

September 28, 2018



# Khiron Life Sciences Corp. Announces Formation of Wellness Business Unit and the Launch of Its First CBD Cosmeceutical Brand

**First to market strategy establishes a cosmeceutical brand in the fast-growing Latin America skin care sector with innovative CBD-based consumer products**

TORONTO, Sept. 28, 2018 /CNW/ - Khiron Life Sciences Corp. ("**Khiron**" or the "**Company**") (TSXV: KHRN) (OTCQB: KHRNF) (Frankfurt: A2JMZC), an integrated medical cannabis company with its core operations in Colombia, announced today the creation of Khiron Wellness, and the launch of Kuida®, its first CBD-based skincare brand. With this achievement, Kuida® becomes the first mass-market CBD-based brand approved by INVIMA, Colombia's health agency, and available for sale in Colombia.

Khiron's Wellness business unit is focused on cosmeceutical and nutraceutical products, offering the full benefits of cannabis to consumers across Latin America.

Kuida® is the first brand in Colombia that brings the benefits of Cannabidiol (CBD) to a comprehensive portfolio of skin and body care products for women. Kuida® advances CBD and innovative cosmeceutical ingredients to create our proprietary CBDERM® technology, which is proven to be three times more antioxidant than vitamin E, with anti-aging properties, quick absorption and light textures to improve the skin penetration of CBD.

The full Kuida® product portfolio can be found at [www.Kuidaskincare.com](http://www.Kuidaskincare.com)

Alvaro Torres, Co-founder and Chief Executive Officer stated, "In keeping with our stated strategy, the Khiron Wellness business unit and launch of Kuida® leverages our global medical cannabis expertise to enter a fast-growing category with immediate revenue generation based on a disruptive, innovative and first-to-market product strategy. We will be launching Kuida® across the region, while developing innovative consumer packaged goods into our pipeline. Additionally, Khiron will continue to achieve its milestones related to the ongoing expansion of our cannabis cultivation, development of medical products, and clinics rollout."

According to Euromonitor, the skincare market in Colombia is over US \$5.6 Billion in annual sales, with a growth rate of 6% in the past five years. Further, the Latin American skincare market is anticipated to reach US \$110 Billion annually by 2020.

Andres Galofre, Co-founder and Chief Commercial Officer stated, "I would like to congratulate our team for their dedication in bringing Kuida®, the first INVIMA-approved, CBD-based skincare brand to the market. We understand and promote the benefits of CBD-

based cosmeceuticals and the potential for Kuida® to have a positive impact on women's lives, beauty, and well-being across Latin America".

Kuida® will launch and will be a major sponsor at the XVII Feria de Belleza y Salud taking place in Bogota, Colombia from October 3-7, 2018. This event is the largest health and beauty conference in Colombia attracting more than 55,000 attendees to discover new products and latest trends in the industry. Full event details can be found at [www.feriabellezaysalud.com](http://www.feriabellezaysalud.com)

### **Kuida® Announces Ms. Catalina Aristizabal as Brand Ambassador**

Khiron launches Kuida® with one of Colombia's top influencers and recognized personality, Ms. Catalina Aristizabal, as ambassador for the Kuida® brand. A model, actress and health advocate, Ms. Aristizabal has starred in hit TV programs, in film, as a judge on the popular Colombia's Next Top Model TV show, and hostess of Colombia's top rated reality show over the last two years. "Whether on screen or at home with my family, I work hard to live a healthy life every single day. Kuida® is already a part of my daily skincare routine and I am proud to support the brand in helping other women feel beautiful", comments Mrs. Aristizabal.

With a prominent social media presence, including almost 1.5 million Instagram followers, and a well-known passion for healthy living, Mrs. Aristizabal will represent Kuida® at beauty and lifestyle events, and feature prominently in Kuida®'s marketing plan, complementing the more than 300 Kuida® brand influencers.

### **About Khiron Life Sciences Corp.**

Khiron Life Sciences Corp. (TSXv: KRHN, OTCQB: KHRNF, Frankfurt: A2JMZC) ("Khiron" or the "Company") is positioned to be the dominant integrated medical cannabis company in Latin America. Khiron has core operations in Colombia and is fully licensed in the country for the cultivation, production, domestic distribution, and international export of both tetrahydrocannabinol (THC) and cannabidiol (CBD) medical cannabis. In May 2018, Khiron listed on the TSX Venture Exchange, becoming the first Colombian based medical cannabis company to trade on any exchange globally.

With a focused regional strategy and patient oriented approach, the Company combines global scientific expertise, agricultural advantages, branded product market entrance experience and education to drive prescription and brand loyalty to address priority medical conditions such as chronic pain, epilepsy, depression and anxiety in the Latin American market of over 620 million people. Khiron is led by Co-founder and Chief Executive Officer, Alvaro Torres, together with an experienced executive team, and a knowledgeable Board of Directors that includes former President of Mexico, Vicente Fox.

Further information on Khiron Life Sciences can be found at [www.khiron.ca](http://www.khiron.ca).

### **Forward-Looking Statements**

This press release may contain certain forward-looking information and statements ("forward-looking information") within the meaning of applicable Canadian securities legislation, that are not based on historical fact, including without limitation statements

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Neither the TSXV nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this press release.

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