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ESENSE-LAB TERPENES FORMULATION SHOW SIGNS OF CELLULAR GROWTH ARREST

Life science company **eSense-Lab Ltd** (**"eSense"** or the **"Company") (ASX:ESE)** is pleased to announce that it during a first stage laboratory testing of the anti-inflammatory properties of its naturmamimetic terpene blends (the **"Study"**) interesting results were discovered that the Company's terpene formulation showed signs of cellular growth arrest, with results showing low cell proliferation. The Study was performed by an external, independent laboratory, the Dead Sea and Arava Science Center[1].

Herbal-based products have long been used as a source for cure and remedy in several human pathologies and for dermo-cosmetic usages. Terpenes, a vast class of aromatic organic hydrocarbons compounds, have been suggested as key player in their effect. Of notice, the composition and profiles of cannabis terpenes have been shown to possess added pharmaceutical and cosmetic values. However, due to the high cost of the plants and regulatory issues, the elution of its terpenic fraction is not feasible. Utilizing eSense Lab proprietary technology, this matter was addressed by in vitro reconstruction of its terpene profile after meticulous analytical verification. These new naturamimetic terpene compositions are homologous to the original plant. The aim of the study was to evaluate the anti-inflammatory properties of the eSense formulations. A full report of the study will be announced at a later date.

During the second stage of the Study where eSense's formulations where evaluated for cell viability, an interesting note was perceived that most formulations attenuated the capability of the cells to proliferate rather than mediate a cell death effect. This was a dose response effect in most tested formulations with one formulation demonstrated an outstanding potency of up to 90% inhibitory effect following exposure to a rather low dose of the formulation.

Cell proliferation is defined as an increase in the number of cells as a result of cell growth and cell division. Cell proliferation under normal conditions is a well-controlled mechanism that usually occurs during tissue renewing in our body. Yet, once cell proliferation becomes an uncontrolled process it is what defines cancer initiation and progression.

Despite their role as an aromatic and flavor agent, terpenes have been found to possess a multitude of medical applications ranging from fighting cancer, battling the inflammation of arthritis and up to treating depression.

As an example, Terpineol is known for its recreational properties characterized with a mild sedative and relaxing effect. Along with Cannabinol (CBN), this Cannabinoid-terpene combination contributes to the infamous “couchlock” effect of some Cannabis strains (especially Indicas). In addition, terpineol is well known for its strong antioxidant, anti-inflammatory antibiotic and anti-parasite activity. However, the most impressive characteristic of the Terpineol, is its ability to fight cancer by killing/reducing tumor size.

Several studies have revealed the cancer-fightingfighting power of this molecule that is found so commonly in a variety of Cannabis strains, including Girl Scout Cookies, Jack Herer, and OG Kush. In recent years, the list of terpenes showing anti cancerous activity has been rapidly growing. Terpenes such as Limonene, Eucalyptole, Myrcene, Linalool, Bisabolol Geraniol and Carvacrol were also found to have cancer fighting properties as tested upon various types of cancer cells. It is tempting to speculate that Cannabis strains with a terpenoid profile enriched with such terpenes might be a most powerful one to treat cancer.

[1] http://www.adssc.org/en

As stated above, the Study performed by the Company of its terpene formulation, shows initial signs of reducing cell proliferation with high potency. Though only in the initial stage, the results of the Study will allow the Company to continue testing and developing the use of its formulation in medical applications.

Commenting on the above announcement, eSense's CEO Mr. Haim Cohen, stated: "*I'm pleased to announce to the market that the Company's development efforts are expanding into the medical applications of our product formulations. While only in the initial stages, and of course more testing is required, however these test results show that there is a place for our formulation outside of the e-juice and e-liquid markets and in my opinion have positive results in the medical application markets."*

"*This step forward in technological efforts, is an important one, as it allows eSense, with its proprietary knowledge and formulations, to be used in additional, lucrative markets."*

"The overall mission of eSense's is to commercialise our formulations and we will look closely in how to collaborate on the above results with the medical sector".

"I am very excited with the various opportunities that the future holds for eSense with this important step and I look forward to informing the market on the continuation of our activities and successes".

FOR FURTHER INFORMATION:
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About eSense-Lab

eSense-Lab Ltd (ASX: ESE) is a life sciences company specialising in the commercialisation of the phytochemical profiling of plants. The Company combines genetics, mRNA, protein expression and phytochemical profiles to generate a comprehensive model of rare or high value plants. eSense–Lab can then use this model to 'reverse engineer' a terpene profile, which is a naturally occurring formulation of different individual terpenes which together account for many of the plant's health and medical benefits, whilst also exactly replicating the flavour, fragrance and other desired characteristics of the targeted plant, at a more sustainable and cheaper cost

To learn more about eSense-Lab, visit www.esense-lab.com