



Nutritional High International Inc.
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December 19, 2016

NUTRITIONAL HIGH LAUNCHES ITS FLAGSHIP “FLI” BRAND

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO – Toronto, Ontario – Nutritional High International Inc. (the "Company" or "Nutritional High") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) is pleased to announce that it has completed development of and launched its flagship line of products under the brand name “FLI”.

Nutritional High is finalizing the formulations for each of the products, which would then be manufactured by Palo Verde at the Company’s Pueblo facility, upon finalizing a product licensing agreement with Palo Verde in accordance with applicable regulations. Below is the staged roll-out of different product lines that the Company expects to introduce:

Liquid Concentrate for Bulk Sales

Initially the FLI line of products will feature the liquid concentrate product, which would be manufactured using Nutritional High’s process that employs a mix of mechanical separation, cold ethanol extraction and short path distillation. The versatility of the process allows to vary final product characteristics to fit the requirements of the manufacturer in terms of terpene and cannabinoid profiles. The liquid concentrate will initially be sold in bulk quantities by Palo Verde to other infused product manufacturers.



Consumer-focused Concentrate Products

The subsequent product launch will feature concentrate products that would be sold to licensed retail dispensaries in Colorado. The current infrastructure permits to manufacture extracts to be consumed through vaporizing or “dabbing” such as shatter, gelatin capsules and vape pen cartridges. Nutritional High is excited to unveil the design of its vape pen cartridges, which feature an elegant design with a ceramic oil tank. The Company’s management has reviewed many options for the cartridge design to incorporate the consumer feedback and ensure that the product quality is top notch - in line with the quality of oil extract. Consumer focused concentrate products are being introduced subsequent to liquid concentrates in order to ensure that the equipment is properly calibrated to for a successful product launch.



Cannabis-Infused Edible Products

After launching concentrate products, Nutritional High will introduce cannabis-infused edible products which would be manufactured on semi-automated basis, which would give Palo Verde the ability to scale the production volumes and shift the changing product characteristics in a timely manner, and without compromising the quality. The management expects to initially introduce three main edible product lines: chocolate truffles, chocolate bars, lollipops, gummies and other innovative chocolate concepts.



Nutritional High also wishes to reaffirm that it continues to pursue a branding strategy in conjunction with Purple Haze Properties in regards to a product line which will use the song titles and bear the likeness of iconic guitarist Jimi Hendrix. The Company expects to provide an update in this regard in due course.

About Nutritional High International Inc.

Nutritional High is focused on developing, manufacturing and distributing products and nationally recognized brands in the hemp and marijuana-infused products industries, including edibles and oil extracts for nutritional, medical and adult recreational use. The Company works exclusively through licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

For updates on the Company's activities and highlights of the Company's press releases and other media coverage, please follow Nutritional High on [Facebook](#), [Twitter](#), [Instagram](#) and [Google+](#).

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