



## **Naturally Splendid Appoints Dr. Stuart Love to Advisory Board**

VANCOUVER, British Columbia, December 7, 2017 -- **Naturally Splendid Enterprises Ltd.** (“**Naturally Splendid**” or “**NSE**”) (TSX-V:NSP) (OTCQB:NSPDF) (Frankfurt:50N) is pleased to announce that Dr. Stuart Love has been appointed to the Company’s Advisory Board.

In joining NSE’s Advisory Board, Dr. Love will leverage his expertise in sports related treatment to develop a comprehensive line of sports oriented products. This includes supplements, beverages and topicals. His expertise will be invaluable in developing a line of products with commercial crossover appeal to the broader ‘active lifestyle demographics’. Products developed will utilize the Company’s proprietary ingredients HempOmega™ and hemp protein isolate and can be further fortified with CBD (Cannabidiol) wherever appropriate.

Dr. Love states, “In an effort to provide the highest quality and most comprehensive treatment to my clients, it has been a driving ambition of mine to custom formulate nutritional products with the highest of standards, targeted towards specific sports conditions to enhance my clients level of performance. I treat clients who rely on their health to create successful careers. It is with this high degree of responsibility, that I have designed my treatment protocols that includes chiropractic care, soft tissue therapy, modalities, strength and conditioning, functional training, as well as proper nutrition. I am looking forward to collaborating with the team of experts that have been assembled at Naturally Splendid including CannaDyne and Naturally Splendid Director, Mr. Doug Mason”.

Dr. Love graduated as a Doctor of Chiropractic from the Canadian Memorial Chiropractic College in 1996 with clinic honors and went on to complete the Fellowship program for the Royal College of Chiropractic Sports Sciences (Canada Fellowship candidate) and is currently enrolled in completing his Masters in Science in Human Nutrition and Functional Medicine. His clients include Olympic level athletes, professional athletes from the NHL, CFL and NFL and professional golfers playing on the PGA and European Tours along with Web.com, Australian, Asian, Japanese and Canadian Tours. Additionally, Dr. Love has been a sessional instructor of Biomechanics at the University of Victoria and has guest lectured at the Golf Management program at Camosun College in Victoria, BC along with being a published researcher, presenter and guest on TV and radio.

Additionally, Dr. Love will work closely with CannaDyne, Naturally Splendid’s strategic partner in formulating health care products targeted at specific ailments and conditions as well as products for overall health and well-being. Together, they will develop practitioner grade formulations in a number of delivery mechanisms including capsules, concentrated powders, bars and beverages as well as focus on creating formulations incorporating Naturally Splendid’s proprietary ingredients HempOmega™ and hemp protein isolate as well as (CBD) Cannabidiol fortification where applicable.

**Naturally Splendid Enterprises, Ltd.**

#108-19100 Airport Way,  
Pitt Meadows, BC V3Y 0E2  
Tel: 604-570-0902  
Email: [info@naturallysplendid.com](mailto:info@naturallysplendid.com)  
Website: [www.naturallysplendid.com](http://www.naturallysplendid.com)



Naturally Splendid President Mr. Craig Goodwin states, “Dr. Love’s addition to our Advisory Board is another significant move to solidify our position in the value-added hemp extract edible and beverage markets. We are building a solid foundation of intellectual property and proprietary products such as HempOmega™ and hemp protein isolate, as well as processing capacity, packaging and distribution channels. We believe that this unique combination positions Naturally Splendid with differentiating products thus separating ourselves from most other hemp companies. The global market for sports nutrition and supplements has been growing at a significant rate in pace with the food and beverages, pharmaceuticals, health and personal care and sports industries. Ever increasing health awareness is driving the market for sports nutrition and supplements. And for the past 20 years, this market has been driven primarily by North America, Asia–Pacific and Europe, which are regions that we have established distribution channels in. We welcome Dr. Love to the Naturally Splendid Team and look forward to developing many successful products together”.

- In 2015, the North American sports market had a value of about 63.86 billion U.S. dollars. This figure is expected to rise to 71.62 billion by 2018.
- The global market for sports nutrition and high energy supplements totaled \$37.5 billion in 2014. This market is projected to approach \$40.8 billion in 2015 and nearly \$66.0 billion by 2020, registering a compound annual growth rate (CAGR) of 10.1% through 2020.
- The global market for sports and energy drinks should total nearly \$46.8 billion by 2020, with a CAGR of 10.3% for the period 2015-2020.
- High energy supplements as a segment should reach \$11.2 billion by 2020, with a CAGR of 10.7% between 2015 and 2020.

**Source BCC Research LLC.**

#### **About CannaDyne Distribution Inc.**

CannaDyne’s principals have a combined 30 years of direct natural product formulating, education, sales & distribution expertise and success. CannaDyne is focused on the sales, marketing and distribution of premium natural health products and supporting educational services directly to health care practitioners throughout Canada and the United States. CEO, Mr. Wayne M. Breen was previously a Lead Formulator and Technical Advisor for Metagenics, a medical food and supplement company with sales in excess of \$500 million USD annually where his career included medical liaison with practitioners in Canada and the United States, travelling extensively in North America educating practitioners on product knowledge and functional medicine. CannaDyne Director of Sales & Marketing, Vic Vicic has extensive experience as a Functional Medicine Consultant with industry leader Metagenics in the direct-to-health care practitioner nutritional supplement market. Vic is also certified as a Lifestyle Educator and Functional Medicine Practitioner to help individuals experiencing various chronic health conditions, augmenting his passion for providing nutritional guidance.

CannaDyne excels in educational sessions, product training, and clinical & technical support to practitioners who recognize the value of quality natural health products. The strategy of working directly with practitioners enables the Company to identify specific market needs and trends and strategically position their unique ancillary services platform to help patients achieve optimal outcomes and improve quality of

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Website: [www.naturallysplendid.com](http://www.naturallysplendid.com)



life while assisting practitioners in maintaining a thriving practice through strategic business building while focusing on effective clinical nutrition.

### **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 production facility leased and operated by POS BPC Manufacturing Inc., a company jointly owned by NSE (51%) and POS Holdings (49%), 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.

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- NATERA®CBD - retail hemp-based cannabinoid nutraceutical and cosmeceutical products distributed in Asia.
- NATERA®Skincare - brand of retail hemp based cosmeceutical products.

(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

### **Contact Information**

Naturally Splendid Enterprises Ltd.  
(NSP – TSX Venture; NSPDF – OTCQB; 50N Frankfurt)  
#108-19100 Airport Way  
Pitt Meadows, BC, V3Y 0E2  
Office: (604) 465-0548  
Fax: (604) 465-1128  
E-mail: [info@naturallysplendid.com](mailto:info@naturallysplendid.com)  
Website: [www.naturallysplendid.com](http://www.naturallysplendid.com)

### **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

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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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