
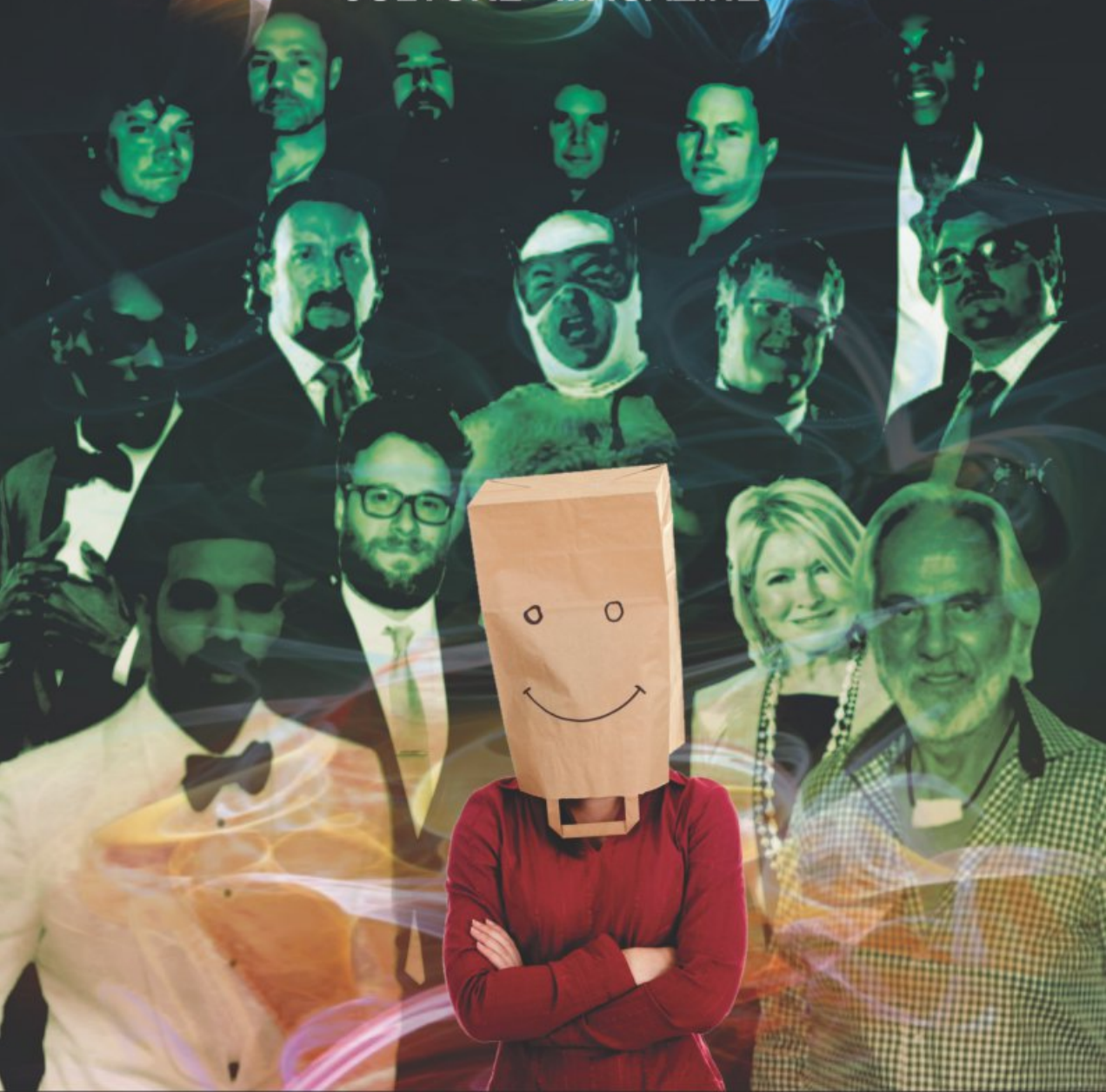


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# HCM

CANADA'S LEGAL CANNABIS  
CULTURE MAGAZINE



INSIDE CANNABIS CELEBRITY ENDORSEMENT IN CANADA

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With the help of these industry authorities, HCM offers fresh timely and accurate information about natural health and wellness as it applies to cannabis. The board members lend their expertise to our process of developing and commissioning or editorial lineup, and they're post-publication review of each issue is an invaluable in maintaining our more than six year reputation as Canada's most trusted cannabis health and wellness resource.

