

# **Red Light Holland enters the market of legal magic truffles**

## **Exploring the recreational and potential medical use of psychedelics**

Most people have heard of 'magic mushrooms', but they may be unfamiliar with their fungi cousin magic truffles. Magic truffles are legal and very popular in the Netherlands and are well known for their hallucinogenic properties that result in psychedelic effects. What is less well known is that truffles have a number of potential health benefits related to reducing anxiety and depression, lifting mood, and freeing the mind. The price for 10 grams of truffles (the maximum recommended dose for a beginner) is between 10 to 15 Euro in Amsterdam.

Red Light Holland Corp. (CSE: TRIP | FSE:4YX) ("RLH") is in the 'magic truffle' business. The Company aims to engage in the production, growth and sale of a premium brand of magic truffles to the legal, recreational market within the Netherlands. Their business revolves around a premium brand of magic truffles. Sales are conducted through existing Dutch Smartshops storefront operators and an advanced e-commerce platform. The Netherlands is a country with a long-standing, established, legal magic truffles market.

**Red Light Holland is now starting to commercialize their premium magic truffles in the Netherlands for both recreational and eventual medicinal use**

Our core business will revolve around the production, growth and sale of recreational and potentially EU-GMP medical grade truffle products in clearly defined legal markets.



#### EU-GMP Facility

Red Light Holland is starting to build out its potential EU-GMP facility which aims to pioneer and lead EU-GMP in the naturally occurring PSILOCYBIN category with the strictest legal compliance measures.



#### Whole Fungi Medicine

Scarlette Lillie Science and Innovation plans on initiating and partnering with medical professionals to help further study the health benefits of 'whole fungi' medicine.



#### Netherlands Based

Strategically based in the Netherlands, Red Light Holland will provide a premium brand Truffle to the current Dutch market.



#### Premium Brand

Red Light Holland plans to produce, distribute and market a premium health and wellness brand truffle to the highest standard.



Source: Company presentation

In some surprising news in August, RLH announced that it had commenced its “magic truffles growth operation in the Netherlands, months ahead of schedule...” Red Light Holland has “expedited the build out of its approximately 3,000 square feet, custom built, indoor growing, production and distribution facility of the Company, in Horst, the Netherlands (the “Facility”) and has commenced growing its first crop of magic truffles.”

RLH has also ordered 10,000 units of Psychedelic Truffles Microdosing Packs from McSmart (one of the Netherlands’ prominent truffle growers, distributors and Smart Shop owners), to launch the Microdosing Packs within the Netherlands as early as September 2020. RLH plans to sell these via three Smart Shops operated by McSmart, as well as through Red Light Holland’s proposed e-commerce platform and McSmart’s existing e-commerce platform.

Red Light Holland has also been on a hiring spree adding 7 new

high-level members to their team with a wide variety of both business and medical (psychedelics) knowledge and experience. One of the new hires, Sarah Hashkes from RadixMotion, will focus on developing an innovative virtual reality shopping experience (VR Module, due by Q4 2020) for Dutch Smart Shops and e-commerce platforms. Sarah Hashkes is the CEO of RadixMotion and a scientific researcher with knowledge on microdosing and is RLH's new Scientific Advisor. Part of her mandate is to educate the public about psilocybin, the active ingredient in magic truffles.

The project also includes having a "VR Avatar", expected to be online by Q3 2020. The VR Avatar is expected to assist Red Light Holland's larger efforts towards reducing the stigma associated with magic truffles and other psychedelic substances. The Avatar, RLH explains, is to help the novice: "Now imagine shopping for something new – but wanting to truly experience it before purchasing? Pretty cool idea, right? What we are aiming to create here is a virtual reality experience that potential consumers can use before buying our Microdose Packs. This way, they can experience what the effects of microdosing magic truffles would be like, to help with their personal comfort and understanding before actually purchasing our product."

Sounds rather cool to me. I think it will be quite popular for the curious to try this out. What do readers think?

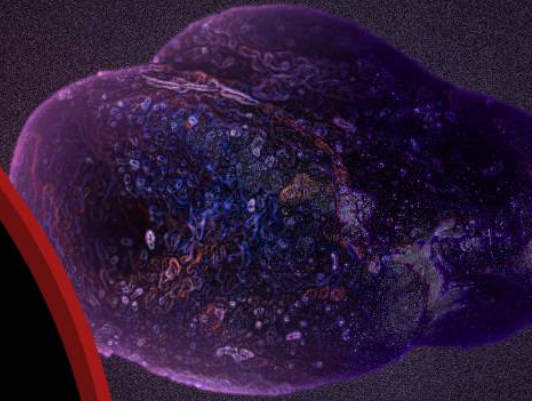
Red Light Holland is currently growing three different strains of magic truffles and expects to have an initial batch of approximately 100,000 grams of magic truffles available in late October, 2020.

