



# Free Cultivar Identification

## Join our Canadian Cannabis Research Project

The world's most respected global manufacturer of nuclear magnetic resonance (NMR) scientific instruments, in partnership with Purity-IQ, will now be applying their gold-standard technology to the Canadian cannabis and hemp industry.

With a long successful history defining authenticity, purity and consistency within the wine and honey industries, Bruker Corporation and Purity-IQ are proud to provide a limited number of master growers with this unique opportunity to join in our research effort.

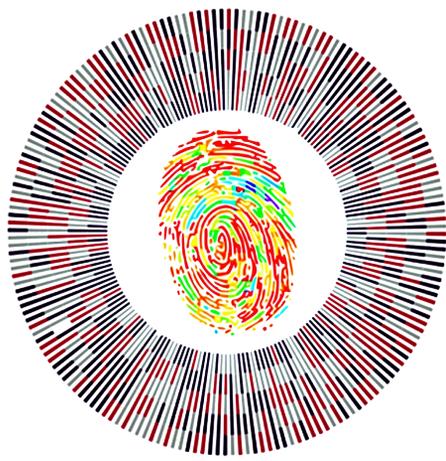
This research is being provided "free of charge" and without future obligation. Your business and brands have an opportunity to be part of building a diverse DNA and NMR database for this industry. This validated scientific reference library will enable the industry to identify cultivars and verify consistency in formulations of cannabis, hemp, and CBD products.

Purity-IQ is pleased to partner with the Cannabis Council of Canada to bring value to its member organizations.



**Cannabis Council  
of Canada**

Licensed.  
Regulated.  
Trusted.



## Early Adopters Advantage

1

Submit your catalogue of well-documented cultivars to a licensed Purity-IQ laboratory. Your business will be scientifically advancing the future of the Canadian cannabis and hemp industry.

2

Establish your genomic DNA (“Iris”) and NMR (“Fingerprint”) using scientific identification, verification, and quantification methods to register your uniquely branded and proprietary cultivar.

3

Receive a Purity-IQ Global Registration Certificate (GRC) supported by scientific data. The Purity-IQ Global Registration Certificate identifies and provides scientific insights into the properties of your most valued genetic resources, building the foundation for your intellectual property.

4

Gain future complimentary, secure, and proprietary access to your registered cultivar.

5

Use your product NMR Fingerprint to verify the authenticity, purity, and consistency of your ongoing production.

6

Learn how to leverage Purity-IQ trusted technologies, to claim authenticity, purity, and consistent production, as a competitive consumer-facing business advantage to expand markets and support brand initiatives.

For more info, please contact Jenna MacLeod at [jenna.macleod@purity-iq.com](mailto:jenna.macleod@purity-iq.com) to arrange a call for introductions, overview, Q&A and next steps.