

Phivida and Flora Research Laboratories Announce International Partnership

VANCOUVER and SAN DIEGO, CA, Feb. 25, 2019 /CNW/ - Phivida Holdings Inc. (CSE: VIDA OTCQX: PHVAF) ("Phivida" or the "Company"), today announced a new partnership with Flora Research Laboratories ("FRL"), a leading provider of analytical testing and consulting services to the natural products, active hemp extract (hemp CBD) and dietary supplements industry. The partnership will focus on quality assurance and product testing of Phivida's active hemp extract infused premium beverages and clinical products.

"We are really excited to be working with FRL as they share our same values when it comes to quality and transparency," said Jim Bailey, President and CEO of Phivida. "We have set a very high standard for ourselves to ensure we deliver the best products in the market place. We always test the active raw ingredients for potency and contaminants – pre-and post-production – to ensure there is no product degradation during the production phase."

Recently, FRL has come together with the International Center for Cannabis Therapy (ICCT) to address the issue of synthetic cannabinoids, heavy metals and pesticide contaminants currently plaguing the CBD industry. The company uses state-of-the-art facilities, which will support Phivida's phytoforensic testing for over 450 potential contaminants before finished products go to market.

"Along with partnering with FRL, we will be testing with Pixis Labs based in Portland, Oregon, to validate and guarantee consistent test results. This robust testing protocol will make us one of the most tested products in the food and beverage industry." Jim Bailey added.

"Over its 25 plus year history, Flora Research Laboratories has consistently attracted and retained long term relationships with industry partners that are consistently dedicated to product quality and integrity," said James Neal-Kababick, Director, Flora Research Laboratories, LLC. "We are pleased to be working with Phivida in this capacity and look forward to our continued partnership in the CBD industry."

Phivida is actively setting a higher bar for hemp CBD – and developing higher standards for the company and the industry as a whole is a huge, but important task. [Oki](#) and [Vida+](#) products are crafted using clinical grade formulation technologies with verified active hemp amounts that are both accurate and consistent. The new quality assurance and testing through Flora Labs Research and Pixis, effective immediately, will be used across all products of both lines of business.

For more information on Phivida products, please visit www.feeloki.com and www.hempvidaplus.com

About Flora Research Laboratories

Founded in 1993 by James Neal-Kababick, a top industry expert, Flora Research Laboratories, LLC is equipped with some of the most advanced technology available for the analysis of natural products and dietary supplements ranging from Accurate Mass Time of Flight Mass Spectrometry to Plasma Mass Spectrometry. The laboratory has a variety of highly skilled analysts on staff including a full-time botanist and taxonomist. FRL provides botanical identification services, contaminant testing, potency and purity testing as well as a variety of specialized screens for clandestine adulteration. Recently, FRL started offering its new SYNCAN (synthetic cannabinoid) screening panel to the CBD industry. This panel screens for the presence of over 370 synthetic cannabinoids. Some of these have been found in CBD oils.

ABOUT Phivida Holdings Inc.

Phivida Holdings Inc. is headquartered in Vancouver, BC with operations in San Diego CA. Phivida is a premium functional food and beverage company focused on whole plant nutrition and natural ingredients that help best maintain overall health and balance in the human body. The company infuses organic active hemp extract into a variety of premium beverages and clinical products for everyday health. Phivida embraces and celebrates a return to organic, natural, plant-based foods and beverages, and a focus on holistic health and wellness. The mission is to help reduce the world's dependence on pharmaceuticals and provide food and beverage choices that allow customers to live a balanced, healthy lifestyle. For more information, visit phivida.com.

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