



FOR IMMEDIATE RELEASE

News Release

April 29, 2020

**PreveCeutical Confirms its First Peptide with Promising Pre-Clinical Efficacy as a Non-Addictive Painkiller**

**Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”)** (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is pleased to announce an update to its [Non-Addictive Analgesic](#) (dynorphin pain peptide) Program.

Following the identification and shortlisting of a panel of peptides showing promising cell-based activity and extended stability in two distinct types of biological media, the program has identified its first peptide with clear “*in vivo*” activity in a rat model of inflammatory pain. This pre-clinical peptide has demonstrated effectiveness in alleviating moderate inflammatory pain after administration of a single dose. It is planned to test other shortlisted peptides from the panel for their analgesic activity in the *in vivo* rat model.

This outcome highlights the potential of appropriately designed, opioid-receptor selective peptides in alleviating pain.

PreveCeutical’s President and Chief Science Officer, Dr. Mak Jawadekar, stated, “This novel peptide has the potential for further development as a non-addictive analgesic drug candidate, based on the ‘pre-clinical’ animal studies that have been conducted so far.”

***About PreveCeutical***

PreveCeutical is a health sciences company that develops innovative options for preventive and curative therapies utilizing organic and nature identical products.

PreveCeutical aims to be a leader in preventive health sciences. The Company’s current research and development programs include dual gene curative and preventive therapies for diabetes and obesity; the Cannabidiols Sol-gel Program aiming to provide relief across a range of indications from pain, inflammation, seizures, and neurological disorders.; Nature Identical™ peptides for the treatment of various ailments; non-addictive analgesic peptides as a replacement to the highly addictive analgesics such as morphine, fentanyl and oxycodone; and a therapeutic product for treating athletes who suffer from concussions (mild traumatic brain injury).

For more information about PreveCeutical, please visit [www.PreveCeutical.com](http://www.PreveCeutical.com), follow us on [Twitter](#) and [Facebook](#).

***On Behalf of the Board of Directors***

*“Dr. Makarand (Mak) Jawadekar”*

President & Chief Science Officer

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***Forward-Looking Statements:***

This news release contains forward-looking statements and forward-looking information (collectively, “forward-looking statements”) within the meaning of applicable Canadian and U.S. securities legislation, including the United States *Private Securities Litigation Reform Act of 1995*. All statements in this news release that are not purely historical are forward-looking statements and include statements regarding beliefs, plans, expectations and orientations regarding the future including, without limitation, matters related to the Company’s current and planned research and development programs, including the Research Program, the Company’s anticipated business plans and its prospect of success in executing its proposed plans. Often, but not always, forward-looking statements can be identified by words such as “will”, “plans”, “expects”, “may”, “intends”, “anticipates”, “believes”, “proposes” or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Forward-looking statements are based on certain assumptions regarding the Company, including expected growth, results of operations, including the Company’s research and development activities, performance, industry trends, growth opportunities, and that the Company will be able to obtain the financing required to carry out its planned future activities, retain and attract qualified research personnel and obtain and/or maintain the necessary intellectual property rights it needs to carry out its future business activities. Actual results could differ from those projected in any forward-looking statements due to numerous factors including, risks and uncertainties relating to the Research Program, complexities and delays in connection with research and development activities and the actual results of research and development activities, and the inability of the Company, to, among other things, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, commercialize therapeutic and diagnostic technologies, execute its proposed business plans, pursue business partnerships, complete its research and product development programs as planned, including the Research Program, and obtain the financing required to carry out its planned future activities. Other factors such as general economic, market or business conditions or changes in laws, regulations and policies affecting the healthcare and cannabis industries in Canada may also adversely affect the future results or performance of the Company. These forward-looking statements are made as of the date of this news release and, unless required by applicable law, the Company assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although the Company believes that the statements, beliefs, plans, expectations, intentions and assumptions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, intentions or assumptions will prove to be accurate. Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by the Company from time-to-time. These reports and the Company’s filings are available at [www.sedar.com](http://www.sedar.com).

Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.