



**POKO REGENERATING COLLAGEN MOISTURIZER AND
BRIGHTENING ROSEWATER TONER WIN EDITOR'S PRIZE
AT THE BEAUTY SHORTLIST MAMA & BABY AWARDS**

Free From Skincare Awards 2022 to Be Announced July 19

London and Dublin – July 11 2022 – (POKO:CSE): POKO Innovations, Ltd., an award-winning UK-based collection of CBD-focused companies that bring innovative, inspiring solutions to the CBD industry through the company's leading platforms which when working together form a complete ecosystem, is delighted to share POKO's Regenerating Collagen Moisturizer and Brightening Rosewater Toner have won Editor's Choice at the [Beauty Shortlist Mama & Baby Awards](#).



The Beauty Shortlist “Baby and Mama Awards,” first launched in 2014, recognizes natural and organic products that are perfect for mothers or babies, including plant-powered skincare, beauty and self-care products, practical solutions and more. The products are sent to industry experts worldwide to test and judge, ensuring they are clean, green and can be trusted by ingredient-conscious consumers.



Poko has also been shortlisted as finalists for the Free From Skincare Awards 2022 in three categories. Now in its eleventh year, Free From Skin Care Awards screens hundreds of brands on the market that provide 'free from' alternatives. The awards open in late winter, with finalists announced July 5 and winners announced on July 19. Three POKO products have been nominated for awards in the following categories:

- Poko [Brightening Rosewater Toner](#) in 'Toners, Waters, and Spritzers'
- Poko [Soothing Serum](#) in 'Face Care (Leave on)'
- Poko [Hempsooriasis Balm](#) in 'Problem Skin'

The finalist announcements are a tremendous achievement for POKO, due to the sheer volume of entrants and competition between brands: the company is competing against market leaders such as Skin Sapiens, Kinvara Skincare and Sukin, among others. POKO is ecstatic at having swept up three finalist spots and hopes to win awards in all three categories.



What Makes Poko ‘Free From’?

The three POKO products entered in the Free From Awards meet all ‘Free From’ requirements – they contain neither alcohol nor silicone, and they are vegan and cruelty-free, in line with POKO company values. Brightening Rosewater Toner and Soothing Serum are also nut-free, though [Hempsooriasis Balm](#) contains various nut ingredients, including shea nut butter. Products are submitted to the expert testing panel of the Free From Skincare Awards and selected for meeting strict criteria. Check [here](#) for more on Poko’s ‘Free From’ mission.

What to Expect

Following the panel testing period, detailed feedback is provided to finalist judges – these judges are industry experts, beauty writers, brand owners and cosmetic formulators. Judges expected to take part in the Free From Skin Care Awards 2022 include:

- Galina Achkasova-Portiano: Journalist, brand consultant and editor of The Curiosity Gap
- Sue Cane: Free From expert and long-time psoriasis sufferer
- Sarah Coleman, Sugarpuffish: Natural skincare blogger and eczema sufferer
- Ruth Holroyd, WhatAllergy: writer
- Marina Kozlova, CEO of Fais Botanicals
- Abi Weeds, Odylique: Co-founder
- Sarah Stacey, Beauty Bible Books: Joint-editor and beauty expert
- Sara Niven: Beauty journalist
- Kirsty Mawhinney, Skin Insight Agency: Owner and brand consultant

Judges discuss and credit each product’s overall quality of ingredients, consistency, versatility and how innovative it is but, most importantly, all submissions are screened as to how suitable they are for specific skin needs and lifestyles; the judges also pay careful attention to labeling and packaging with regard to transparency of ingredient lists and presentation of product information.

Social Media

Media coverage is to be expected in the run up to the concluding announcements on the Free From Awards 2022 social media pages and website, with results shared on Twitter and Instagram on official Free From Awards accounts. Look out for **#FFSA22** for posts related to the awards to stay updated or wait to be updated via POKO social channels on July 19.

[Free From Skincare Awards Twitter](#)

[Free From Skincare Awards Facebook](#)

[Free From Skincare Awards Instagram](#)



About The Poko Group, Ltd.

The Poko Group is listed on the CSE under POKO and is a collection of CBD-focused companies that bring innovative, inspiring solutions to the [CBD gummies UK industry](#) through the company's leading brand Canndid as well as skincare through Poko. The Poko Group is an award-winning UK CBD company that has developed a unique business model comprising complete "turnkey solutions," including fintech payment processing and white label opportunities. Poko plans to export its signature products to the EU and the USA. For more information, please visit <https://www.pokogroup.com/>.

Forward-Looking Statements

With the exception of the historical information contained in this news release, the matters described herein, may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements preceded by, followed by, or that otherwise, include the words "believes," "expects," "anticipates," "intends," "projects," "estimates," "plans" and similar expressions or future or conditional verbs such as "will," "should," "would," "may" and "could", are generally forward-looking in nature and not historical facts, although not all forward-looking statements include the foregoing. These statements, involve unknown risks and uncertainties that may individually or materially impact the matters discussed, herein for a variety of reasons that are outside the control of the company, including, but not limited to, the company's ability to raise sufficient financing to implement its business plan, the impact of the COVID-19 pandemic on the company's business, operations and the economy in general, and the Company's ability to successfully develop and commercialize its proprietary products and technologies. Readers are cautioned not to place undue reliance on these forward-looking statements, as actual results could differ materially from those described in the forward-looking statements contained herein. Readers are urged to read the risk factors set forth in the company's filings with the SEC, which are available at the SEC's website (www.sec.gov). The company disclaims any intention or obligation to update, or revise, any forward-looking statements, whether as a result of new information, future events or otherwise.

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