# JUVA LIFE™

# Juva Life Enrolls First Human Subject in Cannabis Registry Study

**Achieves 1st Step in Design and Validation of Clinical Platform to Standardize Clinical Effect and Mode of Action**

VANCOUVER, British Columbia, March 09, 2021 (GLOBE NEWSWIRE) -- **Juva Life Inc**. (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) ("Juva Life," "Juva" or the "Company"), a California-based life science company today announced the enrollment of the first human subject into its "Natural History of Disease: Cannabis Registry" Clinical Study. The establishment of this controlled patient registry study is Juva's first step in establishing the clinical methodology to efficiently gauge the clinical effect of various cannabis-based formulations on human subjects.

Juva Life is focused on developing safe, evidence-based cannabis products. Juva has developed a technology platform that consists of chemistry, clinical and data science that enables the Company to learn how cannabis works at a fraction of the cost compared to competitors. Juva's initial focus is generally centered on inflammation-defining compositions of matter suitable for consumer and pharmaceutical product development.

The intent of what is known as "the IMPACT Registry" is to develop real-world clinical evidence for cannabis-based products under development. Initial clinical indications being targeted include, but are not limited to pain, sleep, appetite, and other indices of normal function. For more information: https://clinicaltrials.gov/ (ID NCT04726254). The study allows for significant data collection and was assigned a prospective timeline with a start date of February 15, 2021 approved to February 15, 2025. Step one accrual of the multi-faceted registry is aimed to be completed by Q4 of 2021.

In parallel to initiating the clinical registry study, the company is undertaking a systematic evaluation of cannabis formulations in gold-standard pre-clinical laboratory models with respect to anti-inflammatory mode of action. Data obtained in both the clinical and pre-clinical studies will be analyzed together, with the intention of benchmarking formulations to accelerate dose finding and clinical endpoint finding.

Data to be recorded includes:

- Basic demographics of patients using cannabis-based medicaments.
- Disease diagnoses and symptoms for which patients are seeking management.
- Cannabinoid formulation, chemical composition, amount (in milligrams), dose and utilization.
- Patient Reported Outcomes (PRO) for sleep, pain, appetite, and other indications
- Concomitant use of other anti-inflammatory or analgesic medications
- Overall impact on clinical or patient treatment plans.

Vice President of Chemistry for Juva Life, Sanjeev Gangwar Ph.D. states, "Today's milestone announcement notes our first patient enrollment, but we will quickly surpass this with many others joining the study. The work we are undertaking is critical so that consumers, patients, doctors, regulators, and our prospective partners can gain from well controlled scientific studies that employ FDA equivalent standards. The need for new, safe, and evidence-based cannabis products which target un-met medical needs is large. This is clearly evidenced by the recent $7.2 billion acquisition of the makers of Epidiolex, currently the only FDA-approved drug containing CBD which solely addresses seizures in rare diseases like severe forms of epilepsy. We are aiming to address numerous conditions and in so doing hope to build commensurate value. We look forward to announcing additional advances regarding our registry as well as initial plans for our chemistry program in the coming weeks as we continue to accelerate our efforts."

For those new to the Juva story, please visit our website at www.juvalife.com.

ON BEHALF OF THE BOARD,

*-Doug Chloupek-*

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**About Juva Life Inc.** (CSE: JUVA) (OTCQB: JUVAF) (FRA: 4VV)
Juva Life is working to bring the cannabis market face to face with the sector's next generation investment grade business model. From in-house research, cultivation, manufacturing, retail, and delivery services, Juva employs state of the art tools in discovery, development, and data science to identify new molecular profiles for major unmet medical needs. Our initial focus is on cannabis, where we are deploying our platform to target consumer and pharma applications. Find out more at: https://juvalife.com/.

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**Forward Looking Statement**

This news release contains statements and information that, to the extent that they are not historical fact, may constitute "forward-looking information" within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives, or economic performance, or the assumption underlying any of the foregoing. In some cases, forward-looking statements can be identified by terms such as "may", "would", "could", "will", "likely", "except", "anticipate", "believe", "intend", "plan", "forecast", "project", "estimate", "outlook", or the negative thereof or other similar expressions concerning matters that are not historical facts. Examples of such statements include, but are not limited to, statements with respect to the objectives and business plans of the Company; ability to realize benefits from its recent corporate appointments; ability to retain its key personnel; the intention to grow the Company's business and operations; the competitive conditions of the industries in which the Company operates; and laws and any amendments thereto applicable to the Company.

Forward-looking information is based on the assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. The material factors and assumptions used to develop the forward-looking information contained in this news release include, but are not limited to, key personnel and qualified employees continuing their involvement with the Company; and the Company's ability to secure financing on reasonable terms.

Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information, including, without limitation, risks relating to the future business plans of the Company; risks that the Company will not be able to retain its key personnel; risks that the Company will not be able to secure financing on reasonable terms or at all, as well as all of the other risks as described in the Company's management discussion and analysis for year ended December 31, 2019 under the heading "Risks and Uncertainties". Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking information speaks only as of the date on which such statement is made. New factors emerge from time to time, and it is not possible for the Company's management to predict all of such factors and to assess in advance the impact of each such factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking information. The Company does not undertake any obligation to update any forward-looking information to reflect information or events after the date on which it is made or to reflect the occurrence of unanticipated events, except as required by law, including securities laws.

**The CSE does not accept responsibility for the adequacy or accuracy of this release.**