

TO CONCEIVE

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TO CONCEIVE LAUNCHES NEW PARABEN-FREE FORMULA TO PROMOTE NATURAL CONCEPTION

Gynecologist-developed fertility-enhancing product available online September 29

Sept. 29, 2017 – [Cincinnati, OH] – Callitas Health, Inc., a global leader in innovative women's healthcare, today announced the market re-launch of ToConceive, a fertility enhancing vaginal gel, lubricant and moisturizer that may aid in creating an optimal environment for natural conception. The newly reformulated moisturizer is now paraben-free to prevent potential negative side effects on hormones and includes only pharmaceutical-grade ingredients to help increase natural lubrication. The newly re-launched product has an FDA-cleared formula and will be available for purchase online as of September 29, 2017.

Based on the science behind the 2010 Nobel Prize in Medicine for in vitro fertilization (IVF) and sperm capacitation, ToConceive was scientifically developed by Dr. Ronald Thompson to support in creating the right environment for conception. ToConceive, in studies, has been shown to help enhance a woman's own natural lubrication, which contains the proteins and other co-factors needed to help conceive naturally.

Acknowledging that approximately 75 percent of unexplained infertility cases among healthy couples can be traced back to a lack of natural vaginal lubrication, ToConceive provides couples trying to conceive with a natural, non-invasive and cost-effective product. The easy-to-apply patented gel includes key ingredients such as menthol and L-arginine, a naturally occurring amino-acid that helps support the production of nitric oxide, and in turn, may help stimulate blood flow to the vagina and other tissues.

"Recognizing both the financial and emotional burden that many couples experience while trying to conceive, ToConceive provides a cost-effective and minimally invasive option, as well as a community of couples who are undergoing similar journeys," said Lindsey Thompson, Director of Brand Management, Callitas Therapeutics. "Callitas Therapeutics is committed to shaping the future of healthcare, and ToConceive is a prime example of an innovative product that is paving-the-way for those seeking fertility assistance."

ToConceive is easy to use every day and should be applied daily after a shower or bath, as well as prior to or during intercourse. It is recommended that ToConceive be used consecutively for a minimum of 90 days for optimum success.

A 90-day supply of ToConceive is \$129.99 and will available for purchase online September 29, 2017. For more information on ToConceive and to purchase, please visit www.toconceive.com.

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About Callitas Health, Inc.:

Formed in early 2015, Callitas Health, Inc. is a clinical-stage company developing innovative technologies for obesity, weight management and female health and wellness. Callitas Health Inc. trades on the Canadian Securities Exchange (CSE) under the ticker symbol "LILY" as well as on the OTCQB as "MPHMF" and FWB (Frankfurt Stock Exchange) as "T3F2."

Notice regarding Forward Looking Statements: This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the commercialization of the rights to the Company's biomedical & drug technologies, and the acquisition of the rights to a new product. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks

including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedar.com and the Company's filings to the CSE at www.cnsx.ca. Such risk factors may cause the inability of the Company to successfully commercialize any of its biomedical technologies.

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