

Juva Life Launches Preclinical Comparative Study to Evaluate Anti-Inflammatory Properties of Candidate JUVA-019 in Conjunction With Other Well-Known Cannabinoids

Cannabis and Life Sciences Company Initiates Internal Study Comparing Anti-Inflammatory Properties of Candidate JUVA-019 When Combined With Cannabinoids Such as THC and CBD

VANCOUVER, British Columbia, Nov. 30, 2021 (GLOBE NEWSWIRE) -- Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) ("Juva Life," "Juva" or the "Company"), a life sciences portfolio company with operations in cannabis production and distribution as well as pharmaceutical research and development, announced today that it has launched a pre-clinical comparative study on its proprietary molecular candidate JUVA-019, comparing its anti-inflammatory properties as a standalone compound and in combination with well-known cannabinoids such as tetrahydrocannabinol (THC) and cannabidiol (CBD). The goal of the study is to determine if Juva will advance JUVA-019 as a standalone compound, or if it will combine with other cannabinoids as a drug candidate with anti-inflammatory properties.

The study will be conducted in-house via Juva's research team, led by Dr. Sanjeev Gangwar, Ph.D., who has an extensive background in pharmaceutical research and development. The study will follow a similar protocol used previously to identify JUVA-019. JUVA-019 will be evaluated in combination with multiple well-known cannabinoids, one at a time, and then all together to evaluate their inhibition of IL1-beta and TNF-alpha, which are some of the biomarkers in the body that indicate inflammation. The results will then be compared to the results from JUVA-019, identifying which combination or standalone compound is more effective at inhibition of multiple cytokines implicated in inflammation.

"This is an important step in the research protocol of our pharmaceutical program on JUVA-019," said Doug Chloupek, CEO and Founder of Juva. "It's widely believed that in order for cannabis to be effective as an anti-inflammatory, all of the cannabinoids found in the plant must be present, creating what is known as the Entourage Effect. While there is plenty of anecdotal evidence that cannabis holds anti-inflammatory properties, the true cause of the mode of action remains unknown. Our mission is to research this very question and identify compounds within the plant that cause a positive reaction in reducing inflammation in the body."

Through the Company's research division, Juva has already identified two proprietary compounds they believe may hold this potential: JUVA-019 and JUVA-041. Inflammation is a response in the body to signal potential danger or damage to organs. Inflammation can be either short-lived (acute) or long-lasting (chronic), with underlying triggers such as cancer, heart disease, asthma, and arthritis. According to [recent estimates by Rand Corporation](#), in 2014 nearly 60% of Americans had at least one chronic condition, 42% had more than one and 12% of adults had 5 or more chronic conditions causing inflammation — and worldwide, 3 of 5 people die due to chronic inflammatory diseases. The global anti-inflammatory therapeutics market is estimated to reach USD \$191.4 billion by 2027, as reported by [Fortune Business Insights](#).

Where many companies are conducting researching on well-known cannabinoids such as CBD and THC, Juva has identified two proprietary, non-cannabinoid compounds, JUVA-019 and JUVA-041, with potentially greater anti-inflammatory properties than cannabinoids. The goal of the announced study will be to combine JUVA-019 with popular cannabinoids such as CBD and THC and to evaluate the anti-inflammatory properties when combined versus as a standalone compound.

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO and 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 wellness and pharmaceutical products, in both the cannabis consumer segment as well as the non-cannabinoid based medical industry. 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 its consumer and clinical development efforts of Juva-019 and Juva-041, as well as other potentially valuable non-cannabinoid bioactives with significant 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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