

## NeonMind Manufactures 4 Superfood Mushroom Coffees

Vancouver, British Columbia--(Newsfile Corp. - October 27, 2020) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) ("Better Plant")** or (the "**Company**") is pleased to announce that its majority owned subsidiary NeonMind Biosciences ("**NeonMind**") has completed an initial production run of all four of its Ayurvedic, functional mushroom coffees.



**Figure 1: NeonMind Manufactures 4 Superfood Mushroom Coffees**

To view an enhanced version of Figure 1 please visit:

[https://orders.newsfilecorp.com/files/6377/66901\\_b3bb261db486a838\\_001full.jpg](https://orders.newsfilecorp.com/files/6377/66901_b3bb261db486a838_001full.jpg)

"With this production run successfully completed, we are now prepared to begin consumer testing. We are also lining up distribution and are preparing to begin tests for digital marketing for the website prior to its launch," said Penny White, CEO of Better Plant. "We are excited to be able to fulfill the growing consumer appetite for functional food products that promote good health."

Functional foods are food that are demonstrated to have physiological benefits and/or reduce the risk of chronic disease beyond just providing nutrition alone.

This production run includes four unique SKUs, which are all infused with Ayurveda botanicals:

### **Two instant superfood mushroom coffee blends for on-the go:**

- **Rest Blend:** Contains Lion's Mane, Reishi, Ashwagandha and Turmeric
- **Energize Blend:** Contains Turkey Tail, Cordyceps, Holy Basil and Moringa

### **Two traditional roasted superfood mushroom coffee blends:**

- **Focus Blend (Dark Roast):** Contains Lion's Mane, Reishi, Gotu Kola, Brahmi
- **Protect Blend (Medium Roast):** Turkey Tail, Cordyceps, Moringa and Amla

"When selecting partners such as a co-packer for functional food production, it is crucial to find alignment on safety, nutrition, quality and values," said Bhavna Solecki, Director of Research and Product Development for Better Plant. "Production facilities should have suitable techniques, methods, and tools, to keep and enrich the nutritive values and bioactivity of the products, as well as be able to propose future directions for food analytical methodologies to refine the process of sorting, grinding, conveying, processing and packaging systems. They must also be able to provide nutritional facts and quality of food and contents of nutrients and bio active components using third party analysis."

Each batch also goes through third party microbial testing with a certificate of analysis issued by the facility to enhance the homogeneity and stability of the final product for storage and shelf life.

Grand View Research reported in 2019 that the functional foods market is expected to reach USD \$275.77 billion by 2025.

### **About NeonMind Biosciences Inc.**

NeonMind is engaged in research and development of products that use medicinal and psychedelic mushrooms to optimize human health and

performance. The company is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and plans to soon begin preclinical trials to study its pending psychedelic medicine patents. NeonMind owns 18% of Translational Life Sciences Inc. Better Plant Sciences owns approximately 50% of the issued and outstanding stock of NeonMind.

#### **About Better Plant Sciences Inc.**

Better Plant develops and acquires intellectual property and other assets related to plant-based products and therapeutics. Through its integrated business model, Better Plant develops, manufactures, markets, sells and distributes plant-based products. It owns over 400 proprietary product formulas. It operates websites and sells through eCommerce, Amazon and through a retail store network over 150 plant based products for body, baby and home under the brands JUSU, Urban Juve and Wright & Well. Its 50% majority-owned subsidiary NeonMind Biosciences Inc. is launching a line of coffees infused with health optimizing medicinal mushrooms including reishi, cordyceps, lion's mane and turkey tail mushrooms. NeonMind is also engaged in research into developing a psilocybin (psychedelic mushroom) based product for weight loss and has applied for Health Canada approval to begin preclinical trials to study its pending psychedelic medicine patents.

For more information about Better Plant, visit [www.betterplantsciences.com](http://www.betterplantsciences.com) or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

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

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