

Zelira Partners with SprinJene® to Launch CBD Toothpaste in United States

2 December 2020

- **Zelira's first Over-the-Counter (OTC) formulation provides access to the rapidly expanding market for hemp-derived CBD products**
- **CBD in oral/dental care has been demonstrated to eliminate decay-causing bacteria, reduce gum inflammation, restore pH balance, increase remineralisation and reduce bone loss associated with gum disease**
- **The CBD toothpaste is the first of several scientifically formulated oral health care products to launch under the Zelira Oral Care subsidiary**

Zelira Therapeutics Ltd (ASX: ZLD, OTCQB: ZLDAF), in partnership with SprinJene®, a leader in natural oral care products, is pleased to announce the launch of its proprietary CBD toothpaste in the United States of America (USA).

The CBD toothpaste is a proprietary formulation developed by Zelira and SprinJene's® CEO and Founder Dr Sayed Ibrahim. The product is the first of several scientifically formulated, hemp-derived, oral care products containing cannabinoids, including broad-spectrum CBD, that will be created and launched under the Zelira Oral Care subsidiary that has partnered with the SprinJene® brand as announced in September (www.zeliraoralcare.com).

Research shows that incorporating CBD into oral/dental care results in health benefits including naturally eliminating decay-causing bacteria, reducing gum inflammation, restoring pH balance and increasing remineralisation, reducing bone loss associated with gum disease, and helping to improve overall health. The Zelira-SprinJene® CBD Toothpaste uses broad-spectrum, THC-free CBD distillate derived from hemp. This provides Zelira-SprinJene® users with the full benefits of a wide array of cannabinoids, with no psychoactive effects.

The Zelira-SprinJene® CBD product will be distributed in the USA through SprinJene's® existing distribution channels including retail stores such as Bed Bath & Beyond, Central Market, Sprouts, Lassen's, Haggens, and VitaCos and e-commerce platforms such as Amazon. Discussions are ongoing to access SprinJene's® global distribution networks in France, Russia, UK, Singapore, Ukraine, China, Morocco, United Arab Emirates, Saudi Arabia and Sudan Shoprite.



“The SprinJene® brand is built on harnessing the power of natural ingredients to protect and improve our oral health, and CBD with its inherent anti-inflammatory, antibacterial and homeostatic properties are shown to be powerful tools in that fight,” **says Dr Sayed Ibrahim, CEO of SprinJene®** “Research is showing that cannabinoids will be a major part of the future of oral¹⁻³ and Zelira was the perfect partner for SprinJene® to set the industry standard in broad spectrum, hemp-derived oral care formulations.”

“SprinJene® was an early adopter of nature-based oral care, and they are continuing to innovate now by recognising the effectiveness of CBD and other cannabinoids in improving our head-to-toe health,” **says Dr Oludare Odumosu, Zelira’s CEO & Managing Director (USA)** “Zelira is thrilled to enter the national oral care market alongside a company that values the harmony of nature and science as much as we do.”

This announcement has been approved and authorised for release by the board of Zelira Therapeutics Limited.

Oludare Odumosu
CEO & Managing Director US

About Zelira Therapeutics (www.zeliratx.com)

Zelira Therapeutics Ltd is a leading global therapeutic medical cannabis company with access to the world’s largest and fastest growing cannabis markets. Zelira owns a portfolio of proprietary revenue generating products and a pipeline of candidates undergoing clinical development that are positioned to enter global markets from 2020. The company is focused on developing branded cannabis products for the treatment of a variety of medical conditions.

The Company is undertaking product development programs targeting specific conditions (e.g. HOPE™) and human clinical trial programs focused on insomnia, autism and opioid reduction in patients with chronic non-cancer pain.

The Company conducts this work in partnership with world-leading researchers and organizations including Curtin University in Perth, Western Australia; the Telethon Kids Institute in Perth; the University of Western Australia, in Perth; St. Vincent’s Hospital in Melbourne, Australia; and the Children’s Hospital of Philadelphia (CHOP) in the United States.

The Company has developed two proprietary formulations (HOPE™) already launched and generating revenues in Pennsylvania, has laboratory capabilities to develop formulations in Pennsylvania and Louisiana with ability to conduct clinical trials and is establishing a national footprint across the US for the licensing of its products.

About SprinJene® (www.sprinjene.com)

SprinJene®, is a socially conscious brand dedicated to marrying the benefits of science and nature in the creation of Gluten-Free, Cruelty-Free, Vegan, Kosher and Halal oral care products that are void of harsh chemicals and abrasives. SprinJene’s mission is to deliver the most advanced, safe, gentle and natural oral care options for brushers of all lifestyles. The company firmly believes that oral health is the gateway to internal health; that’s why every SprinJene® toothpaste features their patented formula of cold pressed black seed oil and zinc. There are currently two oral care product lines under the SprinJene® umbrella: SprinJene Original® and SprinJene Natural®. SprinJene® continues to source the globe for advanced, healthy ingredients to include in their products in order to improve the oral wellness of brushers everywhere. The staff at SprinJene® is dedicated to advancing their cGMP processes, products and certifications to provide the best oral care products.

References

1. Booz, G. W. Cannabidiol as an emergent therapeutic strategy for lessening the impact of inflammation on oxidative stress. *Free Radical Biology and Medicine* **51**, 1054–1061 (2011).
2. Napimoga, M. H. *et al.* Cannabidiol decreases bone resorption by inhibiting RANK/RANKL expression and pro-inflammatory cytokines during experimental periodontitis in rats. *Int Immunopharmacol* **9**, 216–222 (2009).
3. Vasudevan, K. & Stahl, V. Cannabinoids infused mouthwash products are as effective as chlorhexidine on inhibition of total-culturable bacterial content in dental plaque samples. *J Cannabis Res* **2**, 1–9 (2020).

Address

Level 26
140 St Georges Terrace
Perth WA 6000
AUSTRALIA
Tel: +61 8 6558 0886
Fax: +61 8 6316 3337
E: enquiries@zeliratx.com
W: www.zeliratx.com
ACN 103 782 378

Australia Contacts:

Dr. Richard Hopkins
Managing Director & CEO, Ex USA
+61 405 656 868
rhopkins@zeliratx.com
Level 26, 140 St Georges Terrace
Perth WA 6000
AUSTRALIA

U.S. Contacts:

Dr. Oludare Odumosu
Managing Director & CEO, USA
+1 909 855 0675
oodumosu@zeliratx.com
3553 West Chester Pike #110
Newtown Square PA 19073
UNITED STATES OF AMERICA

Tickers

Australia (ASX): ZLD
USA (OTCQB): ZLDAF

Monsoon Communications

Rudi Michelson
+61 3 9620 3333
rudim@monsoon.com

GVM Communications, Inc.

Gia Morón
+1 347 678 8079
gia@gvmcommsinc.com