Every effort is made to ensure that the majority of advertised products will be available for sale in Canada.

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# HCM

I S S U E 6 6

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All material presented is intended for a mature 19+ audience and is intended for entertainment, educational and informational purposes only.

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CANADA'S LEGAL CANNABIS  
CULTURE MAGAZINE

# THE CANNABIS ACT AND CANNABIS REGULATIONS — PROMOTION PROHIBITIONS

This document is provided for informational purposes. The reader is encouraged to consult the *Cannabis Act* and the applicable regulations, available at [<http://laws-lois.justice.gc.ca/eng/acts/C-24.5/> and <http://www.gazette.gc.ca/rp-pr/p2/2019/2019-06-26/html/sor-dors206-eng.html>]. In the event of any discrepancy between the legislation and this document, the legislation shall prevail. The reader is also encouraged to consult any other legislation that may apply to them or their activities, such as any applicable federal, provincial or territorial legislation.

Health Canada reserves the right to modify this document as appropriate and without notice.

Prohibitions included in this document pertaining to Part 6.1 of the *Cannabis Regulations* came into effect on October 17, 2019. Other prohibitions referenced came into force on October 17, 2018.

## WHAT PROMOTION CAN BE PERMITTED?

The *Cannabis Act* contains exceptions that provide limited authorizations for the promotion of cannabis and cannabis accessories and services related to cannabis by certain persons in specific circumstances, subject to the applicable prohibitions listed above and any other applicable prohibitions, including those set out in Part 6.1 of the *Cannabis Regulations*.

### 1. Informational promotion or brand-preference promotion

**Informational promotion** means a promotion by which factual information is provided to the consumer about

- (a) cannabis or its characteristics;
- (b) a cannabis accessory or its characteristics;
- (c) a service related to cannabis; or
- (d) the availability or price of cannabis, a cannabis accessory or a service related to cannabis.

*Cannabis Act*

**Brand-preference promotion** means promotion of cannabis by means of its brand characteristics, promotion of a cannabis accessory by means of its brand characteristics or promotion of a service related to cannabis by means of the brand characteristics of the service.

*Cannabis Act*

Subsection 17(2) of the *Cannabis Act* provides that, subject to the regulations, a person that is authorized to produce, sell or distribute cannabis may promote cannabis by means of informational promotion or brand-preference promotion if the promotion is:

- In a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name;
- In a place where young persons are not permitted by law;  
5 The *Cannabis Act* and the *Cannabis Regulations*– Promotion Prohibitions
- Communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person;
- In a prescribed place; or
- Done in a prescribed manner.



# HCM

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# HARVESTS OF FRUITS & LABOUR

It is my pleasure to bring you an all new Fall issue of High! Canada Magazine (HCM). It is harvest time and so many people I know are in full on harvest mode. It's a time to be grateful for what we have done and the bounties we have harvested.

This issue we are excited to introduce you to new products, new stores, new cannabis related business developments that directly affect consumers and as much cannabis related information and education we can squeeze into each issue. I have always maintained that the power of cannabis is complex. I have heard Steve DeAngelo talk in length about it and many Canadians subscribe to the same belief. The cannabis tribe is a tribe like no other. Spanning generations, geographic locations, encompassing all races, all religions, inclusive of all spectrums of sexual identities. Cannabis connects us regardless of income level, colour or creed. I would wager that the global cannabis community is one of THE largest consumer groups out there.

