem said, this is yet another major step-up in our research, showing measurable evidence to the relative and robust bioavailability of CBD once administered through our LPT. Barenholz added "such results serve as a better predictor to human PK profile".

"Our nexus between deep scientific expertise and robust pharma commercialization know-how is, once again, showing its results", said Iris Bincovich, CEO of Innocan Pharma and added, "We hope that such valuable breakthroughs will help in positioning Innocan as a substantial player in the CBD Pharma industry".

### **Innocan's relationship with The Hebrew University**

Innocan Pharma Ltd., a wholly owned subsidiary of the Company, has entered into a worldwide exclusive research and license agreement with Yissum Research and Development Company ("**Yissum**"), the commercial arm of The Hebrew University of Jerusalem, with respect to the design, preparation, characterization and evaluation of hydrogels containing CBD (or other cannabinoids) loaded liposomes. The research and development initiative is led by Professor Chezy Barenholz, head of the Membrane and Liposome Research Department at The Hebrew University, which is the inventor of over fifty-five patent families, two of which underlie Doxil®, an FDA-approved drug for breast cancer treatment. This unique liposome platform technology may have a wide range of applications, such as epilepsy, pain relief, inflammation and central nervous system disorders. A patent application was filed covering this technology on October 7, 2019.

### **About Innocan**

Innocan Pharma is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing CBD. Innocan Pharma 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 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 Pharma 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 Barenholz, to test the liposome platform on several potential conditions. 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 the relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan Israel each have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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