

Purisy's Appoints Christopher Speed as Vice President Consumer Products – Food, Beverage & Nutrition

**Veteran of Food, Beverage & Nutraceutical Industries to Forge Strong Consumer Product
Company Partnerships through Cannabinoid Bioactives such as CBD**

Athens, GA 6 February 2020 – Purisy's, LLC announced today that it has appointed Christopher Speed, MND as Vice President for its Food, Beverage and Nutrition consumer products business. Mr. Speed comes to Purisy's having spent over two decades in the nutraceutical and food space, bringing a background in nutrition science and consumer finished product development, along with experience at some of the leading food and nutraceutical companies in the world. In his new role, he will be responsible for developing Purisy's' cannabinoid offerings, most notably cannabidiol (CBD), for nutritive and bioactive applications across a wide-ranging spectrum of consumer product types. He will be based in Purisy's' Athens office.

According to Jim Mish, CEO of Purisy's, the appointment of Speed is in line with the company's mission to become a trusted innovation and development partner for consumer products companies. "After combining a background in nutritional biochemistry with global sales and marketing leadership, Chris Speed brings a deep and relevant background to how we will best deliver accountable solutions to the food, beverage and nutraceuticals industry. His experience and strengths are perfect to help us market and steer our synthetic 'nature-identical' CBD - *the first to be de-scheduled by the DEA* – through this incredibly competitive landscape and to the ultimate success of the food, beverage and nutraceutical industry that we serve," he said.

A focus on cannabinoid bioactives

On January 1 of this year, Purisy's, LLC was spun off from a leading pharmaceutical API company. The company now focuses exclusively as an ingredient and solutions provider to pharmaceutical and consumer products companies looking to use CBD and other cannabinoid-based ingredients. In nutritive applications – including food, beverage and nutraceuticals, Purisy's' portfolio of over 50 cannabinoids means an entire new range of bioactives that can contribute to unique, efficacious consumer products. For these products, Purisy's has been and will continue to invest in applications development capabilities – including facilities and personnel.

According to Speed, Purisy's' ability to deliver its broad portfolio of ultra-pure cannabinoid bioactives is an important asset for the industries with which he will interact. "The most discerning and trusted customer demands excellence in quality, purity and safety and will not tolerate confusion that is driven by slick marketing fiction, in lieu of the facts." Speed said. "Purisy's is adamantly aware of this and is well poised to help its customers achieve immediate and long-lasting product acceptance through its category-altering cannabinoid bioactive solutions," he added.

Prior to his experience at NattoPharma, Mr. Speed was a Global Sales Manager and VP Sales for Willeys Finest Wild Alaskan Fish Oil. He had previously worked in the Omega-3 space as Director of Scientific Affairs at Barlean's Organic Oils and Minami Nutrition (which he founded in 2005). Early in his career, Speed worked in Nutrition Science with positions at Ogilvy Public Relations Worldwide and Oldways. He started his career as a clinical nutritionist and dietitian and was awarded a Master of Human Nutrition and Dietetics from The University of Sydney and a BS in Biochemistry from The Australian National University.

About Purisys

Headquartered in Athens, Georgia, Purisys was formed with one global goal in mind – to provide pharmaceutical and consumer product companies with the most comprehensive and sustainable array of resources for commercialization of cannabinoids available today. Purisys ingredients are developed using state-of-the-art manufacturing technologies for a broad range of cannabinoids on both small and large scales to create a reliable supply chain to support pharmaceutical and consumer product development and launch – at the highest levels of quality and within cost structures required for successful product commercialization. With roots that stretch back decades in the pharmaceutical industry, the company has a successful regulatory track record in the pharmaceutical industry – and a commitment to consistency and quality is carried over to our work with consumer products.

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Media Contact

Resource Advantage

Barbara A. Mecchi-Knoll

bmecchi@resourceadvantage.com