

# Callitas Health Inc.

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## Callitas Health strikes up partnership with Simply Wholeistic on CannaStrip technology, dietary supplements

Callitas Health Inc (CSE:LILY) (OTCQB:MPHMF) said Monday that it signed a letter of intent with wellness company Simply Wholeistic to manufacture and supply formulations of its own CannaStrips and Simply Wholistic dietary supplements for sale in the US market.

Cincinnati-based health and wellness company Callitas has developed a novel delivery technology that helps achieve more precise dosing — a tricky undertaking when it comes to medical cannabis.

The company has come up with oral strips that dissolve instantly on the tongue to deliver tetrahydrocannabinol (THC) and cannabidiols (CBD), a medical component of cannabis that doesn't get users high.

**READ:** Callitas Health strikes up new partnership with NuEthix  
The valuable CannaStrip technology has patent-pending status from the US Patent Office.

The new partnership comes on the heels of Callitas Health signing agreements with two undisclosed California companies to market and sell CannStrips for THC and CBD.

"The range of Callitas's products and IP is outstanding, and the patented sublingual Cannabidiol (CBD) strip is a game changer," said Simply Wholeistic CEO Clayton Thomas in a statement. "This year Simply Wholeistic will launch and supply a suite of specific health products that we believe can improve the health of our customers. Our partnership with Callitas significantly enhances our ability to innovate in the market."

Simply Wholeistic has created a new line of natural alternative and detox supplements that are designed to help consumers practice preventive care and healthy living.

**DEEP DIVE:** Callitas Health banks on CannaStrips and OTC products while swinging for the fence with blockbuster drugs

"Simply Wholeistic's distribution model enables Callitas to continue expanding its technologies, including Cannastrip, into nationwide markets," said Callitas Health CEO James M Thompson. "We are excited with this new partnership, and we look forward to introducing novel dietary supplements that address a variety of needs."

Simply Wholeistic develops and distributes a line of products, including a unique mood-balancing Hemp strip, that will provide natural alternatives to synthetic supplements.

Callitas is a well-diversified health and wellness company with a large portfolio. It is developing remedies across five silos: OTC sexual health & wellness, prescriptions for female sexual health, weight management, cannabis delivery technologies and orphan drugs.

**Price:** 0.11  
**Market Cap:** \$3.62 m

### Share Information

**Code:** LILY  
**Listing:** CSE  
**52 week High Low**  
**0.175 0.05**

**Sector:** Pharma & Biotech  
**Website:** [www.callitas.com](http://www.callitas.com)

### Company Synopsis:

*Founded on Midwest values, our Cincinnati-based company is people-focused, always looking for ways to benefit our customers, shareholders, and employees. Our company was built on strong work ethic, honesty, and a desire to help others. Our number one goal is helping people by bringing products to market that improve quality of life.*

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