



doseology

Doseology Targets Digital Nomads

Vernon, British Columbia, August 25, 2022 – **Doseology Sciences Inc.** (CSE: MOOD) (OTCQB: DOSEF) (FSE: VU7) (“Doseology” or the “Company”), a life sciences company focused on mental health and wellness, is pleased to announce the introduction of its new Brand Affiliate Program that focuses on digital nomads, especially digital influencers, to help drive direct-to-consumer sales.

The Brand Affiliate Program is a sales platform that targets digital nomads, specifically influencers, to create an unlimited digital sales force. Through this program, these digital sales reps (“Affiliates”) will advertise the Company’s products along with their unique referral code on their social media platforms. The Affiliates will be provided with ready-made sales assets, including video and static ads for this purpose, while also being able to create their own unique content to best support their sales strategy. Every time one of their followers uses their code to make a purchase, the Affiliate receives a percentage of the sale as commission. Affiliates can sign up to this program through Doseology’s [UpPromote application form](#).

The Company is currently focused on the retail distribution of its products throughout Canada and the US, which takes time to ramp up. To support revenue growth, Doseology is fast-tracking sales initiatives and brand awareness for investors and consumers. The Brand Affiliate Program is Doseology’s solution. By combining physical retail locations and the Brand Affiliate Program, the Company can cover both direct-to-consumer and B2B channels more aggressively.

Targeting digital nomads will allow Doseology to access a larger audience, as Affiliates and their followers can be located anywhere in the world. Interested parties can visit the Company’s Brand Affiliate landing page [here](#) for more information.

On Behalf of the Board of Directors

Ralph Olson
Chief Executive Officer
Doseology Sciences Inc.

What is a Digital Nomad?

According to Merriam-Webster, a digital nomad is “someone who performs their occupation entirely over the internet” ([Source](#)). These people can be anyone from influencers to programmers to artists. They generally travel to and work from different locations around the world. As of 2022, there are about 35,000,000 digital nomads, with about a third of them being US citizens ([Source](#)).

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

Doseology Sciences Inc. is building a progressive brand focused on mental health and wellness through cultivation, extraction and innovative nutraceutical and pharmaceutical products. Doseology aims to make a meaningful impact on the mental health pandemic by utilizing and developing functional fungi and plant-derived drugs. With a vertically integrated approach, Doseology intends to process and distribute products at its facilities in Vernon, British Columbia, in accordance with applicable laws to ensure safe and high-quality production. Doseology's medicinal mushroom products, including tinctures, powders and supplements, are available on doseology.com.

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Forward-Looking Statements

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