



## **Havn Life Sciences provides update on retail strategy and product development**

*Havn Retail is on track for its Q1 2021 launch of its initial line of natural health supplements.*

**December 17, 2020**

**Vancouver, BC - Havn Life Sciences Inc. (CSE : [HAVN](#)) (FSE : [5NP](#))** (the "Company" or "Havn Life"), a biotechnology company pursuing standardized extraction of psychoactive compounds, the development of a full range of natural healthcare products, and innovative mental health treatment is pleased to provide a corporate update on its retail operations and business strategy.

The Company's retail division, Havn Retail, is executing its business plan for nutraceutical products and has developed [seven natural healthcare products](#) that are set to launch in Q1 2021.

The team will utilize a multi-pronged distribution strategy including online, retail, subscription and other channels to reach a broad customer base and deliver a quality customer experience. Current efforts are focused on a retail launch within Canada, with the Company ultimately planning to expand internationally, first to the United States and then to other key consumer markets such as Europe.

### **Retail Strategy**

Havn Life continues to work towards its Q1 2021 launch of its nutraceutical product line that addresses human optimization and brain health, with a focus on functional mushrooms.

"Plants and fungus have so much therapeutic potential, and there is still so much to learn", says Dr. Ivan Casselman, Chief Psychedelic Officer. "At Havn Life we are committed to cutting edge research and development of the unique and powerful natural products to improve human health and optimize performance." Havn Life continues to work on additional formulations, including unique formulas and delivery methods that can improve bioavailability and consumer convenience.

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Executive Chairman, Vic Neufeld added: "The team continues to work closely with several national retailers as we prepare for our initial launch. Our team's strong track record of previous successes has become very valuable and will continue to provide Havn Life with a unique edge against competitors."



## **E-Commerce & Education**

Havn Life expects a Q1 launch of its e-commerce platform which will provide direct to consumer shipping throughout Canada initially. The platform will also serve as an educational portal as consumers become comfortable with the use of alternative therapies, including mushrooms, and Havn Life's custom formulations. The Company will also provide comprehensive and insightful educational materials, leveraging its science team, to ensure consumers make informed decisions when buying Havn Life products.

Chief Executive Officer, Tim Moore remarked: "Consumers are demanding a wealth of information to increase their comfort level with a new product category and new brands. Havn Life is actively working on this in tandem with commercialization of its products. Providing education that leverages the deep knowledge base of our science team will build awareness, confidence and brand loyalty, which will provide consumers with more comfort with services such as auto-order, subscription and other strategies."

## **On Behalf of The Board of Directors**

Tim Moore  
Chief Executive Officer

## **About Havn Life Sciences Inc.**

Havn Life Sciences is a Canadian biotechnology company pursuing standardized extraction of psychoactive compounds, the development of natural healthcare products, and innovative mental health treatment to support brain health and enhance the capabilities of the mind. Learn more at: [havnlife.com](http://havnlife.com) and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).



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**The CSE has not reviewed, approved or disapproved the content of this press release**

