

## Yield Growth Submits Hand Sanitizer Application to Health Canada for Expedited Review

Vancouver, British Columbia--(Newsfile Corp. - March 24, 2020) - [The Yield Growth Corp.](#) (CSE: BOSS) (OTCQB: BOSQF) (FSE: YG3) ("Yield Growth") has submitted an application to Health Canada for expedited approval of its Urban Juve hand sanitizer. This is part of Yield Growth's effort to meet extensive product demand and help battle the coronavirus in Canada.



Figure 1: Yield Growth Submits Hand Sanitizer Application to Health Canada for Expedited Review

To view an enhanced version of Figure 1, please visit:

[https://orders.newsfilecorp.com/files/6377/53706\\_PR\\_WEB\\_March%2024.jpg](https://orders.newsfilecorp.com/files/6377/53706_PR_WEB_March%2024.jpg)

Urban Juve's natural hand sanitizer spray consists of 65% alcohol as per Health Canada guidelines, with a refreshing, clean blend of peppermint, lavender and orange peel oils. Urban Juve has secured the supply for all the packaging and raw ingredients for an initial production run and plans to have the product available for sale within the next 60 days.

"Our company develops and offers products to improve lives. We are all hands on deck to be able to produce and provide consumers a hand sanitizer at a reasonable price and in a timely manner to meet the burgeoning demand," says Yield Growth CEO Penny White.

Yield Growth is also looking into regulations which would allow it to sell its Urban Juve hand sanitizer in other countries where Urban Juve products are sold, including the United States.

In the spirit of gratitude, Urban Juve has also initiated a campaign to support frontline healthcare workers. The selfless dedication of the care aides, cleaners, kitchen staff, management and everyone involved with caring for the most vulnerable among us at this critical time, deserve recognition and gratitude. Urban Juve is presently delivering 500 products as a donation to several senior care facilities in the immediate area.

"The secret to crisis is empathy," says Bhavna Solecki, Yield Growth Director of Product Research. "Crisis management becomes a social responsibility of every company by taking meaningful steps and collective actions in decision making. When the extent of the pandemic crisis became apparent our team rallied to speed up the commercialization of our hand sanitizer. I am proud to be part of a team that is able to quickly leverage its knowledge and experience to research, develop and bring to market products that are of immediate necessity."

### **About The Yield Growth Corp.**

The Yield Growth Corp. conducts research and development and sells plant-based products that improve lives. It has over 200 proprietary wellness formulas at various stages of commercialization. Its products are sold through e-commerce worldwide and retail stores in 3 countries with distribution agreements in place for 12 more countries. It conducts research for plant-based therapeutics, including protection against infectious diseases, and has 13 patents filed in what the Global Wellness Institute reports is a \$4.2 trillion-dollar global wellness market. It owns the plant-based skin care brand Urban Juve, which is currently launching a line of hand care products, and it owns wellness brands Wright & Well and Jack n Jane. It's majority owned subsidiary Flourish Mushroom Labs is launching a line of medicinal mushroom products and developing a business in the emerging market of psychedelic medicine. The Yield Growth management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, Skechers and Aritzia. Yield Growth earns revenue through multiple streams including licensing, services and product sales.

For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://www.urbanjuve.com) and #findyourjuve across social platforms to learn, engage and shop.

### ***Investor Relations Contacts:***

*Penny White, President & CEO*

*Kristina Pillon, Investor Relations*

[invest@yieldgrowth.com](mailto:invest@yieldgrowth.com)

1-833-514-**BOSS** 1-833-514-2677

1-833-515-**BOSS** 1-833-515-2677

*The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.*

### ***Cautionary Statement Regarding Forward-Looking Statements***

*This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies do to the spread of the Coronavirus, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. The laws around cultivating, selling and using psychedelic mushrooms would need to change in most jurisdictions in order for the use of psychedelic products to be legal and sale of, and demand for, Urban Juve, Wright & Well, Flourish Mushroom Labs, Jack n Jane and UJ Beverages products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Yield Growth cautions readers not to place undue reliance on forward-looking statements provided by Yield Growth, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Yield Growth expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.*

# **YIELD GROWTH**

To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/53706>