



Laguna Launches Sales for CBD Naturals Nano Infused Bottled Water

KELOWNA, BC – November 23, 2016 – Laguna Blends Inc. (CSE: [LAG](#)) (OTC: [LAGBF](#)) (Frankfurt: [LB6A.F](#)) (the “Company” or “Laguna”), announces the launch of CBD Naturals bottled water to its network of affiliates. Laguna is currently selling the CBD Naturals water brand through its affiliate network in the USA. CBD Naturals is a brand name owned and operated by Carlsbad Naturals.

Carlsbad Naturals is the market leader in the distribution and sales of CBD Water. With its unique and proprietary way of infusing CBD’s through nanotechnology, Carlsbad is poised to remain the market leader.

Mr. Stuart Gray, Laguna’s CEO said, “With the growing awareness and market demand of CBD worldwide, Laguna is positioned to be a market leader in the sale of CBD bottled water. In addition to the current sales growth of Carlsbad, Laguna can increase sales further through its existing and expanding affiliate network.”

Mr. Ray Grimm, Laguna’s President stated, “The partnership with Carlsbad, firmly solidifies Laguna as a unique player in the crowded multibillion dollar bottled water industry. The team of Doctors that formulated the Carlsbad water did so with the sole purpose of creating a high alkaline water offering the benefits of CBD. Many believe this to be the next evolution in the water industry, providing unique health benefits due to the proprietary nanotechnology. Carlsbad CBD water provides antioxidants at the cellular level along with providing cellular hydration and energy.”

Laguna recently announced a letter of intent with Carlsbad Naturals CBD bottled water company to acquire 60% equity interest and exclusive licenses in Asia and Europe in a transaction valued at \$1.8 MM USD. Laguna will first acquire 19% interest with an option to acquire an additional 41% interest. Laguna and Carlsbad anticipate finalizing the definitive agreement by December 10, 2016. Laguna will then have a 120-day option from the date of a signed definitive agreement to acquire an additional forty-one percent (41%) equity interest in Carlsbad.

Carlsbad is a market leader in the distribution and sales of nano-amplified CBD bottled water in the USA. The Company has a proprietary process of incorporating CBD into its formulation. Carlsbad Naturals has achieved unaudited sales in excess of \$500,000 U.S. in its first year of

business as of August 31, 2016.

What is Nano Water?

Nano Water provides you with the ultimate in nutrition by directly feeding your cells. Through advanced physics and chemistry, we have taken ion-sized nutrients (the size that can move through cells' membranes) and cleverly encased it with water molecules – forming a small, flexible, ionic-size water cluster. This makes our product nearly instantly bio-available by powering up your cells with a greater nutritional delivery system.

Nanomaterials are tiny particles measured in nanometers, or billionths of a meter. Due to their incredibly small size, nanoparticles ingested in food are fundamentally different and can move throughout the body and through cell structures in advanced ways. Experts on nanotechnology are virtually unanimous that nanoscale materials have the potential for health effects that are uniquely different from the same substances comprised of larger-sized molecules. Engineered nanomaterials are already being added to conventional foods, fruit and vegetable coatings, food packaging materials, supplements and cosmetics. Titanium dioxide, for example, is used to increase the whiteness of milk, yogurt and dairy substitutes. Nanomaterials are also used in chocolate, salad dressings, cereal, pasta and other foods.

Safe and Natural Ingredients

CBD Naturals products are made from natural ingredients generally recognized as being safe and providing nutritive assistance to the body. Every person is different in their physiology and how they will utilize and respond to any food or nutrient. The ingredients of these are recognized at a biologically cellular level as either an essential nutrient or a precursor component – providing what a cell uses to operate efficiently. No federal agency regulates the use of nanomaterials in food, and there is no requirement to list them on product labels.

