



Innocan Pharma Announces Patent Application for Novel cannabis-based Vaginal Moisturizer and Lubricant Treatment

Herzliya, Israel and Calgary, Alberta - **(June 14, 2021)** - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (OTC: INNPF) (the "Company" or "Innocan") is honored to announce it has filed an international patent application for a novel cannabis-based Vaginal Moisturizer and Lubricant Treatment. The composition comprises cannabinoids and additional agents of a phytoestrogen and hyaluronic acid and may be applied to alleviate vaginal dryness and vaginal atrophy.

Vaginal moisturizers and lubricants are applied to help overcome vaginal dryness and solve intercourse difficulties. Vaginal dryness is a common condition faced by women of all ages; however, it is particularly common during and after the menopause transition. It is the result of decreased levels of estrogen, a hormone that keeps the lining of the vagina thick, moisturized, and lubricated.

"The vaginal moisturizers and lubricants market is expected to grow from USD \$2.15 billion in 2021 and reach \$3.14 billion by 2026, demonstrating a CAGR of 7.4%", according to a report issued on December 2020, by Market Data Forecast.

By expanding its intellectual property portfolio of cannabis-based products, Innocan Pharma positions itself as a source of both potential breakthroughs in skin therapy and further opportunities across a broad spectrum of inflammatory indications with currently unmet medical needs.

Iris Bincovich, CEO said: "Our scientific leadership has once again demonstrated the immense potential in incorporating CBD to a variety of solutions, **with this application joining a series of 11 patent application filed to this date.** Our expansion into a multi-billion market such as Vaginal Moisturizers and Lubricants is a major achievement for our company."

About Innocan

The Company, through its wholly owned Israeli subsidiary, Innocan Pharma Ltd. ("Innocan Israel"), is a pharmaceutical tech company that focuses on the development of several drug delivery platforms combining cannabidiol ("CBD"). Innocan Israel and Ramot at Tel Aviv University are collaborating on a new, revolutionary exosome-based technology that targets both central nervous system (CNS) indications and the Covid-19 Coronavirus using CBD. CBD-loaded exosomes hold the potential to help in the

recovery of infected lung cells. This product, which is expected to be administered by inhalation, will be tested against a variety of lung infections.

Innocan Israel signed a worldwide exclusive license agreement with Yissum, the commercial arm of the Hebrew University of Jerusalem to develop a CBD drug delivery platform based on a unique-controlled release liposome to be administered by injection. Innocan Israel plans, together with Professor Berenholtz, Head of the Laboratory of Membrane and Liposome Research of the Hebrew University, to test the liposome platform on several potential indications. Innocan Israel is also working on a dermal product that integrates CBD with other pharmaceutical ingredients as well as the development and sale of CBD-integrated pharmaceuticals, including, but not limited to, topical treatments for relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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