

May 8, 2017



## CV Sciences, Inc. Highlights WHO's World No Tobacco Day, May 31, 2017

LAS VEGAS, NV -- (Marketwired) -- 05/08/17 -- CV Sciences, Inc.(OTCQB: CVSI) (the "Company," "CV Sciences," "our" or "we"), is pleased to highlight the [World Health Organization](#) (WHO) and its partners in the annual World No Tobacco Day on May 31, 2017. The day notably features the health and risks associated with tobacco use, and advocates for effective policies to reduce tobacco consumption. The theme for this year is, "Tobacco -- a threat to development."

According to WHO, approximately 6 million people die from tobacco use every year, a figure that is predicted to grow to more than 8 million a year by 2030 without intensified action. Tobacco use is a threat to any person, regardless of gender, age, race, cultural or educational background. It brings suffering, disease, and death, impoverishing families and national economies.

The U.S. Department of Defense program Quit Tobacco [UCanQuit2.org](#), is currently in an educational campaign to help U.S. service members quit tobacco. Quit Tobacco is in support of World No Tobacco Day. The ucanquit2.org site focuses on the following reasons to quit smokeless tobacco:

- Drop the risk for developing cancer of the cheek, gums, and inner surface of the lips
- Drop those leathery white patches and red sores in your mouth
- Drop the risk of heart disease, high blood pressure, and heart attacks
- Drop the risk for high cholesterol
- Drop the high pulse rate and high blood pressure
- Drop the bad breath and possibility of tooth loss

CV Sciences' President and CEO Mike Mona, Jr. commented, "The World No Tobacco Day is an excellent campaign that we fully support. There are numerous dangers associated with using tobacco and smokeless tobacco products and the addictive nature of nicotine. Getting people to put down tobacco for even a day is a great accomplishment. Six million deaths per year due to tobacco use is a frightening statistic and people need more options to help them quit. We believe our drug candidate (CVSI-007), a chewing gum that combines CBD and nicotine, will be a great benefit to people who want to quit their smokeless tobacco addiction."

### ***About CV Sciences, Inc.***

CV Sciences, Inc. (OTCQB: CVSI) operates two distinct business segments: a drug development division focused on developing and commercializing novel therapeutics utilizing synthetic CBD; and a consumer product division in manufacturing, marketing and selling plant-based CBD products to a range of market sectors. CV Sciences, Inc. has primary offices and facilities in San Diego, California and Las Vegas, Nevada. Additional

information is available from OTCMarkets.com or by visiting [www.cvsciences.com](http://www.cvsciences.com).

***FORWARD-LOOKING DISCLAIMER***

This press release may contain certain forward-looking statements and information, as defined within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the Safe Harbor created by those sections. This material contains statements about expected future events and/or financial results that are forward-looking in nature and subject to risks and uncertainties. Such forward-looking statements by definition involve risks, uncertainties.

**CONTACT INFORMATION:**

Robert Haag  
Managing Director  
IRTH Communications  
[CVSI@irthcommunications.com](mailto:CVSI@irthcommunications.com)  
866-976-4784

Source: CV Sciences, Inc.