

# Innocan Phrama Completes Successful Cosmetic Clinical Studies Demonstrating the Efficacy of Its SHIR(TM) CBD Premium Facial Serum on Skin Hydration

Herzliya, Israel and Calgary, Alberta--(Newsfile Corp. - September 15, 2020) - Innocan Pharma Corporation (CSE: INNO) (FSE: IP4) (the "**Company**" or "**Innocan**"), is pleased to announce today, that it has completed a cosmetic clinical study examining the impact of its **SHIR™ Premium CBD Facial Serum** containing 300 mg of cannabidiol ("**CBD**") (the "**Serum**") on skin hydration.

Table 2. Skin hydration results obtained before (t00) and after 2 hours (t02), 4 hours (t04), 8 hours (t08) and 24 hours (t24) of product's application for the investigational product Facial Serum 300mg CBD - SHIR - Innocan Pharma (Product code: A)

	t00 (n=20)	t02 (n=20)	t04 (n=20)	t08 (n=20)	t24 (n=20)
Hydration mean values (A.U.)	33.27	68.51	62.69	55.74	43.87
±SD (A.U.)	4.92	12.75	15.40	17.03	14.89
Mean differences		35.24	29.42	22.47	10.59
±SD		11.87	12.28	14.71	12.89
Mean differences (%)		107.81%	87.28%	66.67%	31.29%
±SD (%)		37.42%	33.72%	41.52%	35.15%
Number of subjects with skin hydration increase		20	20	20	18
Number of subjects with skin hydration increase (%)		100.00%	100.00%	100.00%	90.00%
Maximum increase (%)		164.66%	141.63%	146.15%	121.17%
Mean increase of the subjects who presented positive effects (%)		107.81%	87.28%	66.67%	35.16%
p value (A vs C)		<0.001*	<0.001*	<0.001*	0.006*

\* Wilcoxon test

Table 2

To view an enhanced version of Table 2, please visit:

[https://orders.newsfilecorp.com/files/6922/63880\\_98aa5e38b4389924\\_002full.jpg](https://orders.newsfilecorp.com/files/6922/63880_98aa5e38b4389924_002full.jpg)

The study was conducted by an independent research laboratory: INOVAPOTEK, Pharmaceutical Research and Development in Portugal". The study aimed to assess the hydrating efficacy of the Serum in vivo, by measuring the skin capacitance for a period of 2, 4, 8 and 24 hours after the CBD Serum application on the skin. The results demonstrated that there were significant hydration increases for each period. The Serum was well tolerated with no uncomfortable symptoms or feelings reported by the subjects of the study.

In addition, the research laboratory completed a clinical controlled study for the evaluation of the acute cutaneous irritation potential of cosmetic products. All of the SHIR™ Derma Cosmetic products tested to date have demonstrated to be non-irritating under the test conditions.

"The results of these studies have demonstrated the efficacy of the **SHIR™ Premium CBD Facial Serum** product. Hydrating the skin is one of the most crucial measures to keep the skin healthy, young and also to eliminate wrinkles. The amazing results of the new clinical studies are in addition to Innocan's research and development efforts to bring to market, a trustworthy product that will set a new industry standard", stated Iris Bincovich, Chief Executive Officer of Innocan."



Figure 1

To view an enhanced version of Figure 1, please visit:  
[https://orders.newsfilecorp.com/files/6922/63880\\_98aa5e38b4389924\\_003full.jpg](https://orders.newsfilecorp.com/files/6922/63880_98aa5e38b4389924_003full.jpg)

## About Innocan

The Company, through its wholly owned subsidiary, Innocan Israel, is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing CBD. Innocan Israel and Ramot at Tel Aviv University, are collaborating on a new, revolutionary exosome-based technology that targets both central nervous system (CNS) indications and the Covid-19 Corona Virus using CBD. CBD-loaded exosomes hold the potential to help in the recovery of infected lung cells. This product, which is expected to be administered by inhalation, will be tested against a variety of lung infections.

Innocan Israel signed a worldwide exclusive license agreement with Yissum, the commercial arm of the Hebrew University of Jerusalem, to develop a CBD drug delivery platform based on a unique-controlled release liposome to be administered by injection. Innocan Israel plans, together with Professor Berenholtz Head of the Laboratory of Membrane and Liposome Research of the Hebrew University, to test the liposome platform on several potential indications. Innocan Israel is also working on a dermal product that integrates CBD with other pharmaceutical ingredients as well as the development and sale of CBD-integrated pharmaceuticals, including, but not limited to, topical treatments for relief of psoriasis symptoms as well as the treatment of muscle pain and rheumatic pain. The founders and officers of Innocan Israel have commercially successful track records in the pharmaceutical and technology sectors in Israel and globally.

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Certain information set forth in this news release, including, without limitation, information regarding the markets, requisite regulatory approvals and the anticipated timing for market entry, is forward-looking information within the meaning of applicable securities laws. By its nature, forward-looking information is subject to numerous risks and uncertainties, some of which are beyond Innocan's control. The forward-looking information contained in this news release is based on certain key expectations and assumptions made by Innocan, including expectations and assumptions concerning the anticipated benefits of the products, satisfaction of regulatory requirements in various jurisdictions and satisfactory completion of requisite production and distribution arrangements.

Forward-looking information is subject to various risks and uncertainties which could cause actual results and experience to differ materially from the anticipated results or expectations expressed in this news release. The key risks and uncertainties include but are not limited to: general global and local (national) economic, market and business conditions; governmental and regulatory requirements and actions by governmental authorities; and relationships with suppliers, manufacturers, customers, business partners and competitors. There are also risks that are inherent in the nature of product distribution, including import / export matters and the failure to obtain any required regulatory and other approvals (or to do so in a timely manner) and availability in each market of product inputs and finished products. The anticipated timeline for entry to markets may change for a number of reasons, including the inability to secure necessary regulatory requirements, or the need for additional time to conclude and/or satisfy the manufacturing and distribution arrangements. As a result of the foregoing, readers should not place undue reliance on the forward-looking information contained in this news release concerning the timing of launch of product distribution. A comprehensive discussion of other risks that impact Innocan can also be found in Innocan's public reports and filings which are available under Innocan's profile at

[www.sedar.com](http://www.sedar.com).

Readers are cautioned that undue reliance should not be placed on forward-looking information as actual results may vary materially from the forward-looking information. Innocan does not undertake to update, correct or revise any forward looking information as a result of any new information, future events or otherwise, except as may be required by applicable law.



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