I take great joy in our tribe and in the support and encouragement our magazine has met with since our re-launch as a fully legal Canadian cannabis magazine. Currently we are in 400+ shops across Canada and that number grows monthly.

As we move into the cooler weather, I wanted to take this opportunity to mention that if you live in the general Vancouver area - or in the Toronto area - we have teamed up this month with two amazing legal shops who have stepped forward to help those who need it most. Weeds in



**DON'T DO IT.**

**Don't Drive High.**  
Your life can change in an instant!  
Fast facts about drug-impaired driving (DID)

- 50%** of Canadians report drunk driving last year (Stat 3)
- 2 in 5** people who have used cannabis in the past year have driven while high (Stat 4)
- 149** people died in 2019 from drug-impaired driving (Stat 5)
- 3,489** people died in 2019 from impaired driving (Stat 6)
- 2 in 5** approximately number of people who were in a police car accident because of someone who had recently used cannabis (Stat 7)
- Every 3 hours** how often a 0.08 equivalent driving incident is reported in Canada (Stat 8)
- Increases likelihood** (Stat 9)
- \*1000+ a 1-year driving prohibition** (Stat 10)

**Drugs Impair you!**

- Alcohol: Impaired judgment, slower reflexes, blurred vision
- THC: Slower reflexes, impaired judgment, blurred vision
- Medication: Slower reflexes, impaired judgment, blurred vision
- Prescription: Slower reflexes, impaired judgment, blurred vision
- Recreational: Slower reflexes, impaired judgment, blurred vision

**#DontDriveHigh**

**DON'T DO IT.**

Vancouver and Cannabis Hut in Toronto are working with us to host and distribute a Boots and Jackets drive for the homeless.

It's getting cold and temperatures are going to continue to drop. Please consider dropping off new or gently used, men and women's boots, winter coats, socks, gloves or hats - to either of these shops in either of these cities. We will be collecting for the rest of the year and your contribution goes a long, long way.

Thank you!

Cy Williams Editor-in-Chief

editor@highcanada.net



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SCAN ME

# CANNABIS SHOP NEWS



## FAMILY RUN CANNABIS HUT STORES A BIG HIT IN SCARBOROUGH

**W**hen this family of buffalo farmers decided to jump in headfirst into the cannabis industry a number of years ago - they had no idea they would love it so very much and that every member of the family would as well.

Having spent decades living and working in this Ontario community - the family has embraced Scarborough culture and all that entails, From the music, which has influenced an entire generation of iconic Canadian hip-hop and rap to the nationally known nicknames such as Scarberia, Scarboro, Scar-town, and Scarlem.

This suburb of Toronto was notorious in the early 90's as the crime capital of Canada.



The two legal shops represent what is best about Scarborough culture and lean heavily into their Scarberian roots. So much so that even SNL alumni and Austin Powers star Mike Myers would be proud.

Open 7 days a week from 9am-11pm

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# CANNABIS SHOP NEWS

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ORIGINAL  
CANNABIS  
POWER COUPLE  
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**IS BACK &  
CELEBRATING A  
SECOND LEGAL  
GRAND OPENING  
ON THE  
WEST COAST**

**I**ncorporated in 2013. In the legacy market WEEDS® opened 44 Cannabis shops in six Canadian provinces. WEEDS® has now opened their 1st legal store, in Sechelt BC and another in Vancouver, BC.

For WEEDS® it's the same now as it has been since the beginning; to provide safe and reasonable access to high quality Cannabis in the communities they serve.

# CANNABIS SHOP NEWS



Weeds is about Passion, dedication, resilience, and wisdom gained from years of intimate knowledge of the plant.

They call it "Tried, Tested, True."

The WEEDS® stores are bright and filled with the things and knowledge that people want.

They carefully select and inspect the brands they carry to ensure they are

offering the best and that their customers are always satisfied. Don and Carol bring so much legacy and dignity to the profession and have so much to move cannabis culture and legalization forward here in Canada. From carefully checking every strain that comes in under a microscope to ensuring it looks and tastes perfect - Don and Carol have you covered!

