

InnoCan Pharma

08:45 16 Oct 2020

Innocan Pharma's cosmetic clinical study indicates 90% wrinkle reduction in volunteers using SHIR Premium CBD Facial Serum

InnoCan Pharma Corporation (CSE:INNO) (FRA:IP4) said Friday that it has completed a cosmetic clinical study that showed a dramatic 90% to 95% reduction in facial skin wrinkles after a group of study participants used the company's SHIR Premium CBD Facial Serum for a period of 28 days.

The company said a group of 20 volunteers applied SHIR InnoCan Pharma Facial Serum, which has 300 milligrams of cannabidiol, on a sustained basis twice a day for 28 days and saw very positive results. An overwhelmingly high percentage of volunteers saw a more even skin tone and a depigmenting effect after using the product. "The skin was also more moisturized," according to the clinical results.

"Achieving these amazing results is due to the combination of active ingredients with a specific amount of CBD, which results in tremendous facial skin improvement," Innocan CEO Iris Bincovich said in a statement.

READ: InnoCan Pharma is taking a true pharmaceutical approach to commercializing cannabinoids

"The SHIR Beauty & Science skincare brand combines the benefits of CBD's most effective ingredients into an innovative formula which is leading to visible fast-acting results. Each ingredient was carefully chosen to provide a synergistic effect, working in harmony with each other."

Bincovich noted that the "high satisfaction" of the volunteers enrolled at the study pointed to the great potential of the SHIR Beauty & Science skincare line to succeed in a targeted market.

The clinical study was conducted by an independent lab at the UPTEC, Science and Technology Park of the University of Porto, in Portugal. The company said the findings of the clinical study were consistent with the main principles of Portuguese legal requirements.

The Israeli firm markets a line of premium CBD-infused derma cosmetic products distributed throughout the UK and Ireland.

Innocan Israel, a wholly-owned subsidiary of the company, is a pharmaceutical tech company that focuses on the development of several drug delivery platforms containing CBD.

Contact the author Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Price: 0.275

Market Cap: \$48.32 m

1 Year Share Price Graph



Share Information

Code: INNO

Listing: CSE

52 week High Low
0.35 0.05

Sector: Cannabis

Website: innocanpharma.com

Company Synopsis:

Innocan Pharma™ combines pharmaceutical experience with technological innovation to deliver the new generation of CBD integrated pharma and cosmetics products.

action@proactiveinvestors.com

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of InnoCan Pharma named herein, including the promotion by the Company of InnoCan Pharma in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).