



## NEWS RELEASE

### Laguna Recaps Key Milestones, Drivers to Corporate Growth Strategy

**KELOWNA, BC – July 18, 2016** – Laguna Blends Inc. (CSE: LAG) (OTC: **LAGBF**) (Frankfurt: **LB6A.F**) (the “Company” or “Laguna”), a network marketing company, today highlights recent milestones complementary to its overall growth strategy and planned entrance into the \$121 billion global skin care industry.

Most recently and as previously announced, Laguna signed a non-binding letter of intent to acquire the exclusive license brand name and existing inventory of CannaCeuticals of California, USA (“Canna”), a Swiss heritage company utilizing cosmeceutical-grade cannabidiol (CBD) for its line of revolutionary skincare products. Upon closing of the transaction, Laguna Blends will leverage its expanding affiliate marketing network to sell Canna products in North America. Per the agreement, Laguna will also receive license and marketing rights to sell Canna products in Asia, Europe and Mexico, subject to regulatory approval in those markets.

In a recent clinical trial of the efficacy of Canna’s CBD face serum, test subjects reported a 100% overall improvement to the appearance of skin within 14 days. Additional findings from the clinical study include:

- 85.71% of test subjects noticed an improvement to their skin appearance within the first seven days
- 80.95% of subjects noticed an improvement to their skin texture within 14 days
- 80.95% of subjects noticed an improvement in the appearance of fine lines and wrinkles of the mouth area
- 80.95% of test subjects said they would purchase the Canna serum product if it was made available for sale

InvestmentPitch.com recently recapped this news in a video alert, which can be viewed here: [http://www.investmentpitch.com/video/0\\_vk4mhtrd/Laguna-Blends-CSE-LAG-reported-highlights-of-clinical-data-provided-by-CannaCeuticals](http://www.investmentpitch.com/video/0_vk4mhtrd/Laguna-Blends-CSE-LAG-reported-highlights-of-clinical-data-provided-by-CannaCeuticals)

Or on YouTube at the following link: <https://www.youtube.com/watch?v=Jzl7yfm2ti0>

Laguna Blends also recently announced initial sales of its unique hemp-based Caffe and Pro369 functional beverage products, marketed through its growing network of independent affiliates in the United States and Canada. Unaudited sales for the 11-week period ended May 31, 2016, totaled \$105,000, beating internal expectations.

Brand exposure plays a significant role as the Company continues to accelerate its sales strategy. Laguna Blends’ products and operations were recently featured in the June 2016 Canadian Securities Exchange (CSE) quarterly magazine, placing the Company’s profile in financial and

brokerage offices across the country. View the full profile here: <http://pr.report/ROcJvkzG>

Ray Grimm Jr., President of Laguna Blends, said, “The momentum we have gained in the last 30 days is testament to our commitment to the Laguna Blends brand, our affiliates, and our shareholders. The achievements noted above cast significant light on the high-potential future of Laguna Blends, as well as our ability to rapidly yet successfully execute an aggressive growth strategy. With regard to our negotiations with Canna, we have a lot more potential and milestones on deck, and we look forward to updating our shareholders in the near future.”

### **About Laguna Blends, Inc.**

Laguna is a network marketing company that generates retail sales through independent affiliates. Affiliates utilize tools and technology that enable them to build an international business from their own home or anywhere else in the world. This technology replaces the need for expensive travel and hotel meetings.

The Company is currently focused on the nutritional health benefits derived from hemp. Laguna’s first product category as an entry to market are functional beverage products that contain hemp and other efficacious ingredients. Laguna’s initial products to market are the following:

“Caffe” is an instant, “just add water” hot coffee beverage that is infused with both whey and hemp protein. With 2 grams of protein in every serving, our proprietary product packs a powerful protein punch. Caffe, contains Instant coffee, whey protein hydrolysate, hemp protein, natural flavors.

“Pro369” is a single serving, "on-the-go," plant based, instant, hemp protein that is served cold and comes in 4 delicious flavors. Pro369 is water soluble and can be directly mixed in water, added to milk, almond milk or coconut milk. Pro369 can also be blended in a shake or smoothie. Pro369 is also a source of Omegas, 3, 6 and 9 and contains ginseng.

Laguna Blends has been granted approval from Health Canada for four powdered flavours: Pro369 Chocolate Banana, Mixed Berry and Vanilla Caramel and Tropical Powder. Pro369 contains Hemp protein, natural flavors, stevia, and American ginseng.

The Minister of Health from Health Canada has granted Laguna a product license along with a Natural Product Number ("NPN") for all four of the Pro369 Flavours. They are all listed under the same NPN.

- i. A source of protein that helps build and repair body tissues.
- ii. Source of amino acids involved in muscle protein synthesis.
- iii. Assists in the building of lean muscle.
- iv. An adaptogen to help maintain a healthy immune system.
- v. Supportive therapy for the promotion of healthy glucose levels.

Hemp has long been recognized by the health and nutrition industry as a super food, cited in many publications as a balanced source of all ingredients required to achieve health and wellness.

### **HempOmega®**

HempOmega® is an environmentally sustainable, vegetarian source of Omegas 3 and 6 that boasts

a superior nutrient profile. A water soluble, homogenous, powdered ingredient, it can be easily integrated and/or manipulated, with no unpleasant taste or chemical contamination – opening up entirely new product formulation opportunities. Hemp Omega’s greater ability to endure the digestive process delivers unmatched bioavailability, thereby maximizing its potential health benefits.

The Company sells its products through its independent affiliates in the USA and Canada.

HempOmega® is a Trademark owned by Naturally Splendid Enterprises, Ltd. and is used under license by Laguna Blends Inc.

**ON BEHALF OF THE BOARD**

Stuart Gray  
Laguna Blends 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 plans including, without limitation, statements regarding use of proceeds, the expected launch date for 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. The statements in this news release are made as of the date of this release.*