



doseology

Doseology Grows Canadian Retail Sales with Loblaw Companies

Kelowna, British Columbia, Sept. 28, 2023 – **Doseology Sciences Inc.** (CSE: **MOOD**) (OTCQB: **DOSEF**) (FSE: **VU7**) (“Doseology” or the “Company”), Doseology, an innovator in functional mushroom wellness products, is delighted to announce the nationwide availability of its acclaimed Mushroom Tincture Line, featuring best sellers WAKE and SLEEP stacked formulas now sold in 150+ Loblaw locations. As Canada's largest supermarket chain, [Loblaw](#) proudly offers these tinctures in their Natural Foods sections across multiple banners like [Real Canadian Superstore](#) and [Fortinos](#).

“Our Mushroom Tinctures combine science and tradition with the mushroom's whole fruiting body to offer a diverse range of health benefits. Shawn Balaghi, CEO of Doseology, expresses enthusiasm for this expanded partnership, which increases accessibility to high-quality natural health products.”

From immune support to stress relief and cognitive enhancement, these tinctures are licensed by Health Canada, ensuring safety and quality. With this expansion, Doseology remains committed to empowering individuals to enhance their mental health naturally. You can find our tinctures on the shelves of Loblaw stores today.

Doseology's product line has expanded to respected retailers across the nation. You can now find our products at Nature's Emporium in Ontario, Commisso's Fresh Foods in Ontario, Whole Foods Markets across Canada, select Sobeys and Safeways stores nationwide, and Nature's Fare Markets in British Columbia.

As of Sept 2023, Doseology has established a presence in 300+ retail locations across Canada.

Additionally, we are excited to announce our partnership with Thrifty Foods, with an exciting launch planned for late November 2023. Thrifty Foods currently operates approximately 28 locations, primarily serving Vancouver Island and the Lower Mainland of British Columbia.

For more information about Doseology Sciences and our Mushroom Tincture Product Line, please visit www.doseology.com.

About Doseology Sciences Inc. (CSE: MOOD) (OTCQB: DOSEF) (FSE: VU7)

Doseology specializes in premium functional mushroom and adaptogenic herbal supplements that are stacked for targeted results. Our products are science-backed and health expert-formulated, addressing today's top wellness needs. With 100% mushroom fruiting bodies for maximum purity and potency, we leave no room for compromise. Our liquid format ensures faster absorption for an efficient wellness experience. At Doseology, we're committed to optimizing well-being through the power of nature, offering investors an opportunity to join our journey toward optimal wellness.

On behalf of the Board of Directors,
Shawn Balaghi
Chief Executive Officer
Doseology Sciences Inc

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Forward-Looking Statements

This press release contains statements that constitute "forward-looking information" within the meaning of applicable securities laws. Forward-looking information is often identified by the words "may," "would," "could," "should," "will," "intend," "plan," "anticipate," "believe," "estimate," "expect" or similar expressions. Readers are cautioned that forward-looking information is not based on historical facts but instead reflects the Company's management's expectations, estimates or projections concerning the business of the Company's future results or events based on the opinions, assumptions and estimates of management considered reasonable at the date the statements are made. Although the Company believes that the expectations reflected in such forward-looking information are reasonable, such information involves risks and uncertainties, and undue reliance should not be placed on such information, as unknown or unpredictable factors could have material adverse effects on future results, performance, or achievements. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information are the following: changes in general economic, business and political conditions, including changes in the financial markets; decreases in the prevailing prices for products in the markets that the Company operates in; adverse changes in applicable laws or adverse changes in the application or enforcement of current laws; regulations and enforcement priorities of governmental authorities; compliance with government regulation and related costs; and other risks described in the

Company's prospectus. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking information prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated, or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not to be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update this forward-looking information except as otherwise required by applicable law. For more information, investors should review the Company's filings which are available on SEDAR.

No securities regulatory authority has either approved or disapproved of the contents of this press release. The Company's securities have not been, nor will they be, registered under the United States Securities Act of 1933, as amended, or any state securities laws, and may not be offered or sold in the United States, or to or for the account or benefit of any person in the United States, absent registration, or an applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities in the United States, or in any other jurisdiction in which such offer, solicitation or sale would be unlawful.

The CSE does not accept responsibility for the adequacy or accuracy of this release.