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# DEVONIAN

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DEVONIAN HEALTH GROUP INC.

**PRESS RELEASE**

*For immediate release*

## **Devonian Health Group Receives 2018 Best Anti-Aging Skin Treatment Technology from LUX Life Magazine.**

**QUEBEC, October 3<sup>rd</sup>, 2018** – Devonian Health Group Inc. (“**Devonian**” or the “**Corporation**”) (TSXV: GSD), a clinical stage botanical pharmaceutical corporation focused on developing a unique portfolio of botanical prescription drugs and cosmeceutical products, today announced that its Purgensis™ anti-aging treatment was awarded the 2018 Best Anti-Aging Skin Treatment Technology from United Kingdom-based LUX Life Magazine (LUX).

“It is such an honor for Devonian to have won the 2018 award of the Best Anti-Aging Skin Treatment for its Purgensis™ treatment. LUX Life Magazine recognizes that a new generation of consumers are now requiring cutting edge technology and are shifting their spending towards lifestyle goods and experiences over things. For Devonian, this is a great recognition of more than 15 years of Research & Development ensuring that consumers get an effective product supported by pharmaceutical-grade clinical data. This recognition confirms Purgensis™ treatment’s level of excellence.” says Devonian’s President & CEO, Dr. Andre P. Boulet.

### **About LUX**

Published quarterly, LUX Life informs readers on all aspects of high end lifestyle, including the finest, food and drink, hotels and resorts, health and beauty, automotive, jewellery, art and technology from around the world.

For LUX 2018 Fashion & Lifestyle Awards Press release, visit:

[www.lux-review.com/the-2018-fashion-lifestyle-awards-press-release/](http://www.lux-review.com/the-2018-fashion-lifestyle-awards-press-release/)

For complete LUX Life magazine’s article about Purgensis™ anti-aging treatment, visit:

[www.lux-review.com/issues/fashion-and-lifestyle-2018/18](http://www.lux-review.com/issues/fashion-and-lifestyle-2018/18)



### **About Purgenesis™ anti-aging treatment**

Purgenesis™ Anti-aging treatment has three components: a day cream, a night cream and an eye cream. These creams contain R-Spinasome®, a complex that is an active structure with anti-oxidant properties. The structure of this complex is critical to its function as an anti-oxidant, enabling it to capture and dissipate noxious energy generated by Reactive Oxygen Species (ROS), returning the complex to a state where it is ready to undergo new activation cycles. It is this dynamism and capacity to regenerate that provides R-Spinasome® with unprecedented, long-lasting anti-oxidant activity. A clinical study involving 72 subjects (aged 35-72years) was conducted to evaluate the performance of Purgenesis™ Anti-aging product line compared with two other leading prestige brands over a 28-day period of use. The results indicate that Purgenesis™ Anti-aging line is significantly superior than leading prestige brands in terms of its anti-wrinkle, firmness and hydration effects. Purgenesis™ Anti-aging treatment is patent-protected in Japan, Canada, United States and Europe (#JP 5952261; #CDN 2,699,6765; #US 13/261,472, #EUR 11 768 299.7). The product has been recognized by the Canadian Dermatology Association's Skin Health Program™.

For more information, visit [www.purgenesis.com](http://www.purgenesis.com).

### **About Devonian**

Devonian Health Group Inc. is a late stage botanical pharmaceutical corporation with novel therapeutic approaches to targeting unmet medical needs. Devonian's core strategy is to develop prescription botanical drugs from plant materials and algae for the treatment of inflammatory-autoimmune diseases including but not limited to ulcerative colitis and atopic dermatitis. Based on a foundation of over 15 years of research, Devonian's focus is further supported by a US-FDA set of regulatory guidelines favouring a more efficient drug development pathway for prescription botanical drug products over those of traditional prescription medicines. Devonian is also involved in the development of high-value cosmeceutical products leveraging the same proprietary approach employed with their pharmaceutical offerings. Devonian Health Group Inc. was incorporated in 2013 and is headquartered in Québec, Canada where it owns a state-of-the-art extraction facility with full traceability 'from the seed to the pill'. Their recently acquired commercialization partner, Altius Healthcare Inc., brings opportunities for further diversification and growth potential. Devonian is traded publicly on the TSXV Exchange (TSXv:GSD).

For more information, visit [www.groupe-devonian.com](http://www.groupe-devonian.com).

### **Forward Looking Statements**



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This press release contains forward-looking statements about Devonian’s objectives, strategies and businesses that involve risks and uncertainties. These statements are “forward-looking” because they are based on our current expectations about the markets we operate in and on various estimates and assumptions. Actual events or results may differ materially from those anticipated in these forward-looking statements if known or unknown risks affect our business, or if our estimates or assumptions turn out to be inaccurate. Such risks and assumptions include, but are not limited to, Devonian’s ability to develop, manufacture, and successfully commercialize value-added pharmaceutical and dermo-cosmeceutical products, the availability of funds and resources to pursue R&D projects, the successful and timely completion of clinical studies, the ability of Devonian to take advantage of business opportunities in the pharmaceutical and dermo-cosmeceutical industries, uncertainties related to the regulatory process and general changes in economic conditions. You will find a more detailed assessment of the risks that could cause actual events or results to materially differ from our current expectations in Devonian’s prospectus dated April 21<sup>st</sup>, 2017 under the heading “Risk Factors” related to Devonian’s business. As a result, we cannot guarantee that any forward-looking statement will materialize. We assume no obligation to update any forward-looking statement even if new information becomes available, as a result of future events or for any other reason, unless required by applicable securities laws and regulations.

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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