ASX Release
12 July 2021

Launch of First TGA Registered Product and Commencement of First Sales







Highlights

- Live Verdure Ltd ("LV1"), owner and operator of premium health and wellness Direct to Consumer (DtoC) brand "13 Seeds", is pleased to announce the launch of its uniquely formulated Turmeric product, named "TheraJoint+".
- Manufacturing completed with first sales and distribution of TheraJoint+ capsules having already commenced.
- TheraJoint+ is the first 13 Seeds product to achieve Therapeutic Goods Administration (TGA) registration.
- TheraJoint+ is the first of several new innovative health and wellness products to be launched under the 13 Seeds brand in 2021.

Live Verdure Ltd (ASX: "LV1" or "the Company") is pleased to announce the launch, distribution and first sales of our new, scientifically formulated, and Therapeutic Goods Administration (TGA) Approved Turmeric capsules - TheraJoint+.

TheraJoint+ capsules are the first new product developed under our refined strategy. This strategy focuses on delivering an even broader range of high margin DtoC products that further assist our consumers with their health and wellness needs.

TheraJoint+ was developed after conducting a deep dive survey of our customer database. The responses revealed significant consumer demand for a solution to the discomfort of joint pain and general whole-body inflammation. LV1 identified this as an opportunity and begun working with some of Australia's top pharmaceutical scientists to create a product which would help. The result, TheraJoint+, a uniquely formulated and highly potent turmeric supplement, 3 to 5 times more powerful than the average turmeric supplement currently on the market.

TheraJoint+ manufacturing complete and first sales have already commenced

TheraJoint+ launched after an 8-month R&D initiative under the guidance of LV1's CTO Jonathan Do *(ASX Announcement 23rd March 2021)*.

The initial sales campaign to our existing consumer database resulted in significant sales over the launch weekend. LV1 is now looking forward to expanding our sales and marketing campaigns across multiple social media channels. We are also preparing the product for distribution on the Amazon AU and US global marketplaces over the coming quarters.

Based on the customer response we have already received, LV1 expects TheraJoint+ to significantly contribute to the company's future revenue. We look forward to keeping the market updated regarding sales and upcoming new product development.

TGA Approved Product

Part of an international standard of pharmacopeia, TGA listed products are regarded as being of the highest quality in the world.

TheraJoint+ capsules are the first 13 Seeds product to achieve TGA approval listing. To gain TGA approval, every aspect of the development and manufacturing of a product must be verified. This rigorous testing of raw ingredients, all the way to packaging, ensures the highest standards of end quality and safety for consumers. The TGA also ensures that any claims made about the product are supported by scientific and traditional evidence.

TGA approval allows LV1 to make specific claims around the effects of TheraJoint+ on joint pain and inflammation.

In order to receive TGA approval, it was required that;

- TheraJoint+ only contains pre-approved ingredients and raw materials that the TGA has evaluated for quality and safety;
- Live Verdure must hold evidence for every ingredient that adequately supports all indications and demonstrates that every claim made about TheraJoint+ are accurate and not misleading;
- TheraJoint+ is manufactured by a TGA licensed manufacturer with systems in place to ensure strict quality control; and
- The stability and composition of each ingredient in the TheraJoint+ formulation is of a suitable quality.

What is Turmeric

The active ingredient in Turmeric - curcumin - has a powerful ability to block the body's inflammation pathways, resulting in reduced pain and joint discomfort caused by inflamed tissue. Turmeric has been used for hundreds of years in both Western and Ayurvedic herbal medicine. More recently, the properties of curcumin have been scientifically proven by an endless amount of research.[1]

In addition to its anti-inflammatory properties, Turmeric has been proven to be a phenomenal digestive aid. Turmeric stimulates the contraction of the gallbladder, helping to release bile into the small intestine, allowing your body to break down and absorb fats and vitamins from food.[2]

Turmeric is shown to have long term health benefits, such as the potential to positively impact various diseases, including Alzheimer's, coronary heart diseases, and cancer[3].

Turmeric also finds wide applicability in skin-care and topical application, including potentially reducing eye infections and mitigating the impact of leech bites, sore skin, bruising and swelling[4].

Market size

The global curcumin market size was valued at US$58.4 Million in 2019 and is forecast to grow to in excess of US$171 Million at a CAGR of 12.7% between now and 2027. This growth in demand is likely due to its

1 https://www.ncbi.nlm.nih.gov/

2 https://turmericaustralia.com.au/

3 https://www.grandviewresearch.com/industry-analysis/turmeric-extract-curcumin-market

4 https://www.grandviewresearch.com/industry-analysis/turmeric-extract-curcumin-market

inherent anti-cancer, antioxidant, and anti-inflammatory properties, promoting the use of curcumin across end-user industries[5].

Consumer lifestyle factors such as striving for a healthier way of life, increasing demand for organic-based foods and ayurvedic herbal formulations, and advances in pharmaceutical and skin-care products containing turmeric will also significantly aid the global curcumin market's expansion[6].

LV1's Managing Director, Ran Vaingold, said: "LV1 is actively working towards becoming a leading DTC health and wellness brand by delivering exceptional products at affordable prices straight to consumers. When LV1 commenced R&D on a new product, once again we turned to the best market research resources one can find - our existing database of loyal customers. With over 40,000 people within our reach, we listened to their concerns and in turn developed TheraJoint+, an exciting and effective product that more than meets their needs."

-Ends-

For further information, please contact:

Gernot Abl
Non-Executive Chairman
e: gernot@liveverdure.com.au
ASX Release authorised by Mr Gernot Abl

About Live Verdure (ASX:LV1)

Live Verdure Ltd (ASX:LV1) ("LV1" or the "Company") is an Australian Direct to Consumer (DtoC) plant-based food, nutraceutical and skincare company that owns the rapidly growing hemp consumer brand "13 Seeds" and "8 Seeds", with 100% Tasmanian hemp as its hero ingredient.

LV1 is built based on a deep understanding of our consumers' needs and purchasing behaviour. This company wide focus on building and nurturing long-term relationships with our customers means they return time and time again to shop for more wellness products.

[5] https://www.grandviewresearch.com/industry-analysis/turmeric-extract-curcumin-market

[6] https://www.globenewswire.com/en/news-release/2021/06/03/2241692