

Miss the Cannabis Boom? All Aboard Red Light Holland Corp. as the CSE officially offers TRIP for trading...

Investors made a lot of money by being in on the cannabis boom in the early stages. This time there may be a similar opportunity to get in early on the 'magic truffles' boom. Magic truffles are a type of mushroom or fungi, and hence are very similar to 'magic mushrooms'. They are legal in the Netherlands and they are well known for their hallucinogenic properties that result in psychedelic effects on people. Studies have found them effective for reducing depression and anxiety, and creating a state of wellbeing.

Red Light Holland Corp. (CSE: TRIP) (RLH) is in the 'magic truffle' business. Their business revolves around the production, growth and sale of a premium brand of 'magic truffles' to the legal, recreational market within the Netherlands. Sales are done through existing Smartshops operators and an advanced e-commerce platform. The Netherlands is a country with a long-standing, established, legal magic truffles market.

A Smartshop in the Netherlands selling legal magic truffles



Source

So what are magic truffles? Wikipedia describes them as:

“Magic truffles are the sclerotia of Psilocybin mushrooms that are not technically the same “mushrooms” as “mushrooms”. They are masses of mycelium that contain the hallucinogenic chemicals psilocybin and psilocin....In October 2007, the prohibition of hallucinogenic or “magic mushrooms” was announced by the Dutch authorities. The ban on the mushrooms did not outlaw the hallucinogenic species in sclerotium form, due to authorities believing it to be weaker than the mushrooms. The psilocybin truffles which once made little sales became the only legal option to produce. Today smart shops in the Netherlands offer magic truffles as a legal alternative to the outlawed mushrooms.”

Psilocybin binds to a receptor in the brain for serotonin thereby resulting in enhanced mood and perception. Along with hallucinations and mood changes, people who take psilocybin

experience a dreamlike sense of expanded consciousness.

Rather than extracting the active ingredients, Red Light Holland (“RLH”) believes in the entourage effect of ‘whole fungi’ medicine, meaning it is better for customers to consume the whole magic truffle.

Magic truffles sold in small containers ready for buyers to eat



Source

Some of the numerous benefits of magic truffles are said to be:

- An expanded consciousness with increase creativity.
- Increase of “openness” and other beneficial shifts in personality.
- Mental relaxation with floods of laughter, intense joy and satisfaction.
- Reduce depression.
- Smoking cessation and other addictions.

A randomized, double-blind trial from Johns Hopkins in 2016 found that a single dose of psilocybin substantially improved quality of life and decreased depression and anxiety in people

with life-threatening cancer.

Another research report discovered that psilocybin can also bind itself to receptors that stimulate healing. It is thought that psilocybin repairs and grows brain cells, which could prove beneficial to those who suffer from depression or other mental health problems.

Red Light Holland's goal is to supply the recreational and medical market with naturally occurring, non-synthetic psilocybin, as current clinical trials are using a synthetic psychedelic pro-drug compound.

Magic truffles products

- Microdosing Kits – RLH is currently developing a premium microdosing kit comprised of the ideal true quantity promoting responsible use. This non-synthetic RLH premium product will be available soon.
- Merchandise – RLH will be launching a line of top tier merchandise very soon. All of the premium RLH clothing line and merchandise will be available for purchase at the RLH website and selected stores.

A Red Light Holland Microdosing Kit with magic truffles



Source

RLH also plan to seek a EU-GMP certification for their

production facility in the Netherlands, in order to produce and supply medical grade, EUGMP certified premium magic truffles within the Netherlands.

RLH plan to raise funds that will be used to go public and build a 3000 sq feet magic truffles production facility and then start production to bring in revenue. Investors can view the company presentation [here](#).

Closing remarks

Numerous studies and anecdotal stories confirm the amazing medical and recreational benefits of magic truffles. The people of the Netherlands certainly think so.

Red Light Holland and their magic truffles business are in the very early stages of development. Certainly this means higher risk and reward should it succeed. Those that got in early on the cannabis boom made multi-bagger returns. Will this happen with 'magic mushrooms' I do not know. History has shown there is a demand for the product, so only time will tell.

Red Light Holland begins trading today on the Canadian Securities Exchange under the ticker 'TRIP' at market open today.