

## Yield Growth Application for new INCI name granted for Yield Growth's Cannabis Sativa Hemp Root Oil made with Patent Pending Technology

VANCOUVER, British Columbia, April 23, 2019 (GLOBE NEWSWIRE) -- **The Yield Growth Corp. (CSE:BOSS) (OTC:BOSQF) (Frankfurt: YG3)** announces it has been successful in its application to obtain an International Nomenclature Cosmetic Ingredient (INCI) name for its novel ingredient, hemp root oil, which it manufactures with its patent pending extraction technology and uses in 150 of its cannabis and hemp based beauty and wellness formulas.

The Personal Care Products Council (PCPC) assigned the INCI name "*Cannabis Sativa Root Extract*" to the hemp root oil manufactured by Yield Growth.

INCI names are uniform, systematic names internationally recognized to identify cosmetic ingredients. They are published by the PCPC in the International Cosmetic Ingredient Dictionary and Handbook, available electronically as wINCI. By working closely with its international sister trade associations and with other organizations around the world, PCPC strives to develop INCI names that accommodate the differing labeling approaches required by national laws and regulations.

"We serve mainstream luxury consumers who seek sophisticated wellness products and we are now engaging with luxury retail stores about launching our products internationally," says Yield Growth CEO Penny Green. "Having an assigned INCI name for our key ingredient Hemp Root Oil will make it easier for us to create international labels for our products as we roll out international expansion."

Yield Growth's flagship consumer brand, Urban Juve, has proprietary, patent-pending hemp root oil extraction technology and formulas. Urban Juve currently has 11 products for sale in the U.S.A. and Canada and is currently expanding to China. Yield Growth's cannabis infused topicals brand, Wright & Well, combines hemp root oil with cannabinoids such as THC and CBD and other ingredients intended for pain relief and is launching next month in Oregon, U.S.A.

Yield Growth recently filed a Patent Co-operation Treaty patent application to protect its cannabis root extraction technology designed to preserve potentially therapeutic compounds in the cannabis root and enhance penetration of the skin. This application can be used as a basis for obtaining patent protection in over 170 countries.

### About The Yield Growth Corp.

The Yield Growth Corp. develops, manufactures and distributes cannabis and hemp infused luxury product brands Urban Juve and Wright & Well and has a catalogue of over 200 wellness and beauty products in development. It intends to disrupt the international wellness market, which is a \$4.2 Trillion Global Economy, according to the Global Wellness Institute, by connecting ancient healing with modern science and technology. Its management team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M-A-C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola and Pepsi Corporation. Yield Growth serves mainstream luxury consumers who seek sophisticated wellness products. Its flagship consumer brand, Urban Juve, has proprietary, patent-pending hemp root oil extraction technology and formulas. Yield Growth is building sophisticated international distribution channels and has multiple revenue streams including licensing, services and product sales.

For more information about Yield Growth, visit [www.yieldgrowth.com](http://www.yieldgrowth.com) or follow [@yieldgrowth](https://www.instagram.com/yieldgrowth) on Instagram. Visit [www.urbanjuve.com](http://www.urbanjuve.com) and #findyourjuve across social platforms to learn, engage and shop.

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*The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.*

### Cautionary Statement Regarding Forward-Looking Statements

*This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, intellectual property protection, and sale of, and demand for, Urban Juve and UJ Topicals products, general business, economic, competitive, political and social*

### Yield Growth Corp. Obtains International Nomenclature Cosmetic Ingredient (INCI) Name



The company's proprietary hemp root oil ingredient has been assigned the name, "*Cannabis Sativa Root Extract*."

*uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Yield Growth cautions readers not to place undue reliance on forward-looking statements provided by Yield Growth, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Yield Growth expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.*

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/d534bd47-32d5-40ba-944c-c21aad832027>