**Red Light Holland carves out a unique market niche**

**Red Light Holland will provide recreational grade Truffles and potentially EU-GMP medical grade truffles to the current legal adult use market in the Netherlands.**

Red Light Holland's business revolves around the production, growth and sale (through existing Smart Shops operators) of a premium brand of magic truffles to the legal, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws. Red Light Holland is strategically based in the Netherlands, an area with a long-standing, established legal magic truffles market.

Red Light Holland's management and advisory members are comprised of a core group of highly skilled individuals with the wealth of combined knowledge and experience (relating to growing, mass-producing, compliance, distributing, marketing and managing, etc.) necessary to help fix Red Light Holland as a leader in this early-stage, emerging field.



Source: Company presentation

### **Closing remarks**

Red Light Holland is moving surprisingly fast to commercialize and promote their product range of premium magic truffles. Considering the Company only listed in Canada this year in late May, then in Germany in June, it is quite amazing that operations have already begun and they are already producing their own magic truffles.

Red Light Holland trades on a market cap of just C\$19m as investors are yet to learn about the Company, and their large potential to rapidly expand and create revenues in the lucrative magic truffles market in the Netherlands. Exciting times are ahead for Red Light Holland with a new innovative VR Avatar virtual reality shopping experience, with sales and revenues all not that far away in Q3 and Q4 of this year.

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# Red Light Holland's Todd Shapiro on investing in a medical and scientific division for the understanding of medical psychedelics

"We have named a Science and Innovation division called Scarlette Lillie... We thought that this is a way to show investors how serious we are about our medical, our scientific and research division because not only is Red Light Holland a recreational opportunity, where we plan our products on shelves by Q4, but we also want to show the world that we are taking this side very seriously of trying to prove and being a part of the process of what psilocybin can potentially do for human beings...We want to create this division and grow this division to get involved with observational studies, clinical studies and show the scientific community and be a part of some intellectual property..." States Todd Shapiro, Co-Founder, CEO and Director of Red Light Holland Corp. (CSE: TRIP), in an interview with InvestorIntel's Tracy Weslosky.

Todd went on to comment on the appointment of Canada's former Health Minister, the Honourable, Tony P. Clement, as a Senior Advisor to Red Light Holland's Advisory Board. Mr. Clement has served in senior roles in Prime Minister Stephen Harper's Cabinet (2006-2015), as Health Minister, Industry Minister and President of the Treasury Board. Todd also said that Red Light Holland has a strong cash position and is building a very strong team which includes Dr. Joseph Geraci, a leading mind in the medicine and machine learning fields and global comedy superstar, Russell Peters.

To access the complete interview, [click here](#)

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## **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.

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**Todd Shapiro of Red Light Holland on 'magic truffles' and the multi-billion dollar**

# psychedelics market

“Psychedelics are a multibillion-dollar market...and that is what this industry is banking on. We are product based, we are a premium brand – the Red Light Truffle will be available in smart shops and we potentially could even have products within the smart shops and on an advanced e-commerce platform by the end of Q3. We plan on setting up a facility that we hope one day will qualify for EU-GMP certification. That means that we can grow a perfect clean room medical grade truffle that could potentially be tested...truffles are sold legally in Netherlands...we think we can capitalize with a premium brand feel and with a micro dose responsible use product.” States Todd Shapiro, Co-Founder, CEO and Director of Red Light Holland Corp. (CSE: TRIP), in an interview with InvestorIntel’s Tracy Weslosky.

Todd went on to say that Red Light Holland will have two divisions – Red Light Recreational and Red Light Health. The company is starting with recreational and will have a medical play in the future. Todd also said that Bruce Linton is the Chairman of Red Light Holland’s Advisory Board. Bruce is the founder and former CEO of Canopy Growth Corporation. Under his leadership, Canopy Growth was the first cannabis producing company in North America to be listed on a major stock exchange (TSX) and included on a major stock index (S&P/TSX Composite Index). Canopy Growth was also the first cannabis-producing company to list on the New York Stock Exchange.

To access the complete interview, [click here](#)

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