LiveVerdure

ASX Release
1st December 2021

Launch of Second TGA Listed Product and 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 Sleep product named "TheraNight+".
- Manufacturing has been completed with first sales and distribution of TheraNight+ capsules having already commenced.
- TheraNight+ is the second 13 Seeds product to achieve Therapeutic Goods Administration (TGA) listing.

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) Listed sleep capsules - TheraNight+.

TheraNight+ is the second product to be developed and launched under our refined strategy. This strategy focuses on delivering an even broader range of high margin DtoC products, further assisting our consumers with their health and wellness needs.

TheraNight+ was developed after conducting a deep dive survey of our customer database. The responses revealed considerable consumer demand for a solution to a lack of sleep or poor sleep quality. LV1 identified this as a significant opportunity and began working with some of Australia's top pharmaceutical scientists to create a product which would help. The result, TheraNight+, has been carefully formulated to contain a unique combination of natural herbal ingredients in high doses assisting consumers to fall asleep and stay asleep. The formulation of these ingredients allows them to work synergistically, aiding relaxation and improving sleep quality.



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TheraNight+ Manufacturing Complete and First Sales Have Commenced

TheraNight+ launched after a 4-month R&D initiative under the guidance of LV1's CTO Jonathan Do.

The initial sales launch was via an email marketing campaign sent only to LV1's existing customer database. 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 Australia and US global marketplaces over the coming months.

Based on the positive response from our customers, LV1 expects TheraNight+ to contribute to the company's future revenue. We look forward to keeping the market updated regarding sales and further new product development.

TGA Approved Product

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

TheraNight+ capsules are the second 13 Seeds product to achieve TGA listing. To gain TGA listing, each aspect of a product's development and manufacturing process must be verified. This rigorous testing of every element, from the raw ingredients 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 TheraNight+ and its ability to provide long term improvements to the consumers' sleep.

In order to receive TGA listing approval, it is required that;

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

Leveraging 4 Natural Ingredients

LV1 is confident that consumers will regard TheraNight+ as one of the best sleep aid supplements in the market. TheraNight+ is formulated to contain a unique combination of natural herbal ingredients, detailed below, in very high quantities. The formulation of these ingredients allows them to work synergistically, aiding relaxation and improving sleep quality.

Valerian Root Extract

Valerian root is a herb native to Asia and Europe. It has been used by ancient cultures for thousands of years to improve sleep and reduce anxiety. Valerian is widely known for its ability to interact with gamma-aminobutyric acid (GABA), associated with a brain state conducive to sleep[1].

Passionflower

Passionflower is a fast-growing perennial vine. Some studies suggest that Passionflower may help relieve insomnia and anxiety. Early indications are that leaves from this plant boost the level of gamma-aminobutyric acid (GABA) in your brain by lowering brain activity, helping you relax your mind and sleep better[2].

Lemon Balm

Lemon Balm is a lemon-scented herb. Lemon balm has traditionally been used to improve mood and cognitive function and soothe symptoms of stress. Research has also shown lemon balm may also reduce anxiety symptoms, such as nervousness and excitability[3].

HOPS (Humulus Lupulus)

Hops are the female flowers from the hop plant, *Humulus lupulus.* Hops have a long history of use in herbal medicine, dating back to at least the 9th century in Europe. Common areas of study include the potential usefulness of hops in treating sleep disorders. Recent research suggests that hops may also help improve sleep quality and lower anxiety levels[4].

LV1's Managing Director, Ran Vaingold, said:

"Our focus is always on delivering outstanding products through scientifically backed ingredients and best in class formulation by our team. As a DTC brand, we encourage our customers to speak to us directly about their needs, enabling us to step in and help. When our customers told us they wanted to sleep better, and for longer, we listened. TheraNight+ is the most potent natural sleep supplement produced in Australia. It targets both main challenges our customers identified, falling asleep and staying asleep, with 100% natural and non-addictive ingredients. It's widely known that poor sleep quality can lead to many health issues, and we are proud to deliver such an outstanding product."

-Ends-

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This announcement has been authorised for release by the Board of LV1.

[1] https://www.healthline.com/nutrition/valerian-root
[2] https://www.healthline.com/health/anxiety/calming-effects-of-passionflower
[3] https://www.healthline.com/health/lemon-balm-uses
[4] https://www.healthline.com/health/can-hops-get-me-to-sleep

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. LV1 owns fast-growing hemp consumer brands "13 Seeds" and "8 Seeds", featuring Tasmanian hemp as its hero protein.

LV1 is built based on a deep understanding of our consumers' purchasing behaviour, focusing on building long-term relationships where consumers return time and time again to shop for more wellness products.