



# Naturally Splendid NATERA®CBD Products Granted Approval in Japanese Market with First Step Japan

**VANCOUVER, BRITISH COLUMBIA--(Marketwired – October 16 , 2017) - Naturally Splendid Enterprises Ltd.** ("Naturally Splendid") or ("NSE") or ("The Company") (**FRANKFURT:50N**) (**TSX VENTURE:NSP**) (**OTC:NSPDF**) is pleased to announce the Japanese government has approved the Company's Natera®CBD product line for distribution in Japan.

Naturally Splendid is very pleased to announce it has received approval from the Japanese regulatory bodies for two of its CBD capsule products; full spectrum hemp oil NATERA CBD caps and NATERA CBD Ultra Caps. NSE's Natera®CBD products have been granted approval under the food supplement category. Naturally Splendid plans to immediately begin selling/marketing both products in Japan with its partner First Step Japan ("FSJ").

With over 127 million consumers in Japan it is the third largest economy on the planet and well educated in the Canabidiol (CBD) world of products.

As mentioned in a previous news release the Company has plans to launch two (2) products to Japan via an ecommerce platform using First Step Japan as our Importers/Distributors.

FSJ is a Japan based market entry and consulting firm that serves a variety of businesses and non-governmental organizations. They guide clients to achieve their sales goals and to make successful and lasting entries into the Japanese market. The principals of FSJ have a combined 30 years experience in Japan. They are uniquely equipped to navigate the local business environment and generate results for their clients. Leveraging an extensive network of associates covering all angles of business operations, FSJ offers a single-entry point to the market.

As CEO Dave Eto comments, "FSJ and NSE have been diligently working with the Japanese government for the past six months to reach this major accomplishment. While a very lucrative market, Japan's regulatory regime is a barrier to entry for others who don't have high quality, experienced importers nor the perseverance to endure the difficult process. We are now preparing our first orders of CBD capsules for the Japanese market to be sold on ecommerce platforms, Amazon and Rakuten Japan as a food supplement. We are all very excited with this opportunity and optimistic that the Japanese consumer will love our products."

"Once we have feedback on the CBD capsules, we will pursue more products for Japan. We anticipate the same stringent protocols from Japanese regulators but with our experience, we aim to hasten certain aspects of the process."

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

Naturally Splendid is a biotechnology and consumer products 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 four innovative divisions:

(1) BIOTECHNOLOGY – Focused on three major platforms:

- (1) Proprietary HempOmega™ encapsulation
- (2) Extraction and formulation with Cannabidiol (CBD)
- (3) Hemp and plant-based proteins.
  - POS-BPC Facility - a 12,000-square-foot facility jointly owned by NSE 51%/ 49% POS Bio-Sciences, offers commercial-scale custom processing solutions for functional foods and natural health.

(2) CONSUMER PRODUCTS -

- NATERA® - brand of retail hemp and superfood products distributed throughout North America, Asia and Europe.
- Prosnack Natural Foods Inc. (Elevate Me™) - lifestyle brand of healthy meal replacement products distributed throughout North America.
- Chi Hemp Industries Incorporated (CHII) - e-commerce platform for natural and organic hemp products.
- PawsitiveFX® - topical pet care products.
- NATERA®CBD - retail hemp-based cannabinoid nutraceutical and cosmeceutical products distributed in Asia.
- NATERA®Skincare -brand of retail hemp based cosmeceutical products.

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(3) NATERA® Ingredients - bulk ingredients including HempOmega™ .

(4) Co-Packaging/Toll-Processing - packaging for house-brands (NATERA® and CHII) and third-party partners.

For more information e-mail [info@naturallysplendid.com](mailto:info@naturallysplendid.com) or call Investor Relations at 604-673-9573

On Behalf of the Board of Directors

Mr. Dave Eto  
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, Naturally Splendid's ability to complete the acquisition of Prosnack, complete all or any of the proposed private placement financing, Naturally Splendid's ability to compete with large food and beverage companies; sales of any potential products developed will be profitable; sales of shelled hemp seed will continue at existing rates or increase; the ability to complete the sales of all bulk hemp seed purchase orders; and the risk that any of the potential applications may not receive all required regulatory or legal approval. 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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