Great people you should meet if you are ever on the West Coast!

# CANADA'S MOST RESPECTED NAMES IN RETAIL CANNABIS ARE HITTING NEW HIGHS!



**D**on Briere, the owner and Founder of Weeds Glass and Gifts that at one time operated dozens of cannabis retail stores across the country, opening his second legal store in Vancouver, British Columbia this month.

Now simply Weeds, the first Sechelt, BC store is in the same location as it's operated out of since 2015, despite having to close for a few years as Briere and his partner Carol Gwilt worked through the process. Not only did they remodel the store, but Briere had to wait more than a year to get his security clearance from the province, a step all retailers must go through.

If you ask Don, though, he doesn't see the process as one of "going legal", but rather of the government finally catching up to what he and others have been doing for a long time.

As quoted from Cannabis Culture Magazine back in 2005 "Carol recognizes that some of her drive comes from Don's commitment to the movement. "We draw from each other because we both know there's a lot at stake. He lost his son to heroin, that's what drives him. He's very, very driven," she notes.

Don elaborates: "Eleven years ago I lost a son in this drug war and it broke my heart." His son Shane overdosed on a high quality heroin. He believes drug addiction is a social issue, not a criminal issue, and it's not only about marijuana

for him – it's about all drugs. Don believes in the legalization of all drugs and treatment for addicts. "In England, if you're a heroin addict, you get your heroin from your doctor? and then what do you do?" he asks, "you go to work and are a productive member of society."

He speaks to the hypocrisy of those in power who use cannabis behind closed doors, lacking the courage to stand up for what they know is the truth. He says this American drug war has been waged for 70 years solely for the purpose of job creation. Judges, lawyers and police officers smoke pot, he points out. Don believes these people go along with the laws to keep their employment, knowing full well that smoking cannabis is not bad. They are saying these drugs are dangerous, when they know better, he asserts.

Don has a son and three daughters and he would rather his kids smoke pot than drink alcohol. "Hospital beds are full of people on Welfare Wednesday because of alcohol, He notes. "Dangerous drugs are drugs like: Ritalin, Prozac, Alcohol, and tobacco. They are all more dangerous than pot."

"I have devoted my life to getting the message to people about just how costly this drug war is to Canadians. This is a war on Canadians like Carol and myself and it's costly, socially, for our society and for our city."



4TH ANNUAL

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(2019)

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#### RECONNECT

Network with LPs, head growers, extractors, purchasing agents, distributors, suppliers, manufacturers and more. The VIP Industry pass includes access to all keynotes, panels and sessions, exhibition area, networking café, Meet the Exhibitors Networking Party.

#### SCHEDULE OF EVENTS

VIP Industry Conference

Grow Up Awards Gala

Meet the Exhibitors Networking Party

Industry Conference and Expo

3rd Annual Grower's Lunch (invite only)

**NEW** Grow Up Psychedelic Summit

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# HEALTH & WELLNESS

There are so many excellent health and wellness companies out there and of those numerous companies, few have had the foresight and brilliance to be part of both the cannabis industry and the new psychedelic industry on top of their own work in assisting Canadians in living healthier, happier lives by utilizing unique and amazing combinations of different types of plants.

One company that has had that foresight is Edica Naturals. This is a ground-breaking and innovative brand of plant based, natural products that has our entire HCM editorial team have come to know and trust. Certainly one of the comprehensive lineups of plant based products we have ever seen and we are excited to spend the next few months sharing information and reviews on some of the Edica Naturals products.

Few companies impress us as much as Edica Naturals and their amazing lines of plant based supplements. Founded by the incomparable Ann Barnes, this company has a clear and simple mandate - to allow people to be able to live their best lives. Few companies can actually deliver on this promise but Edica Naturals certainly does! Two of the products we are most excited to feature in this issue are High Desire which naturally kicks your libido up a few notches and



Take your energy and va-va-voom to a higher level!

