

Can Psychedelics Follow Cannabis' Lead?

Greenlight for Red Light Holland as Distribution Agreements Grow

Red Light Holland Corp. (CSE: TRIP) ("RLH") engages in the production, growth, and sale of a premium brand of magic/hallucinogenic truffles to the recreational market in the Netherlands.

The Company is pre-revenue, with lots of potential, as it builds out a custom, 3000 square foot growing facility in Horst, the Netherlands.

To generate some immediate revenue and build its brand, the Company procured 10,000 units of psychedelic truffles for resale and started selling its Microdosing Packs of magic truffles in September through existing Smart Shop operators and its e-commerce platform. Its Microdosing Pack contains a small amount of magic truffle promoting responsible use, with the drug benefits but without the intensity of a full psychoactive experience.

Distributions Deals

In September, RLH signed a distribution agreement for its Microdosing Packs with Super Smart's location in Tiel, the Netherlands.

Then in October, the Company reached a distribution arrangement with Smartshop Oss, in Oss, the Netherlands.

Finally, RLH completed a distribution arrangement with 3 House of Smart locations in the Netherlands, located in the cities of Rotterdam, Eindhoven and Den Bosch.

Todd Shapiro, CEO of RLH, commented, “clearly we are excited for a broad and diverse adult demographic, within all of these beautiful areas, to soon have the opportunity to see our brand and potentially purchase our responsible-use product.”

Psychedelics Industry

The psychedelics industry is similar to where the cannabis industry was 10 years ago as it fights for legalization in various countries. The use of psychedelic products is currently illegal in most jurisdictions, however countries such as the Netherlands and Jamaica have legalized some forms of psychedelics.

Psilocybin is the chemical alkaloid that induces psychedelic effects, often found in psilocybin mushrooms (“magic mushrooms”) or psilocybin truffles (“magic truffles”).

RLH is currently growing 3 different strains of magic truffles: *Psilocybe Mexicana*, *Psilocybe Galindoi*, and *Psilocybe Tampanensis*, and expects to have an initial batch of 100,000 grams of magic truffles available this quarter.

Retail establishments in the Netherlands that specializes in the sale of psychoactive substances, such as magic truffles, are called Smart Shops. There are an estimated 100 Smart Shops operating in the Netherlands, generating over US\$100 million in sales annually.

New Clinical Market

The psychedelics industry has since gained some traction with pharmaceutical companies starting to research the effects of psychedelics on a range of medical ailments from mental health to cancer.

In September, RLH announced that its science division, Scarlette Lillie Science and Innovation, entered into a relationship with Jinfiniti Precision Medicine in order to

explore the potential roles that psilocybin and magic truffles can play for age-related and psychiatric disorders.

Jinfiniti has created a blood test that can detect key factors that drive aging and other genetic instabilities. Jinfiniti's fast and low cost test allows for scientists from both companies to clearly evaluate the potential for psilocybin treatments that go beyond what is currently being explored.

The relationship with Jinfiniti opens up a whole new clinical market that goes beyond the recreational market.

High Profile Management Team

RLH has several prominent management executives and celebrities to help drive its growth and brand recognition, including: Ann Barnes, co-founder of Peace Naturals; Bruce Linton, founder and former CEO of Canopy Growth; Tony Clement, the former Health Minister of Canada (2006-2008); and, Russell Peters, a comedian with international brand recognition and over 5.5 million people on his social media platforms.

Funded for Growth

The Company had \$6.6 million in cash as of June 30, 2020, after raising over \$4 million in private placement in June.

RLH is currently trading at \$0.08 with a market cap of only \$17.2 million has plenty of room for upside gains.

iMicrodose Pack of Magic Truffles by Red Light Holland



Source

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.