



**Nutritional High International Inc.**  
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**FLI™ SAFE! – NUTRITIONAL HIGH LAUNCHES CANNABIS EDUCATION AND  
SOCIAL AWARENESS CAMPAIGN**

***FOR IMMEDIATE RELEASE***

**Toronto, Ontario** – Nutritional High International Inc. (the "**Company**" or "**Nutritional High**") (CSE: EAT, OTCQB: SPLIF, FRANKFURT:2NU) has officially launched an innovative cannabis awareness program named FLI™ Safe. The FLI™ Safe program focuses on promoting responsible cannabis consumption and cannabis education via sourced research, specifically targeting cannabis advocates.

Currently, the FLI™ Safe website is live at [www.flisafe.org](http://www.flisafe.org). In the coming weeks, FLI™ will be rolling out content on FLI™ social media channels regarding this initiative and will begin coordinating FLI™ Safe activities.

FLI™ Safe is one of the first-of-its-kind programs in the cannabis industry, driven by both online and offline activities. Nutritional High and the FLI™ team believe that programs like FLI™ Safe are needed in the current climate of legalization, misinformation, and to rewrite the common cannabis user stereotype.

Jim Frazier, the CEO of Nutritional High, commented, "Today, more than ever, it is important for a brand to not only create great products but create a platform that help educate consumers and have fundamental impacts on supporting the sales, marketing, and the vision we have for Nutritional High. Corporate responsibility is going to be an integral part behind federal legalization and it benefits not only our brand but also the industry in general to create this kind of well-researched awareness."

Nutritional High is taking a leadership role in consumer education and we see this as being one of the most critical pieces in building the future of the industry.

## **About Nutritional High International Inc.**

Nutritional High is focused on developing, manufacturing and distributing products under recognized brands in the cannabis products industry, with a specific focus on edibles and oil extracts for medical and adult recreational use. The Company works exclusively through licensed facilities in jurisdictions where such activity is permitted and regulated by state law.

The Company follows a vertically integrated model with a fully developed strategy for acquisitions in extraction, production, sales, and distribution sectors of the cannabis industry. Nutritional High has brought its flagship FLI™ edibles and extracts product line from production to market in California through its wholly owned distributor Calyx Brands Inc., and Colorado where its products are manufactured by a licensed producer. The Company also owns a 50% interest in The Clinic Effingham (an Illinois dispensary), and is entering the Nevada, Washington State, Oregon and Canadian markets in the near future.

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+](#) or visit [www.nutritionalhigh.com](http://www.nutritionalhigh.com).

### **For further information or questions, contact:**

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