

Psyched Wellness's Calm, First Legal Amanita Muscaria Extract, Arrives at Pop-up Grocer in NYC

Toronto, Ontario--(Newsfile Corp. - December 12, 2023) - Psyched Wellness Ltd. (CSE: PSYC) (OTCQB: PSYCF) (FSE: 5U9) (the "Company" or "Psyched"), a life sciences company focused on the production and distribution of health and wellness products derived from the Amanita Muscaria mushroom, is thrilled to announce its debut at [Pop-up Grocer](#), the revered hub for innovative and groundbreaking products. Starting December 15th, consumers in New York City will have the exclusive opportunity to experience the transformative benefits of Calm Extract at the Pop-up Grocer location.

Pop-up Grocer has built a reputation as a hotspot for discovering cutting-edge products, offering a curated selection of the latest trends and must-have items in the realm of food, wellness, and lifestyle. As a testament to its commitment to offering the best and most unique products, Pop-up Grocer has chosen Calm Extract as its latest addition.

"We are incredibly excited to bring Calm Extract to Pop-up Grocer in New York City," says Del Mahabadi, International Marketing Manager at Psyched Wellness. "This opportunity allows us to introduce our innovative product to a discerning audience, made even more accessible with our recently reduced price. This partnership is about bringing balance within reach, inviting everyone to embrace calm amidst the city's vibrant energy."

The reduction in price for Calm extract, now at \$34.95 USD at 30ml and \$64.99 USD at 60ml, was a strategic move that came after a comprehensive year-long initiative focused on customer feedback, extensive market research, and rigorous testing of various pricing models. This reduction in price reflects the Company's dedication to listening and responding to the needs of its valued customers.

Visit <https://shop.psyched-wellness.com/> for more information about ordering the product directly.

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Neither the Canadian Securities Exchange nor its Regulation Services Provider have reviewed or accept responsibility for the adequacy or accuracy of this release.

About Psyched Wellness Ltd.:

Psyched Wellness Ltd. is a Canadian-based health supplements company dedicated to the distribution of mushroom-derived products and associated consumer packaged goods. The Company's objective is to create premium mushroom-derived products that have the potential to become a leading North American brand in the emerging functional food category. The Company is in the process of developing a line of Amanita muscaria-derived water-based extracts, teas and capsules designed to help with three health objectives: promote stress relief, relaxation and assist with restful sleeping.

Cautionary Statement Regarding Forward Looking Information

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. The forward-looking information and forward-looking statements contained herein include, but are not limited to, statements regarding: the ability of the Company to develop Amanita Muscaria-derived products; the safety of Amanita Muscaria consumption and the safety and purity of any extracts thereof; and (ii) the uses and potential benefits of Amanita Muscaria.

Forward-looking information in this news release are based on certain assumptions and expected future events, namely: the Company's ability to continue as a going concern; the Company's ability to continue to develop its mushroom-derived products and associated consumer packaged goods; continued approval of the Company's activities by the relevant governmental and/or regulatory authorities; and the continued growth of the Company.

These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including but not limited to: the potential inability of the Company to continue as a going concern; risks associated with potential governmental and/or regulatory action with respect to the Company's operations; competition within the psychedelics market; risks with respect to the safety of Amanita Muscaria consumption and the safety and purity of any extracts thereof; and the risk that there is no potential benefit of Amanita Muscaria consumption.

Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements, as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated.

Forward-looking statements contained in this news release are expressly qualified by this cautionary statement and reflect the Company's expectations as of the date hereof and are subject to change thereafter. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.



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