

Juva Life Validates Discovery Strategy and Technology Platform, Leading to Discovery of Second Novel Drug Candidate, JUVA-041 Nominated for Pre-Clinical Development

Methodical, Efficient Approach to Drug Discovery Advances Non-Cannabinoid Molecule as Unique Development Candidate

VANCOUVER, British Columbia, Jan. 24, 2022 -- Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) ("Juva Life," "Juva" or the "Company"), a life science company with pharmaceutical research, development and consumer-facing operations in cannabis production and distribution, announced today the advancement of JUVA-041 into pre-clinical development further substantiating the Company's discovery strategy and technology platform.

JUVA-041 is a small molecule isolated from cannabis uniquely identified by Juva Life. As with JUVA-019, JUVA-041 inhibits key cytokines proven to be of clinical relevance in inflammation but does so with differential selectivity and increased potency. Through the identification of JUVA-041 the company now has demonstrated the efficiency of its discovery approach, in uncovering a second small molecule from cannabis with bona fide anti-inflammatory properties. The Company believes that the observed clinical effects of cannabis are coupled to unappreciated small molecules with selective anti-inflammatory properties.

"While the clinical utility of cannabis has been ascribed to a small number of cannabinoid compounds, our platform has revealed that non-cannabinoid compounds possess potent anti-inflammatory properties seen in approved biologics," said Doug Chloupek, CEO and Founder of Juva. "With the advancement of JUVA-041 as a lead candidate we have taken an additional step forward in demonstrating the robustness of our discovery strategy and technology platform."

"JUVA-041 was identified through a chemocentric approach to bioactive identification," said Sanjeev Gangwar, Ph.D., Vice President of Chemistry at Juva. "Our next steps will be to continue our discovery efforts to identify new leads and advance JUVA-019 and JUVA-041 through industry standard pre-clinical inflammatory models and non-clinical tests enabling IND filing."

ON BEHALF OF THE BOARD,

-Doug Chloupek-

Doug Chloupek, CEO and Founder

Juva Life Inc.

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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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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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