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PHARMA

Innocan Pharma's Clinical Study in the US Indicates that more than 90% of Participants Experienced Pain Reduction after using Innocan's Relief &Go OTC Pain Relief Spray

Herzliya, Israel and Calgary, Alberta - (October 19, 2020) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (the “Company” or “Innocan”), is pleased to announce today a Clinical Study, conducted by Dr. Josef Geldwert and the Center for Podiatric Care & Sports Medicine in New York. The study indicates that more than 90 % of participants experienced reduction in pain after using Innocan's Relief & Go OTC Pain Relief Spray. The clinical study was conducted on 18 participants: 10 participants with chronic pain and 8 participants with pain associated with other circumstances. Most participants described their pain before using the spray as throbbing and uncomfortable and a few described their pain as distressing. The location of the pain varied from the upper extremities of the back to the lower extremities and feet.

After 20 minutes 83% of participants noticed immediate improvement in pain.

After 60 minutes 95% of participants noted relief from pain.

After 24 hours almost 90% noted relief from pain.

15 of the 18 participants **would recommend the Relief and GO pain spray.**



The Center for Podiatric Care & Sports Medicine in New York specializes in treating chronic problems resulting from sports injuries and active lifestyles.

Dr. Josef Geldwert has over 40 years of experience in foot surgery, biomechanics, and sports injuries. In addition, he has been a medical authority to numerous professional sports teams. In addition, Dr. Geldwert serves as advisor on Innocan Pharma's Scientific Advisory committee.

Innocan Pharma's Relief & Go Pain Relief Spray is a patent pending Over-The-Counter solution designed to relieve pain by combining three different mechanisms in one product: Menthol and Methyl salicylate with CBD and Magnesium.

Dr. Josef Geldwert stated "I have been following up with patients who I have been seeing for foot and ankle related problems that have been using Relief and Go Pain Relief Spray, and their responses have been positive. I am impressed by how well patients have been doing with a non-prescriptive OTC pain relief spray".

"We are thrilled that our clinical test yielded such promising results", says Ms. Iris Bincovich, Chief Executive Officer of Innocan, "Our unique approach and deep experience is exemplified in these impressive results that I'm certain are only the beginning".

About Innocan

Innocan Israel, a wholly owned subsidiary of the Company, is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing 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 Corona Virus 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 of Jerusalem, 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 the relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan Israel each have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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Forward-looking information is subject to various risks and uncertainties which could cause actual results and experience to differ materially from the anticipated results or expectations expressed in this news release. The key risks and uncertainties include but are not limited to: general global and local (national) economic, market and business conditions; governmental and regulatory requirements and actions by governmental authorities; and relationships with suppliers, manufacturers, customers, business partners and competitors. There are also risks that are inherent in the nature of product distribution, including import / export matters and the failure to obtain any required regulatory and other approvals (or to do so in a timely manner) and availability in each market of product inputs and finished products. The anticipated timeline for entry to markets may change for a number of reasons, including the inability to secure necessary regulatory requirements, or the need for additional time to conclude and/or satisfy the manufacturing and distribution arrangements. As a result of the foregoing, readers should not place undue reliance on the forward-looking information contained in this news release concerning the timing of launch of product distribution. A comprehensive discussion of other risks that impact Innocan can also be found in Innocan's public reports and filings which are available under Innocan's profile at www.sedar.com.

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