

Geocann Announces Proven Stability Data Ensuring Desired Levels of Active Ingredients Are Maintained Throughout Promised Shelf-Life



Following the successful launch of its patent-protected CBD-BCP soft gel formulation, the company has demonstrated its focus on consumer safety in an area many others are failing

FORT COLLINS, Colo. ? May 10, 2019 /[Canna Newswire](#)/ ?] Geocann continues to set new industry standards in cannabinoid product safety and efficacy through its two-year stability data of hemp oil formulated with the patented VESIsorb® delivery system. While many cannabinoid products are falling short of their label claims, Geocann's data confirms that the desired levels of key cannabinoids and terpenes are maintained from the first day of production to the last day of the promised shelf life.

?Our focus will always be on the safety of the consumer and the advancement and efficacy of cannabinoid products that deliver an extraordinary range of health benefits,? said Jesse Lopez, Geocann CEO and founder.

The importance of stability data is often underestimated, especially in an emerging category like CBD where recent reports by the Food and Drug Administration (FDA), the Journal of the American Medical Association, and Consumer Lab, among many others, have shown that the majority of CBD products are falling short of their labeled claims.

[FDA finds that 11 out of 13 products they tested failed to meet their label claims.](#)]

[A study in the Journal of American Medical Association finds that 70 percent of CBD products were mislabeled.](#)]

[CannaSafe finds that only 15 percent of CBD products tested actually contained what the label said.](#)]

[Consumer Lab states that up to 70 percent of CBD products they tested are not accurately labeled and are not telling the consumer what to expect.](#)]

?Geocann's stability data is an important milestone in the cannabis industry as it sets the highest standards for product safety and consumer trust,? said Marc Weder, chief scientific officer. ?Our brand partners can confidently go to market knowing that cannabinoid products formulated with VESIsorb® are not just better absorbed, but also maintain the desired levels of important cannabinoids and terpenes throughout the promised shelf-life.?

The data was attained by a study conducted under the guidelines of the International Council of Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH) and confirmed shelf-life stability, product integrity, and the absence of microbiological contamination.

About Geocann

Geocann is a global cannabis organization led by experienced leadership with scientific and technical expertise for pioneering new innovations in natural health products and solutions. Its focus is combining clinically-researched cannabinoids with technologically-advanced and patented innovations that provide product differentiation with superior therapeutic performance and unmatched supporting evidence. For more information, please visit www.geocann.com.

About VESIsorb®

VESIsorb® is the leading delivery system innovation for dramatically improving the bioavailability of poorly absorbed ingredients,

like cannabinoids. Since 2005, the advancement and superiority of this colloidal droplet delivery system have consistently been demonstrated in well-designed pilot and peer reviewed published pharmacokinetic absorption and bioavailability studies as well as third-party meta-analyses. For more information, please visit www.vesisorb.com.

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