



District Ventures Capital Invests in highly popular Canadian Clean Beauty Brand

Province Apothecary receives investment to support and build on rapid growth

TORONTO, ON (October 20, 2020) – District Ventures Capital (“**District Ventures**”) today announced it has closed an equity investment with Province Apothecary Inc. (“**Province Apothecary**”), a Canadian clean beauty brand which produces organic skincare products.

Founded in 2012 by Julie Clark, Province Apothecary was created with the intent of providing natural, organic beauty products suitable for all skin types, including the most sensitive skin complexions. Using only high quality, certified organic ingredients sourced from each Canadian province, their product line remains committed to innovation, sustainability, and small-batch skin care, and includes ingredients such as organic seaweed from Nova Scotia, maple syrup from Quebec, organic sunflower oil from Ontario, and organic beeswax from Alberta.



“After learning about Province Apothecary and their organic product line, we were excited to learn more about the formulation process and company mission,” said Arlene Dickinson, General Partner, District Ventures Capital. “We came to discover a product that not only provided incredible skincare results for consumers, but a Canadian company that supported an array of sustainable practices and provided a fresh perspective into the beauty industry. Today, we are enthused to call them partners.”

Regarded as a leader in the clean beauty space, Province Apothecary’s product line is free from petroleum, parabens, synthetic fragrances and ingredients, endocrine

disruptors, carcinogens, dyes, alcohol, solvents, pesticides, genetically modified organisms (GMOs), palm oil or derivatives, cosmetic grade ingredients and toxins of any kind. In addition to products, the clean beauty brand offers a variety of services from their Toronto clinic including Naturopathic Consultations, Facial Rejuvenation Acupuncture and Eyebrow Shaping and Tinting. In Q4 2020, Province Apothecary will also be revealing new innovations.

“We’re delighted to partner with District Ventures Capital and to continue growing the Province Apothecary brand with their knowledge and expertise,” said Julie Clark, Founder of Province Apothecary. “From the outset, Province’s mission has been to create not only a product, but a brand that promotes health, wellness and sustainability and we look forward to a partnership with a fund that shares this interest.”

The deal marks District Ventures Capital’s second investment in clean beauty – a category which is estimated to generate over \$22 billion annually by 2024. As health and well-being remain top-of-mind for Canadians, District Ventures Capital is pleased to continue investing in brands that support the growth and innovation of unique products in the food, health and wellness sector.

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About District Ventures Capital

District Ventures Capital is a venture capital fund investing in innovative companies in the food & beverage and health & wellness sectors. The fund is led by General Partner, Arlene Dickinson. District Ventures is the leading ecosystem in Canada that focuses on the CPG space and brings capital, marketing support, programming and commercialization as support to the companies it invests in.

For more information, visit www.districtventurescapital.com.

About Province Apothecary

Province Apothecary is a clean beauty brand that sources the highest quality organic ingredients from each Canadian Province and hand blends them in small batches to create skincare that nourishes and balances the skin. Out of their Toronto clinic, Province offers an array of services ranging from organic facials to naturopathic consultations.

For more information, visit www.provinceapothecary.com.