

# 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.

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