## KSM 66 ASHWAGHANDA®

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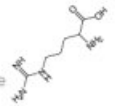
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- reduces hair loss
- regulates female hormones



## L-ARGENINE

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- lowers stress & anxiety
- increases physical endurance



## MACA

- boosts libido
- balances mood swings
- increases physical & mental energy





# HEALTH & WELLNESS

"I started Edica Naturals out of my own need for simple, plant-based solutions"

**Ann Barnes**  
**Founder & CEO**  
**Age 53**



Respiroreleaf which is simply amazing for your respiratory health. These are definitely two products our writers are lining up to review!

For more on who Ann Barnes is and about her monumental contribution to worldwide health and wellness over all - check out her cover feature in the pages of our sister magazine Psychedelic Canada Magazine!

Open up airways with this virus, flu & bacteria kickin' machine





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# Expo

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## Lift Psychedelics Business Summit

Nov. 19

6 Sessions diving into the new psychedelics industry | 25 industry experts | Access to the Industry Day Expo Hall

## Expo Hall


Experience the lively Expo Hall filled with all things cannabis and psychedelics, make sure to take in the vape showcase and grow show, as well as all the added fun and engaging activities, plus much, much more!

Visit [www.liftexpo.ca](http://www.liftexpo.ca) for tickets and info!

Now  
Cannabis &  
Psychedelics!



# A LOOK AT CELEBRITY ENDORSEMENT IN CANADA



Last month we talked about LOOP/POOL which is a new Canadian cannabis brand that has a specific motto: support creators. LOOP products — which initially will include pre-rolls, flower, and gummy edibles — will be sold in cannabis stores across Canada. At least five percent of all proceeds will go to POOL's grant programs for Canadian artists.

LOOP/POOL is co-owned by founder Ian Kwechansky and a collective of members of seven Canadian musical acts: Our Lady Peace, Stars, Roy Woods, dVSN, Blue Rodeo, Felix Cartal and Kiesza. The company got funding on an episode of *Dragon's Den* late last year. Former *Dragon* Michael Wekerle (now the owner of the El Mocambo) is an investor, as is music radio guy Alan Cross. All seven musicians are equal shareholders, while Kwechansky is CEO and Our Lady Peace singer Raine Maida is a co-founder and director. Five per cent of proceeds from sales will automatically go into a separate music fund called POOL/FUND, a philanthropic arts fund that Kwechansky compares to MuchFACT or a corporate-brand funded "artist accelerator" like Red Bull Sound Select. Technically, the two entities are separate, but one seeds the other.

It is no secret that many celebrities love consuming cannabis for a variety of reasons. Now that the plant is legal and regulated in so many states and the entire country of Canada, many famous people are beginning to cash in on the business side of cannabis. From musicians to famous athletes to movie stars, celebrities are publicly embracing the cannabis culture and the accompanying advertising dollars.

Celebrity endorsements are a popular and potentially effective advertising tactic used in a variety of different industries. This article looks at the relevant marketing regulations and best examples of celebrity cannabis brands and endorsements in the Canadian industry.

Canadian Cannabis Endorsement Regulations within the Cannabis Act state that "it is prohibited to promote cannabis by means of a testimonial or endorsement and by depiction of a person, character or animal, whether real or fictional". Additionally, under Canada's promotional rules, cannabis brands are not permitted to engage in any form of sponsorship of a famous celebrity, athlete or performer.



However, many Canadian licensed producers have found methods to compliantly launch cannabis brands backed in one way or another by celebrities. These methods include partnership and ownership and product curation.

Much of celebrity cannabis brands in Canada have been created as a business partnership between a licensed producer and a celebrity. There is nothing in the regulations that specifically states that celebrities cannot create their own brands and companies or possess ownership stakes in cannabis companies. The first example of a celebrity endorsement in Canada was Snoop Dogg partnering with Tweed/Canopy Growth to launch Leafs By Snoop (now compliantly known as just “LBS”) in the medical market in October of 2016, two full years before the plant became legal for recreational use in the country.

