

Juva Life Announces Top Line R/D Data and Initiates Optimization & Development of Juva-019

--Company identifies Non-Cannabinoid Anti-Inflammatory Compounds Suitable for Drug and Consumer Product Development

VANCOUVER, British Columbia, Aug. 18, 2021 (GLOBE NEWSWIRE) -- **Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV)** ("Juva Life," "Juva" or the "Company"), a California based life sciences company focused on the research, development, and commercialization of Cannabis products today announced initial pre-clinical discovery results from the phenotypic screening and target profiling of its proprietary cannabis chemical library. The initial results of this effort have identified Juva-019 which has been nominated for development.

Juva-019 is a non-cannabinoid purified small molecule isolated from Cannabis with broad spectrum anti-inflammatory properties. Juva-019 is potent modulator of TNF-alpha, IL-1 beta, and several other clinically relevant cytokines. Juva-019 acts at known targets implicated in inflammation and diseases of aging.

While most of the research and development into Cannabis has focused on the cannabinoids, Juva believes that other chemical components may also explain the observed therapeutic benefits of Cannabis. Juva has developed a proprietary chemical library of natural and semi-synthetic non-cannabinoids and is systematically evaluating their therapeutic benefit alone and in combination across panels of industry-standard phenotypic and target-based anti-inflammatory assays. The result of this initial effort is a pipeline of proprietary bioactives amenable to consumer and pharmaceutical product development, discovered at a fraction of the cost, time and risk of traditional drug development efforts.

Juva's focus for the next six months is to build its discovery pipeline and initiate lead-optimization on the first series of individual compounds identified. Juva is executing a dual natural and semi-synthetic optimization and commercialization approach. The Company will seek to commercialize with consumer products companies the natural chemical motif alone or in rationally designed combinations through a consumer products/OTC pathway, and in parallel apply traditional medicinal chemistry tools to optimize and select compounds to achieve drug-like effects. Juva may seek to enter pharmaceutical company partnerships to develop its semi-synthetic and synthetic analogs.

In separate news, owing to conflicting commitments, founding board member, Rakesh Patel, has resigned from the board of directors and will take on an expanded role as Chairperson, Juva Clinical Advisory Board. In this capacity, Dr. Patel will oversee the Clinical Advisory Board and advise the company on clinical study design and clinical validation of the Company's products.

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO & Founder
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About Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRA: 4VV)

Juva Life is employing state-of-the-art science to discover, develop and commercialize safe and effective Cannabis products. The Company is successfully executing against its 2018 roadmap, initially starting with standardization of cultivation, extraction, and formulation to offer consumers reproducible benefits. Juva is building upon these natural product process chemistry skills, to now include discovery pharmacology. The Company will leverage revenue derived from its retail operations to advance Juva-019 and other potentially valuable non-cannabinoid bioactives for consumer and pharma products applications. Juva is working to bring the Cannabis market face to face with the sector's next generation investment grade business model. 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; product development, commercialization strategy and future collaborations.

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, 2020 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.

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