

NanoSphere Health Sciences' Brand Evolve Formulas Partners with Former NHL Star Jeff Friesen

written by Raj Shah | July 16, 2018

July 16, 2018 ([Source](#)) – *New Campaign Aims to Educate Athletes on Marijuana Healing Potential*

NanoSphere Health Sciences INC (CSE: NSHS) (OTC: NSHSF), the biotech firm behind the groundbreaking NanoSphere Delivery System™, has announced that its cannabis brand Evolve Formulas will partner with Jeff Friesen, former NHL player and marijuana advocate, in a campaign to educate athletes about the benefits of cannabis as a natural health supplement.

Jeff Friesen is a Canadian former professional ice hockey player. In 2003, he won the Stanley Cup and cemented his place in the Hockey Hall of Fame. Friesen, in his years of professional athleticism, experienced multiple injuries and broken bones. He discovered cannabis as a beneficial healing supplement during this time and began advocating for the use of marijuana by athletes for training and recovery programs while avoiding the negative side effects of pain killers and prescription drugs.

Through this new partnership, Friesen and Evolve Formulas will work together to promote cannabis as a method of pain management, relaxation, decreasing anxiety and improving sleep quality. Initiatives will include educational seminars and events, digital campaigning and official public appearances as an Evolve Formulas representative.

“Throughout my NHL career, I suffered multiple injuries and broken bones. I discovered from firsthand experience about the endless benefits of cannabis to reduce pain, inflammation, anxiety and improve sleep quality. I believe cannabinoids have unlimited potential and feel fortunate to have found Evolve Formulas’ product, NanoSerum™, which provides relief from common athletic issues such as pain, inflammation and stress in minutes. As an athlete, I know that avoiding the negative and lasting side effects of painkillers is crucial to performance, which is why I turn to cannabis and hope to spread greater awareness of its natural healing potential,” said Jeff Friesen.

“Our partnership with Jeff Friesen is part of a wider effort and campaign by Evolve Formulas’ to educate athletes on the benefits of marijuana, as well as to assist them in their workout regimes. By launching these initiatives, Evolve Formulas aims to increase the credibility of cannabis as a legitimate health and wellness tool, offering a safer alternative to potentially addictive and harmful pharmaceuticals,” said David Sutton, COO and President of NanoSphere Health Sciences and Evolve Formulas.

Evolve Formulas products utilize the patented NanoSphere Delivery System™ to nanoencapsulate cannabinoids in lipid membranes for transportation through the skin and mucosa into the cells and bloodstream. This technology eliminates delayed onset of action, vastly increases bioavailability of the ingredients and alleviates adverse side effects of cannabis. The brand’s pioneering product, Transdermal NanoSerum™, is currently available in over 200 dispensaries across Colorado and will soon launch in California and Arizona.

On behalf of the Board

Robert Sutton, CEO and Chairman

NanoSphere’s Commitment to Licensing IP

NanoSphere launched its IP licensing program in 2015 and is entertaining several licensing opportunities via a rigorous evaluation process. For more information about NanoSphere's licensing program, please visit: <https://www.nanospherehealth.com/licensing/>.

About NanoSphere

NanoSphere Health Sciences LLC, is a biotechnology firm specializing in the creation of the NanoSphere Delivery System™, a revolutionary platform using nanotechnology in the biodelivery of supplements, nutraceuticals and over-the-counter medications for the cannabis, pharmaceutical and animal health industries, and beyond. NanoSphere Delivery System™ represents one of the most important developments for advancing the non-invasive and user-friendly delivery of biological agents in over 25 years. For more information on NanoSphere, please visit <http://www.nanospherehealth.com>.

About Evolve Formulas

Evolve Formulas is the provider of the world's first and only scientifically proven nanoparticle delivery system in cannabis. Evolve's pioneering product, Transdermal NanoSerum™, is a fast-acting, ultra-strength transdermal formula infused with nano-encapsulated cannabis and cannabis extracts. NanoSerum™ immediately penetrates the skin to deliver direct-focused results and intelligently carries a full spectrum of cannabinoids and phytochemicals to receptors throughout the body for systemic healing. Evolve Formula products leverage NanoSphere Health Sciences™ patented NanoSphere Delivery System™. The NanoSphere Delivery System™ is a revolutionary platform using nanotechnology in the biodelivery of supplements, nutraceuticals and over-the-counter medications for the cannabis, pharmaceutical and animal health industries, and

beyond. For more information on Evolve Formulas, visit <https://www.evolveformulas.com/>. Follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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