

MINDCURE Launches "Desire Project" To Treat Female Hypoactive Sexual Desire Disorder With MDMA-Assisted Psychotherapy



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*First-of-its-kind study targets a female sexual disorder affecting
an estimated 9.5 million women in the U.S. alone*

VANCOUVER, BC, Sept. 27, 2021 /CNW/ - Mind Cure Health Inc. (CSE: MCUR) (OTCQB: MCURF) (FRA: 6MH) ("MINDCURE" or the "Company"), a leader in advanced proprietary technology and research in psychedelics, introduces its "Desire Project," a clinical research program focused on the treatment of female hypoactive sexual desire disorder with MDMA-assisted psychotherapy.

As part of MINDCURE's research and development, this research program will mark the first psychedelic-based treatment program targeted at addressing what is clinically known as Hypoactive Sexual Desire Disorder ("HSDD"), a common sexual disorder characterized by persistent low sexual desire and emotional distress not attributable to an existing medical condition or relationship issue. According to current estimates, HSDD affects 10% of adult women¹ and 14% of premenopausal adult women,² all reporting that their low desire results in a state of distress. In the U.S. alone, HSDD affects an estimated 9.5 million premenopausal women.³ HSDD is also present in men.

"We know that sexual health contributes to overall wellbeing and that studies relating to HSDD suggest that female desire has deep roots in the mind. Women's desire issues have not been adequately addressed to date, and we believe that treatment incorporating MDMA and psychotherapy has real promise as it may target those roots of desire in the mind and unlock healing for women lacking desire," **said Kelsey Ramsden, President & CEO, MINDCURE.** "MINDCURE has identified a gap in the market, and I think that with the team we have built to execute this project, we can help those seeking improved desire in a new way."

In clinical trials, MDMA therapy has shown success in helping people heal from Post-Traumatic Stress Disorder ("PTSD") by working on brain pathways related to fear; it can enhance fear memory extinction, modulate fear memory reconsolidation, and bolster social behavior in animal models. MINDCURE has spent six months designing its forthcoming clinical research program, much of it spent in looking at how MDMA may ease some of these fear factors for women, which play a large role in causing female-related sexual disorders that are not treated by current medications on the market.

"I'm very excited to lead our team and launch a clinical study for the treatment of female Hypoactive Sexual Desire Disorder," **said Dr. Joel Raskin, Chief Medical Officer, MINDCURE.** "During my decades as a psychiatrist clinician and researcher, I've seen first-hand the limitations of existing treatments. This is an exciting opportunity to find a potentially more effective and better tolerated treatment for women affected by this disorder."

MINDCURE's "Desire Project" team is comprised of some of the world's leading researchers in female sexual desire research and psychedelics, including Dr. Jennifer Mitchell, the lead author of the recently published MAPS MDMA-assisted therapy for PTSD study. Dr. Anita Clayton is the Professor and Chair of the Department of Psychiatry and Neurobehavioral Sciences and a Professor of Clinical Obstetrics and Gynecology at the University of Virginia. Dr. Cindy Meston directs the Female Sexual Psychophysiology Laboratory at the University of Texas in Austin, one of the few laboratories in the world devoted exclusively to the study of women's sexual health. Dr. Robert Pyke led the Addyi® project, a drug used in treating the symptoms of HSDD through Phases II and III, and has over 100 peer-reviewed publications in the last 18 years. Dr. Sherry Walling is a practicing licensed clinical psychologist with a master's degree in theology and an emphasis in trauma.

About Mind Cure Health Inc.

MINDCURE is a life sciences company focused on innovating and commercializing new ways to promote healing and improve mental health. The Company is developing digital therapeutics technology and researching psychedelic compounds to support access to safe, evidence-based psychedelic-assisted therapies globally. Learn more at mindcure.com, and follow us on LinkedIn, Facebook, Twitter, and Instagram.

On Behalf of the Board of Directors

Kelsey Ramsden, President & CEO

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Forward-Looking Information

Certain information presented in this news release may constitute "forward-looking information" within the meaning of applicable securities laws regarding MINDCURE and its business. Forward-looking information generally can be identified by the use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "feel", "intend", "may", "plan", "predict", "project", "subject to", "will", "would", and similar terms and phrases. Some of the specific forward-looking information in this news release includes, but is not limited to, statements with respect to: the treatment of HSDD with MDMA-assisted psychotherapy; potential effects of MDMA on certain fear factors for women; and the execution and potential outcome of the Desire Project.

Forward-looking information is based on a number of key expectations and assumptions made by management of MINDCURE, including, without limitation: the COVID-19 pandemic impact on the Canadian economy and MINDCURE's business, and the extent and duration of such impact; no change to laws or regulations that negatively affect MINDCURE's business; there will be a demand for MINDCURE's products in the future; no unanticipated expenses or costs arise; MINDCURE will be able to continue to identify products that make them ideal candidates for providing solutions for treating mental health; that MINDCURE will advance wellness worldwide; and the Desire Project will show a successful treatment for HSDD.

Forward-looking information is provided for the purpose of presenting information about management's current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. Forward-looking information inherently entails known and unknown risks and uncertainties about the future and actual results, and involves significant risks and uncertainties and should not be read as a guarantee of future performance or results as actual results may differ materially from those expressed or

implied in such forward-looking information. Those risks and uncertainties include, among other things, risks related to: the Desire Project may not be completed as anticipated or at all; MDMA-assisted psychotherapy may not treat HSDD as expected; and results from the Desire Project may not be able to be incorporated into MINDCURE's products or business as expected. Although MINDCURE has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those described in forward-looking information presented, there may be other factors that cause results, performance or achievements to differ from those anticipated, estimated or intended. Accordingly, readers should not place undue reliance on any forward-looking statements as no forward-looking information can be guaranteed.

Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and MINDCURE does not undertake any obligation to publicly update or revise any forward-looking information, whether as a result of new information, future events, or otherwise.

1. <https://pubmed.ncbi.nlm.nih.gov/27916394/>
2. https://journals.lww.com/greenjournal/Abstract/2018/05001/Incidence_and_Knowledge_of_Hypoactive_Sexual.649.aspx
3. Based on an estimate of the number of premenopausal women in the U.S. and the expected number of women affected by HSDD (see footnote 2 above)

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