



# Access the maturing medical cannabis market by creating your “Purity-IQ Cannabis Fingerprint”

- ✓ Prepare your business for changing regulatory and voluntary cannabis standards
- ✓ Differentiate your product and brand
- ✓ Sustain competitive advantage
- ✓ Conduct business with major brand owner and retailers
- ✓ Build trust & brand loyalty with customers and consumers



## How?



## Why?

### Establish Your Own Intellectual Property

Differentiate your strains by leveraging innovative Genomics Metabolomic Fingerprinting, resulting in identity for your authentic and unique product.

Meet the requirements for Medical Cannabis by confidentially registering your Purity-IQ Cannabis Fingerprint as a cultivar in the Canadian Cannabis Registry.

### Access New Business with Major Brands and Retailers

Demonstrate your ability to provide products that are consistent, authentic and pure, underpinned by scientific evidence, and integrated into your quality assurance controls.

### Build Brand Trust & Loyalty

Validate your products as authentically and consistently your own throughout the supply and value chain.

Provide the requested quality assurances for your customers.



## **Who are we?**

Purity-IQ Incorporated is a global organization founded upon cutting-edge genetic, chemical and metabolomic biotechnologies in partnership with the Natural Health Products (NHP) Research Alliance at the University of Guelph and under the direction of Dr. Steven Newmaster. Purity-IQ provides the food, natural health products and cannabis supply chain with practical, cost-effective quality assurance industry tools, underpinned by innovative and validated scientific method.

## **Why are we here?**

Purity-IQ supports industry, government and consumer organizations, by developing evidence based, scientific tools, validated method, standards and certifications to provide product identity, authenticity and purity. All Purity-IQ products and services are designed to promote product traceability, transparency and sustainability throughout the supply / value chain, which allows industry to confidently verify their product claims with customers and consumers.

## **Register to receive your Genomic Metabolomic Fingerprint:**

**[www.Purity-IQ.com/register/](http://www.Purity-IQ.com/register/)**

Purity-IQ is a biotechnology company that develops and commercializes voluntary validated tools and standards for implementation as part of a quality assurance system. Purity-IQ is not a commercial registered or accredited laboratory and cannot be held responsible for any analytical results reported by first, second or third party laboratory service providers. Use of the Purity-IQ registered trademark(s) is strictly forbidden without prior written consent from Purity-IQ.