

Better Plant Appoints Pure Product Brokers for Sales in U.S., Australia and Japan

Vancouver, British Columbia--(Newsfile Corp. - January 26, 2021) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("Better Plant") is pleased to announce it has engaged Pure Product Brokers for sales representation for Better Plant's Urban Juve products, commencing immediately.



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Urban Juve is a plant-based skincare line based on Ayurveda and holistic healing principles. Urban Juve has a complete line of face serum, face moisturizers, face mists, body oils, and a lip balm that are crafted with plant-based ingredients.

Pure Product Brokers Founder and President, Maureen Malloy, is trained as a Registered Nurse in the state of California and has 25 years of experience in the Beauty and Wellness industry growing multiple brands into retail successes at a national level. "I always look at a brand in terms of balance of innovation and familiarity, whether it's in formulation, packaging or marketing style," says Ms. Malloy. "Urban Juve is right on time with this super-intelligent skincare system. No one has done Ayurvedic formulation to this level of quality before."

Pure Product Brokers represent a wide range of carefully chosen brand partners in the natural skincare space and has successfully launched brands at a national level with such retailers as Sephora and Nordstrom.

"In addition to sharing our company values, Maureen and her team have a proven track record of success and are well-respected for their work in the beauty industry," says Amber Allen, Director of Sales for Better Plant. "I look forward to uniting our efforts to bring Urban Juve to new markets and diversifying our distribution channels to reach more customers."

As sales representatives, Pure Product Brokers will solicit orders for Urban Juve products in the US, Australia, Japan, and any additional regions mutually agreed to by both parties. Under the agreement Pure Products will engage in the sales and promotion of products to develop initiate and increase volume of business for Urban Juve, provide continual education to regional and headquarter buyers and retail sales teams, coordinate launch and seasonal education events and educational support for retail sales teams, and consult Urban Juve on best practices required to create a successful product launch within the targeted channels of business and within specific key account formats.

About Better Plant Sciences Inc.

Better Plant offers plant-based products for optimum health and wellness. It is a vertically integrated company with a team whose complementary experience enables acquisition, development, manufacturing, and direct-to-consumer distribution of its products. Its all-natural products vary in use from pain treatment to disease prevention to skin care, all without chemicals or harmful ingredients. It has an extensive catalogue of over 400 proprietary product formulas. Better Plant currently has over 70 plant-based products for sale through eCommerce and/or in retail stores under the brands Jusu, Urban Juve, and Wright & Well. Better Plant also owns approximately 29% of NeonMind Biosciences Inc.

For more information on Better Plant, visit betterplantsciences.com or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram. Buy Urban Juve products at urbanjuve.com or follow [@urbanjuve](https://www.instagram.com/urbanjuve) on Instagram.

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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 due to the spread of COVID-19, 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. Demand for the company's 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. Better Plant cautions readers not to place undue reliance on forward-looking statements provided by Better Plant, 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 Better Plant 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.

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