



# **NATURALLY SPLENDID UPDATES**

## **HempOmega™ STUDIES**

**June 14, 2016 – Vancouver, BC – Naturally Splendid Enterprises Ltd. (“Naturally Splendid”) (NSP – TSX Venture) (NSPDF – OTCQB) (50N – Frankfurt)** is pleased to provide the following overview of HempOmega™ studies and related projects to date.

Naturally Splendid has been active in a number of studies developing commercially viable products incorporating their 100% owned HempOmega™. These studies have been both private as well as government supported and have taken place at a variety of facilities such as POS BioSciences and the Saskatchewan Food Industry Development Center, Inc. (SFIDC).\*The project was supported by the Saskatchewan Agri-Value Initiative (SAVI) under the Canada-Saskatchewan Growing Forward 2 bi-lateral agreement.\*

Studies indicate that HempOmega™ has great potential to be incorporated into existing food products to meet the requirement for Health Canada’s Omega-3 nutrient claim. With this information, the Company can provide further assurance to potential clients that HempOmega™ is a viable ingredient and can be used to meet an Omega-3 health claim in foods. These positive results are very valuable as the Company presents HempOmega™ to a variety of potential clients.

There are a number of formulation challenges with hemp oil that have been overcome with HempOmega™, including rancidity/oxidation; short shelf life; off flavors and taste; unstable in food manufacturing due to low heat index; and dispersion of oil into liquid and food based applications. Overcoming these formulation challenges using HempOmega™ presents significant commercial advantages in the lucrative omega market, over a wide spectrum of distribution channels including; human consumption for food, topicals and nutraceuticals; pet food applications; as well as livestock applications.

Summary of trial results:

### **Beverages**

Initial beverage formulations infused with HempOmega™ have been successful using coconut water for a Vancouver based company as well as incorporating HempOmega™ into an existing line of fruit juices for a manufacturer based out of the UK. Samples were provided to both manufacturers and the feedback was positive regarding the analytical analysis and organoleptic properties. A third European company, has recently reached out to NSE seeking a customized formulation of HempOmega to utilize in their branded beverage that will compete against the fish-based omega beverages in the market today.

## **Foods**

NSE with the participation of the SFIDC has created 3 food prototypes using HempOmega™ which include; dough for pizzas and flatbreads, yoghurt and granola bar. The midterm reports from the SFIDC have come back with positive results with inclusions of HempOmega ranging from 5% to as much as 15%. In the case of the yoghurt, SFIDC was able to indicate that manufacturers of yoghurts will be able to make the daily claim when incorporating HempOmega as an ingredient. All prototypes have now moved onto shelf-life testing and NSE should expect the data within the next 30-60 days.

In summary, there has been significant advancement in the application of HempOmega™ in a variety of beverage and food products. The Company will continue to work with POS BioSciences and SFIDC to formulate and evaluate additional products enriched with HempOmega™.

Additionally, HempOmega™ has demonstrated the ability to be infused into pet foods and livestock feeds. The Company continues to make progress in having HempOmega™ approved as an ingredient in pet food and livestock feed.

## **FDA/Pet food and livestock feed:**

The Company has established an Investigative Food Additive File with the FDA and had a positive meeting with the regulatory experts and top scientific consultants at the FDA regarding HempOmega™ use in pet food and livestock feed. NSE's regulatory and science team are presently outlining an action plan and determining the next steps in the Food Additive Petition including the structure of a dog feeding trial.

The goal is to receive FDA approval to market HempOmega™ as a source of omega-3 fatty acids in the pet food/livestock feed industries.

As reported in a previous news release, in a 2013 Nutraceuticals World article it was reported, "Omega production is forecast to grow a mammoth 32.8% annually in volume (15.1% in value) by 2018, by which time 3.3 million metric tons worth \$9.1 billion will be produced. "Plant omega 3 production value is expected to grow twice as fast as marine during the next five years," Mr. Bender predicted. "As a result, by 2018, plant omega 3s will account for 52% of production value compared to 48% for marine. Plant omega 3s will benefit from consumers' desire to get away from animal based products".

Naturally Splendid CEO Mr. Craig Goodwin reports, "We are making great strides with this new and innovative ingredient derived from hemp oil which boasts an amazing natural balance of omega 3 & 6. And we are experiencing increased interest in HempOmega™ resulting in part from being a finalist in the NutraIngredients Awards in the Start-Up Ingredient of the Year Category. We are now presenting HempOmega™ to a variety of potential clients including a number of exporting opportunities. Samples

have been provided and currently these global companies are formulating and working with the Company's Scientific Advisors and internal staff to shorten the learning curve to be able to get products to market as quickly as possible. We are transitioning into a most exciting time for HempOmega™ as we begin to monetize this extraordinary omega opportunity”.

### **About Naturally Splendid Enterprises Ltd.**

Naturally Splendid is a multifaceted biotechnology company that is developing, producing, commercializing, and licensing an entirely new generation of plant-derived, bioactive ingredients, nutrient-dense foods, and related products. Naturally Splendid is building an expanding portfolio of patents (issued and pending) and proprietary intellectual property focused on the commercial uses of industrial hemp and non-psychoactive cannabinoid compounds in a broad spectrum of applications.

Naturally Splendid currently has five innovative divisions: (1) Natera® brand of retail hemp superfood products currently distributed throughout North America and Asia; (2) Chi Hemp Industries Incorporated (Chii) is selling natural and organic hemp products through e-commerce (3) PawsitiveFX® brand of pet care products; (4) BCI Division of plant-derived bulk ingredients including patent-pending HempOmega®; and (5) hemp-based cannabinoid nutraceuticals. The Company's advanced technologies, industry expertise, and strategic partners allow for the creation of customized solutions with a consistent focus on quality and sustainability.

For more information e-mail [info@naturallysplendid.com](mailto:info@naturallysplendid.com) or call 604-559-8051

On Behalf of the Board of Directors

## **J. Craig Goodwin**

CEO, Director

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### **Forward-Looking Statements**

Information set forth in this news release contains forward-looking statements that are based on assumptions as of the date of this news release. These statements reflect management's current estimates, beliefs, intentions and expectations. They are not guarantees of future performance. Naturally Splendid cautions that all forward looking statements are inherently uncertain and that actual performance may be affected by a number of material factors, many of which are beyond Naturally Splendid's control including, but not limited to, Naturally Splendid's ability to complete the private placement financing. Accordingly, actual and future events, conditions and results may differ materially from the estimates, beliefs, intentions and expectations expressed or implied in the forward looking information. Except as required under applicable securities legislation, Naturally Splendid undertakes no obligation to publicly update or revise forward-looking information.

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