When it comes to product curation, it is usually used in addition to a business partnership. Celebrities with recognized cannabis knowledge can help brands with strain and product selection, choosing items that will appeal to their fan base. This is the case for Wiz Khalifa’s partnership with The Supreme Cannabis Company along with Noah “40” Shebib’s arrangement with Robes Cannabis/MJardin.

Celebrities involved in these companies are heavily restricted in what they are able to communicate about their brands and products, it is questionable whether these partnerships produce a reasonable return on investment for either side. There is currently no data to support that celebrity brands have

more awareness among consumers or that at they are beating non-celebrity cannabis brands in sales. These partnerships/endorsements may serve to generate some baseline awareness during a marketing launch, but these brands cannot sustain a loyal customer base without offering a consistent, quality product. It will be interesting to see how Canadian celebrity-backed cannabis brands perform and change overtime.

Some other examples of creative cannabis celebrity involvement in Canada include Drake & More







Life/Canopy Growth. In November of 2019, Canopy Growth officially announced that they had partnered with Aubrey “Drake” Graham to establish the More Life Growth Company, a licensed producer of cannabis based in the artist’s hometown of Toronto, Ontario. The company is reportedly “centred around wellness, discovery and overall personal growth with the hope of facilitating connections and shared experiences across the globe”. Drake is one of the most influential artists and personalities in Canada and Canopy Growth is one of the world’s largest cannabis companies.

Back in May of 2017, more than a year before cannabis would be recreationally legalized in the country, Canadian musical icons The Tragically Hip partnered with medical marijuana start-up Newstrike Brands (which has since been acquired by HEXO).

Newstrike’s recreational brand, Up Cannabis, is inspired heavily by The Tragically Hip. UP has partnered with popular cannabis retail franchise Spiritleaf to create “UP lounges” in several of their stores across Canada. These “experiential hubs” feature a lot of The Tragically Hip imagery including unique paintings of Gord Downie and guitars autographed by the band. Since these hubs are inside of age-gated point of sales, the UP brand has a bit more freedom to speak about their celebrity

ties. All five of UP’s flagship strains have been named after famous The Tragically Hip songs. The song “Grace, Too” inspired the strain Grace, and “Fifty Mission Cap” led to 50kush. “Moon” and Eldo originated from song titles off of the “We Are the Same” and “Fully Completely” albums. The sativa-dominant Gems cultivar was named after the song “The Last of the Unplucked Gems.” The Tragically Hip lyrics inspire much of the brand’s social media content as well.

Moncton-based Organigram has a partnership with TPB Productions, a company owned by the real-life actors who play Ricky, Julian, and Bubbles, also known as the “Trailer Park Boys”. This partnership outlines that Organigram will “develop branding, packaging, and a competitive product portfolio targeted towards recreational marijuana consumers”. This new brand was to be named “Trailer Park Buds”. The show “Trailer Park Boys” is a cult classic among many Canadians and many of the episodes focus largely on cannabis-related subject matter.

Tommy Chong, Snoop Dogg, Martha Stewart, Wiz Khalifa, Willie Nelson and even Justin Bieber and Beyonce are into the cannabis game and making headlines internationally. With the amount of culture that Canada and the USA share - it is proving increasingly difficult and incredibly arbitrary to even begin to reign in or regulate star power. Makes many ask why we even bother to do so in first place?

