

Liberty Leaf and ESEV CBD Pet Clinical Trials are Well Underway in France

Testing Veterinary CBD Formulation to Relieve Pain in Dogs

VANCOUVER, Dec. 20, 2017 /CNW/ - Liberty Leaf Holdings Ltd. (CSE: LIB, OTCQB: LIBFF and FSE: HN3P) (the "Company" or "Liberty Leaf") and ESEV R&D LLC report that ground-breaking trials in the use of cannabidiols (CBDs) to treat canine osteoarthritis are well underway.

[As described in our August 3, 2017 news release](#), Liberty Leaf is actively advancing research into veterinary cannabis. The Company can now confirm that our CBD formulation has been developed and is now undergoing clinical trials with a group of dogs at a pet hospital in Reims, France.

Liberty Leaf has a three-year collaborative agreement with ESEV, a leading Israeli-American research and development company. Under that agreement, ESEV is researching the efficacy of CBDs in relieving canine osteoarthritis, a medical condition that includes: hip dysplasia; elbow dysplasia; and hind-knee, also known as *stifle*, degenerative joint disease (DJD).

For the study, researchers have recruited 20 middle-to-large-breed, eight-years-and-older dogs weighing over 15 kilograms and with known histories of DJD. The researchers are combining the initial radiographic diagnosis with bloodwork for baseline information. During the treatment they will measure force-plate analysis, that is, balance, gait and other biomechanical elements, before administering the regime to the dogs for three consecutive months.

Researchers will determine efficacy of the formula containing CBDs by measuring each dog through:

1. improved force plate analysis, which will yield a quantitative number; and
2. the owner's perception of improvement in the dog's quality of life, e.g., noticeable increase in comfort and/or obvious reduction in pain.

The purpose of the CBD study is to complete a formula that will decrease the discomfort of a dog with DJD, thereby improving the dog's quality of life.

In recent years, concerned pet owners have turned to cannabis as an alternative to the pharmaceutical drugs prescribed for easing their beloved pets' pain. However, most people do not know the danger of using cannabis to treat dogs: *Canines have eight times the number of tetrahydrocannabinol (THC) receptors in their brain as humans*. This means that a too-large dose of a cannabis product can poison a dog.

With the current study, Liberty Leaf is taking a two-pronged approach to bring its formula to market:

1. joint venture with a pet-treat manufacturer; and/or
2. develop and market its own CBD dog treat brand.

About ESEV R&D

Established in 2014, ESEV is a privately owned company based in New York. ESEV demographically focuses on North America and operates a R&D center in Israel.

About Liberty Leaf

Liberty Leaf Holdings Ltd. is a Canadian-based, public company whose focus is to build and support a diversified portfolio of cannabis-sector businesses, including cultivation, processing, value-added CBD/THC pet products, and supply-chain management.

Liberty Leaf also owns 100% of North Road Ventures, a late-stage applicant under Health Canada's Access to Cannabis for Medical Purposes Regulations (ACMPR), a company focused on product processing, sales and complementary distribution - the value-added spectrum of the business. Furthermore, Liberty Leaf recently announced a 60% interest stake in Just Kush, a late-stage ACMPR applicant and also owns complete control over a current Medical Marijuana Access Regulations (MMAR)-licensed production facility in the sunny Okanagan.

For further info on the Company please visit <http://www.libleaf.com> or email info@libleaf.com

On behalf of the Board

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