

Juva Life Launches First In-House Branded Product: ‘Secret Sauce’ Concentrate – in Response to Market Segment Growth

Vertically Integrated California Cultivator and Life Science Research Company Expands Strategically Into New Category

VANCOUVER, British Columbia, March 30, 2022 -- Juva Life Inc. (CSE: JUVA) (OTCQB: JUVAF) (FRANKFURT: 4VV) (“Juva Life,” “Juva” or the “Company”), a life science company with pharmaceutical research and development and consumer-facing operations in cannabis production and distribution, announced today the launch of the Company’s first in-house branded product, a concentrate line called “Secret Sauce,” as part of a strategic effort to diversify wholesale lines into branded products.

“Expanding upon our successful five-star delivery service and flower products, Juva’s first in-house branded product represents a strategic decision to expand into high-growth product categories like concentrates,” said Doug Chloupek, CEO and Founder of Juva. “Our customers trust the quality, safety and transparency of our products. The Secret Sauce concentrate line is what our customers are asking for, and we look forward to expanding the Juva product offerings across more regions in California through both Juva Delivery and our strong retail partnerships.”

The concentrate brand launches at an ideal time in the market, with concentrates representing the fastest-growing category for cannabis products, accounting for 26.6% of market share, according to a [recent report by ArcView, in partnership with BDS Analytics](#). Secret Sauce will be available through distributors and through Juva Delivery, a division of vertically integrated Juva Life, Inc., which also offers contactless pre-payment options through Paytender, a secure, fee-free online payment service.

Each product begins with meticulously selected cultivars grown at the Company’s 30,000-square-foot Stockton, California, cannabis cultivation facility. Once harvested and cured, the material is then moved to a manufacturing partner for final processing and statewide distribution. Currently available at select cannabis retail outlets in the California region, Secret Sauce will launch at additional storefronts in the coming weeks. To find available products locally in the Stockton Area, [visit here](#). To find available products locally in the San Francisco Peninsula area, [visit here](#).

Juva Life’s pharmaceutical research and life sciences division is working to identify the method of action behind cannabis’ anecdotal ability to control pain and inflammation. The Company recently identified non-cannabinoid compounds JUVA-019 and JUVA-041, on which the Company has filed patent applications and has conducted preclinical research showing that the compounds are effective as stand-alone compounds in inhibiting inflammation by modulating certain biomarkers in the body. JUVA-019 and JUVA-041, which the Company has nominated as drug candidates for further preclinical investigation, are currently advancing through phenotypic models of chronic diseases of aging.

The Company would also like to announce that on January 6, 2022, 3,175,000 stock options and 10,000,000 compensation warrants were canceled. On March 25, 2022, the Company granted 17,220,000 stock options exercisable at \$0.32 per stock option for a period of 10 years to consultants, employees, and directors of the Company. The stock options have varying vesting terms.

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 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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