# DaVinci's Newest Innovation

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### Clean

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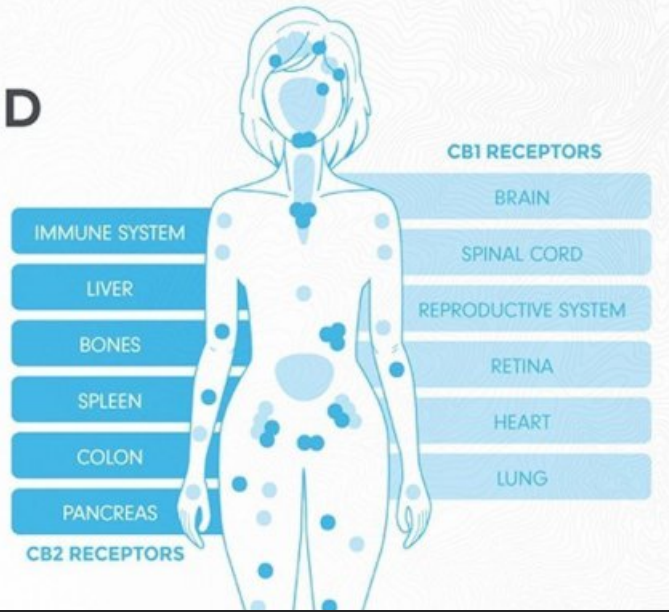
Available on Google Play. Web App coming soon for iOS.

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- ✔ MEMORY
- ✔ MOOD
- ✔ ENERGY BALANCE
- ✔ IMMUNE FUNCTION
- ✔ APPETITE
- ✔ & MORE



## THE ENDOCANNABINOID SYSTEM

### WHAT IS IT?

BY XANDER LANDRY

The Endocannabinoid system(ECS) is the system in the human body responsible for absorbing the Cannabis Compounds (cannabinoids) and delivering them to the rest of the body. The endocannabinoid system (ECS) can absorb cannabis compounds because the Human body naturally produces a similar compound called endocannabinoids which is what the endocannabinoid system(ECS) naturally absorbs.

The endocannabinoid system (ESC) is complex with many

different responsibilities such as regulating sleep, appetite, and memory but leading experts believe its primary function is to maintain and control homeostasis.

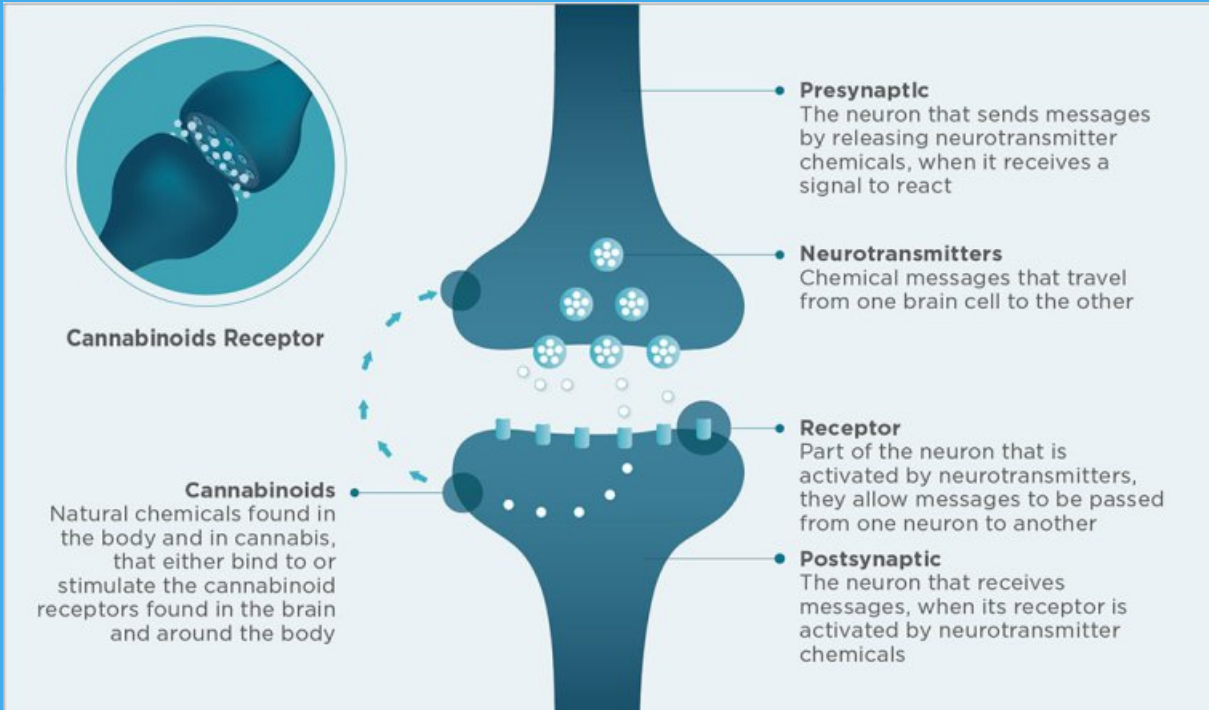
The Endocannabinoid System (ECS) is made up of three main components

