

PSYCHEMEDICS

C O R P O R A T I O N

PSYCHEMEDICS CORPORATION - FIRST LAB APPROVED FOR HAIR TESTING IN IOWA

Acton, MA, August 16, 2017 -- Psychemedics Corporation (NASDAQ:PMD) today announced it has become the first laboratory to be approved for the testing of drugs of abuse in hair by the State of Iowa.

On May 9, 2017, Iowa Governor Terry Branstad signed into law an Act allowing private sector pre-employment drug testing using hair samples. This law went into effect on July 1, 2017. Prior to the passage of this law, Iowa only allowed private sector testing for drugs of abuse through urine, blood, and oral fluid.

Psychemedics was instrumental in getting the law changed to include hair, which has a much longer look-back period than other matrices. Now, less than one month after the law went into effect, the Iowa Department of Public Health has issued a letter approving Psychemedics to conduct private sector pre-employment drug testing using hair.

The Iowa Department of Public Health is currently in the process of formulating administrative rules to govern the testing of hair for drugs of abuse. These rules must become final before testing can begin. Psychemedics is hopeful that the rules will become finalized in the coming few months, and looks forward to providing companies in Iowa the same platinum-standard in testing it provides to companies across the United States and the world.

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Psychemedics Corporation is the world's largest provider of hair testing for the detection of drugs of abuse. The Company's patented process is used by thousands of U.S. and international clients, including over 10% of the Fortune 500 companies, for pre-employment and random drug testing. Major police departments, Federal Reserve Banks, schools, and other public entities also rely on our unique patented drug testing process. We strongly believe our drug testing method to be superior to any other product currently in use, including traditional urine testing and other hair testing methods.

The Psychemedics web site is www.psychemedics.com