



FOR IMMEDIATE RELEASE

News Release

July 11, 2018

PreveCeutical Provides Update on Sol-gel Drug Delivery Program

Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”) (CSE: PREV, OTCQB: PRVCF, FSE: 18H), is pleased to provide an update on the soluble gel (“Sol-gel”) drug delivery research and development program (the “Sol-gel Program”), that involves testing an array of cannabis strains for the development and commercialisation of cannabinoid-based Sol-gels.

The Company’s Sol-gel Program uses five distinct *Cannabis sativa L.* strains containing a broad range of CBD:THC concentrations, which allows for the development of medicinal cannabis products tailored for a broad range of ailments and diseases. The current focus of the Sol-gel Program is preparing Sol-gel formulations containing fixed CBD:THC concentrations, which, when sprayed using a custom applicator, will be able to safely and consistently deliver CBD:THC to the central nervous system in predefined ratios.

Before the Company obtained its medicinal cannabis import permits and licences, it laid the groundwork for the Sol-gel Program by evaluating the non-cannabinoid constituents of commercially sourced cannabis plants and assessing the feasibility of incorporating them into the Sol-gel delivery platform. This preliminary screening of non-cannabinoid constituents has heightened the Company’s understanding of how components (other than CBDs and THC) impact the formulation of Sol-gel systems and provided insight into chemical compatibility, physiochemical stability and biocompatibility of Sol-gels with biological membranes, paving the way for the optimisation of engineered Sol-gels that possess the Company’s target gelation and adherence properties.

PreveCeutical is also currently developing the custom Sol-gel applicator. The Company’s research partner, The University of Queensland, has received several prototype Sol-gel spray devices from the Company’s manufacturer. Although evaluations are ongoing, the preliminary results are promising.

Conventional methods of nasal drug delivery, such as drops and sprays, fail to deliver the therapeutics far enough into the nasal cavity and are rapidly removed by the nose’s self-cleaning mechanisms, decreasing their efficacy. The Company’s Sol-gel formulations aims to resolve these issues, making them an ideal vehicle for the nose-to-brain delivery of a host of therapeutic agents, including cannabinoids, for the treatment of central nervous system conditions, such as pain, inflammation, seizures and neurological disorders. Therefore, the Company believes its Sol-gel

platform is an ideal vector for improving therapeutic outcomes for patients seeking access to cannabinoid-based products and therapies.

About PreveCeutical

PreveCeutical is a health sciences company that develops innovative options for preventive and curative therapies utilizing organic and nature identical products.

PreveCeutical aims to be a leader in preventive health sciences and currently has five research and development programs, including: dual gene therapy for curative and prevention therapies for diabetes and obesity; the Sol-gel Program; Nature Identical™ peptides for treatment of various ailments; non-addictive analgesic peptides as a replacement to the highly addictive analgesics such as morphine, fentanyl and oxycodone; and a therapeutic product for treating athletes who suffer from concussions (mild traumatic brain injury).

PreveCeutical sells CELLB9®, an Immune System Booster. CELLB9 is an oral solution containing polarized and potentiated essential minerals extracted from a novel peptide obtained from Caribbean Blue Scorpion venom. This product is available on the Company's website.

For more information about PreveCeutical, please visit www.PreveCeutical.com, follow us on Twitter: <http://twitter.com/PreveCeuticals> and Facebook: www.facebook.com/PreveCeutical.

On Behalf of the Board of Directors

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Forward-Looking Statements:

This news release contains forward-looking statements and forward-looking information (collectively, “forward-looking statements”) within the meaning of applicable Canadian and U.S. securities legislation, including the United States *Private Securities Litigation Reform Act of 1995*. All statements in this news release that are not purely historical are forward-looking statements and include statements regarding beliefs, plans, expectations and orientations regarding the future including, without limitation, the ability of the Company to develop the Sol-gels and an appropriate Sol-gel applicator, continue to obtain necessary permits to import, export and complete the shipment of cannabis material from Canada to the Pharmacy Australia Centre of Excellence, matters related to the Company's current and planned research and development programs, including the Sol-gel Program, the Company's anticipated business plans and its prospect of success in executing its proposed plans. Often, but not always, forward-looking statements can be identified by words such as “plans”, “expects”, “may”, “intends”, “anticipates”, “believes”, “proposes” or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Actual results could differ from those projected in any forward-looking statements due to numerous factors including, risks and uncertainties relating to the inability of the Company, to, among other things, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, commercialise therapeutic and diagnostic technologies, execute its proposed business

plans, pursue business partnerships, complete its research programs as planned and obtain the financing required to carry out its planned future activities, commercialise therapeutic technologies, execute its proposed business plans, pursue business partnerships, complete its research programs as planned and obtain the financing required to carry out its planned future activities. Other factors such as general economic, market or business conditions or changes in laws, regulations and policies affecting the biotechnology or pharmaceutical industry, may also adversely affect the future results or performance of the Company. These forward-looking statements are made as of the date of this news release and, unless required by applicable law, the Company assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although the Company believes that the statements, beliefs, plans, expectations, and intentions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, or intentions will prove to be accurate. Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by the Company from time-to-time. These reports and the Company's filings are available at www.sedar.com.

Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.