

NanoSphere Health Sciences Team Among Top Industry Experts to Speak at Second Annual Grow Up Cannabis Conference and Expo



CSE: NSHS
OTC: NSHSF

August 29, 2018 (Source) – *Nano-Biotechnology Firm's President, COO and Co-Founder David Sutton & Chief Science Officer Dr. Richard Kaufman Will Talk Marketing and Nanotechnology in Niagara Falls*

NanoSphere Health Sciences, Inc. (CSE: NSHS) (OTC: NSHSF) President, COO and Co-Founder David Sutton and Chief Science Officer Dr. Richard Kaufman will both speak at the second annual Grow Up Cannabis Conference and Expo, presented by Tweed and Advanced Nutrients. The conference brings licensed producers, suppliers, equipment manufacturers, investors, lawyers and growing enthusiasts together to explore this budding industry in preparation for recreational cannabis legalization coming in the fall. The conference will be held September 7-8 in Niagara Falls.

Sutton will serve on a panel of forward-thinkers to discuss how to make a name in a highly regulated market. As it stands with Health Canada, marketing cannabis can present many challenges. Stringent guidelines prohibit marketing themes of excitement and recreation, and as such, advertising approaches must mirror the pharmaceutical industry more closely than alcohol. Sutton will explain how savvy marketers are overcoming this by stickhandling restrictions in imaginative ways to convey a creative and distinct brand message through

social media, event sponsorship and other unconventional–yet effective–tactics.

Dr. Kaufman will present on the company’s commercialized patented delivery system known as the NanoSphere Delivery System™, covering the ways in which NanoSphere has applied its technology to products for both therapeutic and recreational purposes. He will explain how NanoSphere’s patented method of nano-encapsulating cannabinoids has created viable alternatives to smoking, vaping and consuming edibles, and how precision dosing will advance the company’s continued innovation into the future, particularly in the areas of intra-nasal, transdermal and intra-oral delivery.

“From product innovation to breakthrough marketing strategies, the NanoSphere team is dedicated to finding inventive solutions across the board,” said Sutton. “We are bringing advanced products to market for recreational and medical consumers, and our effort is full force when it comes to both technology and smart marketing. As we enter new territory and expand into Canada, trailblazing a unique–and fully compliant–marketing plan will play an increasingly important role in our business, differentiating us in a crowded and tightly controlled space. This, along with our continued efforts in cutting-edge delivery system application, will continue to elevate the cannabis space.”

NanoSphere Health Sciences has developed products that successfully leverage the next-generation NanoSphere Delivery System™ in the cannabis industry. The company’s revolutionary Transdermal NanoSerum™, a serum delivering cannabinoids through the skin, is ideal for localized pain and inflammation, as well as providing systemic therapy and relief from anxiety. The nano-encapsulation technology significantly increases the bioavailability of cannabis when compared to NanoSphere’s competitors. NanoSerum™ is already commercially available in Colorado under the company’s brand name Evolve Formulas and will soon launch

in California, Arizona and Nevada. The company also just announced a partnership with Delta 9 Cannabis INC to bring Evolve Formulas products into the Canadian market.

For a full line up of speakers and additional details on the conference, visit <https://growupconference.com/>.

On behalf of the Board

Robert Sutton, Chairman and CEO

NanoSphere's Commitment to Licensing IP

NanoSphere launched its IP licensing program in 2015 and is entertaining several licensing opportunities via a rigorous evaluation process. For more information about NanoSphere's licensing program, please visit: <https://www.nanospherehealth.com/licensing/>

About NanoSphere

NanoSphere Health Sciences, Inc. is a biotechnology firm specializing in the creation of the patented NanoSphere Delivery System™, a revolutionary platform using nanotechnology in the biodelivery of supplements, nutraceuticals and over-the-counter medications for the cannabis, pharmaceutical and animal health industries, and beyond. NanoSphere Delivery System™ represents one of the most important developments for advancing the non-invasive and user-friendly delivery of biological agents in over 25 years. For more information on NanoSphere, please visit <http://www.nanospherehealth.com>.

About Evolve Formulas

Evolve Formulas is the provider of the world's first and only scientifically proven nanoparticle delivery system in cannabis. Evolve's pioneering product, Transdermal NanoSerum™, is a fast-acting, ultra-strength transdermal formula infused with nano-encapsulated cannabis and cannabis extracts.

NanoSerum™ immediately penetrates the skin to deliver direct-focused results and intelligently carries a full spectrum of cannabinoids and phytochemicals to receptors throughout the body for systemic healing. Evolve Formula products leverage NanoSphere Health Sciences™ patented NanoSphere Delivery System™. The NanoSphere Delivery System™ is a revolutionary platform using nanotechnology in the biodelivery of supplements, nutraceuticals and over-the-counter medications for the cannabis, pharmaceutical and animal health industries, and beyond. For more information on Evolve Formulas, visit <https://www.evolveformulas.com/>. Follow us on Facebook, Instagram and Twitter.

About Grow Up Cannabis Conference and Expo

The founders and producers of Grow Up Conference and Expo have decades of experience producing national profile events and creating global connections between business communities in the arts, broadcasting, media and technology. They have organized trade summit initiatives with governments around the world and have worked closely with sponsors in all levels of the Canadian government.

Veteran assemblers of forward-thinkers, their signature events include the internationally attended O'Cannabiz Conference & Expo, Canadian Music Week, the Digital Media Summit, Radio Interactive Summit and the career-making CMW Music Festival. They produce a myriad entertainment and media industry award events, including The Indies, The Canadian Radio Music Awards, the advertising industry's Crystal Awards, The Live Music Industry Awards and the annual Music Broadcast and Industry Gala. They also have a two-decade-long relationship with Canada's JUNO Awards.

Grow Up Cannabis Conference and Expo and O'Cannabiz Conference and Expo have been named the top two cannabis industry events in Canada by High! Canada Magazine.

Forward Looking Statement Caution

This news release includes forward looking statements that are subject to assumptions, risks and uncertainties. Statements in this news release which are not purely historical are forward looking statements, including without limitation any statements concerning the Company's intentions, plans, estimates, expectations or beliefs regarding the future. Although the Company believes that any forward looking statements in this news release are reasonable, there can be no assurance that any such forward looking statements will prove to be accurate. The Company cautions readers that all forward looking statements, including without limitation those relating to the Company's future operations and business prospects, are based on assumptions none of which can be assured, and are subject to certain risks and uncertainties that could cause actual events or results to differ materially from those indicated in the forward looking statements. Readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance on forward looking statements. Any forward looking statements are made as of the date of this news release, and the Company assumes no obligation to update the forward looking statements, or to update the reasons why actual events or results could or do differ from those projected in the forward looking statements, whether as a result of new information, future events or otherwise.