

Ionic Elevates the Mood and the Industry Standard With Formula-Specific Cannabis Vaporizer Pens

THIS NEWS RELEASE IS NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES FOR DISSEMINATION IN THE UNITED STATES

VANCOUVER, British Columbia, May 13, 2019 -- IONIC Brands Corp., formerly Zara Resources Inc. (CSE: IONC; FRA: IB3) (“**IONIC BRANDS**” or the “**Company**”) is pleased to announce that its innovative concentrates brand Ionic is targeting the cannabis “mood” specific market with three distinct mood offerings and available across the entire product line.

As distillation techniques have become more sophisticated and new methods have been pioneered, choices for the cannabis consumer have expanded. Ionic’s product line will now offer popular strains formulated for curated and consistent experiences - SOCIAL (Hybrid), RELAX (Indica) and FOCUS (Sativa).

The best experiences in life are meant to be shared. The SOCIAL (Hybrid) mood formula is Ionic’s signature blend created using the highest quality hybrid strains for universal appeal and effortless sociability. For a relaxing mood, Ionic offers RELAX, a sublime blending of the highest quality Indica strains for the ultimate in tranquility and serenity. RELAX is a truly noteworthy blend to savor while you sit back and unwind. The third mood formula FOCUS (sativa) is a prolific experience crafted from the highest quality Sativa strains, is balanced and delightful. FOCUS is an exquisite blend enjoyed while being creative or collaborative. Offering the three mood enhancements to each of Ionic’s six product lines results in 18 different options all designed to generate brand loyalty and bottom-line revenue.

Ionic is passionate about crafting the finest small batch cannabis oils and concentrates in the world. Ionic’s brand pillars of Quality, Responsibility and Respectability are the guiding principles that have inspired distinct finish and curated experiences.

John Gorst, IONIC BRANDS CEO and Chairman, states “we now offer the finest Ionic Black, Black 50/50, Ionic White, White 50/50, Cask Oil and Ionic Pure cannabis oil formulas. Each available with any of the three mood enhancements. We believe adding mood enhancements to our products is one of the reasons we are a Top 10 Brand and have maintained such brand recognition since our inception. Our trusted luxury products use only the highest quality materials available which we carefully source to consistently deliver remarkable product experiences.”

To learn more about our cannabis oil cartridge blends and mood enhancements go to <https://ionic.social/ionic-products/>

About IONIC Brands Corp

IONIC BRANDS is a national cannabis holdings company based in Washington, led by a team of successful entrepreneurs. The company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone brand of the portfolio, Ionic, is an accomplished #1 vaporizer brand in Washington State has aggressively expanded throughout the west coast of the United States and is currently operating in Washington, Oregon and California. IONIC BRANDS’ strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

ON BEHALF OF THE BOARD OF DIRECTORS

“John Gorst”

John Gorst
Chairman and CEO

For further information, please contact John Gorst, Chairman & CEO
Email: info@ionicbrands.com | Website: www.ionicbrands.com | Phone: 253-248-7927.

The CSE does not accept responsibility for the adequacy or accuracy of this release.

All statements, other than statements of historical fact, included herein are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The risks are without limitations: the price for cannabis and related products will remain consistent and the consumer demand remains strong; availability of financing to the Company to develop the retail locations; retention of key employees and management; changes in State and/or municipal regulations of retail operations and changes in government regulations generally. Important factors that could cause actual results to differ materially from the Company’s expectations are disclosed in the Company’s documents filed from time to time with the Canadian Securities Exchange, the British Columbia Securities Commission, the Ontario Securities Commission and the Alberta Securities Commission.