- Provides Anti-Oxidants at a cellular level
- Provides a Vitamin and Mineral boost directly into your cells
- Provides Incredible Cellular Hydration and Energy
- Supports your own immune system

Maximized Absorption of Nutrients

All ingredients in the CBD Naturals products are naturally regulated by the body. Excess nutrition will sloughed off. Necessary nutrition finds its way to needy cells. This process makes the nutrients super absorbable at the cellular level and the cutting edge approach in the market place. In short, we have created a new transport system that gets healthy nutrients to where they need to be in order to have the most dramatic and positive effect. CBD Naturals is dedicated to providing the most essential of cellular nutrients in the most bioavailable form available! The unique attributes of our products represents a new level of nutritional access never before possible. Our desire is that everyone can benefit from these products and have access and ability to improve their health by first feeding their cells.

Bottled water is poised to become the king of beverages in the United States. It seems that Americans love their bottled water. According to data recently released by [Beverage Marketing Inc.](#), the amount of bottled water sold rose 7.9 percent in 2015. That's on top of a 7 percent increase in 2014.

Americans now drink astonishing amounts of bottled water: In 2015, we bought the equivalent of 1.7 billion half-liter bottles of water every week. That's more than five bottles of water for every man, woman, and child in the country every single week. A typical family of four is going through one of those shrink-wrapped 24-packs of bottled water each week.

Bottled water sales in 2015 rose almost three times faster than the whole market for "liquid refreshment," and bottled water rose even as sales of carbonated soda fell 1.5 percent, to the lowest level per person since 1985.

The flip in consumption habits between carbonated soda and bottled water just since 2000 has been dramatic.

In 2000, each American was drinking 53.7 gallons of carbonated soda a year, equal to 573 12-ounce cans a year, 11 a week. Soda consumption in 2015 was down to 38.9 gallons per person.

In contrast, from 2000 to 2015, bottled water consumption more than doubled, from 16.7 gallons a person to 36.4 gallons.

If bottled water sales continue to grow close to what they have the last two years, and carbonated soda sales fall just another one percent, 2016 will be the year that Americans buy more bottled water than packaged soda.

About Carlsbad Naturals

Created by a team of doctors, Carlsbad Naturals brings cutting edge science to deliver nutrients and hydration in an effective way, naturally and responsibly. Applying quantum physics, our nanotechnology successfully increases the surface area of each substance we put in our water, so that less is much more.

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We at Carlsbad Naturals are committed to providing the highest quality products for our customers. Therefore, we work with Solar Rain®, a company in California with the same high standards, not only for the products they make but also their strong belief in preserving our planet by their use of sustainable and renewable resources.

For more information about Carlsbad Naturals, go to www.cbdnaturals.com

For more information about Solar Rain, go to www.SolarRainWatery.com

WATCH VIDEO on CBD Naturals Water.

https://www.youtube.com/watch?time_continue=5&v=nXSxw3C-jro

About Laguna Blends Inc.

Laguna Blends is a market leader in the distribution of hemp and CBD products. Lagunas growth

strategy includes acquiring and incubating companies who formulate and or manufacture hemp products. Laguna Blends markets hemp and CBD products utilizing its B to B network along with driving traffic to its online marketplace. It's Lagunas intent to provide the highest quality hemp and CBD product experience for the end user, utilizing a proprietary nanotechnology in many of its consumable and topical skin care products.

Laguna is currently seeking joint ventures and acquisitions to expand its portfolio and will aggressively begin international expansion into Asia and Europe in 2017.

ON BEHALF OF THE BOARD

“Stuart Gray”

Chief Executive Officer

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Forward-Looking Information:

This news release contains "forward-looking information" within the meaning of applicable securities laws relating to statements regarding the Company's business, products and future the Company's business, its product offerings and plans for sales and marketing. Although the Company believes that the expectations reflected in the forward looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Such forward looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation, and does not intend, to update any forward looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward looking information are reasonable, there can be no assurance that such expectations will prove

to be correct and makes no reference to profitability based on sales reported. The statements in this news release are made as of the date of this release.