#### ENDOCANNABINOIDS

Endocannabinoids which are also known as endogenous cannabinoids are molecules made by the human body that resembles Cannabis compounds



# Endocannabinoid receptors are what endocannabinoids bind to in order to signal the rest of the endocannabinoid system (ECS)



(cannabinoids) made by the cannabis plant. The most well-known of these endocannabinoids are known as anandamide (**AEA**) and 2-arachidonoylglycerol (**2-AG**) which have been shown to mimic the effects of Tetrahydrocannabinol (**THC**) the psychoactive compound that gives cannabis its effects.

## ENDOCANNABINOID RECEPTORS

Two kinds of Endocannabinoid receptors deal with different parts of the body.

**CB1** which are located in the central nervous system and **CB2** which are typically located in the peripheral nervous system and Immunity cells

## ENZYMES

Enzymes are proteins that are responsible for breaking down the endocannabinoids once they have completed their purposes.

Typically two kinds of enzymes do this, fatty acid amide hydrolase which breaks down **AEA** and monoacylglycerol acid lipase which typically breaks down **2-AG**



# LEAFYTHINGS

Over summer 2021, the Leafythings team attended many events across Ontario, shared experiences with the highly inclusive cannabis community, and gave away tons of free goodies!



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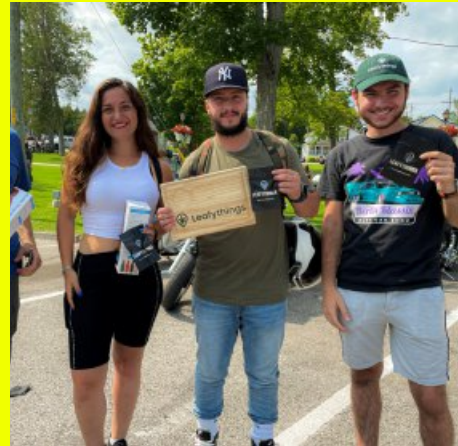
# Connecting the Cannabis Community.



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**HighGrade is a collaboration of Legacy Cannabis extraction pioneers. Providing proprietary industry process technologies and specializing in a vast array of premium extracts. We know the Canadian Cannabis market because we helped build it.**

**———— We are the guys everyone is pretending to be.**

*HG*





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**KEEP IT HIGH**





## LEAFYTHINGS

At the end of 2018, Canada became the world's first major economic power to legalize marijuana. In creating the vast new marketplace, it has been estimated that CAD\$8 billion will be added to the national economy annually from dozens of supply chain links such as delivery, retail, packaging, cultivation, and marketing. It's a wide a complex network, one that a new app called Leafythings aims to help tame by providing both consumers and the myriad of producers with accurate and up-to-date information about everything cannabis-related in Canada. Leafythings is available for iOS and Android free on the App Store and Google Play.

Leafythings connects medicinal and recreational cannabis users with verified and licensed providers everywhere in Canada. Users can find quality cannabis products in their area with an easy-to-navigate map interface as well as read reviews and recommendations for delivery services, dispensaries, doctors, and a wide range of other products.

Positioned to be a prime resource for the expanding Canadian market, Leafythings features detailed information and answers to commonly asked questions about Canadian cannabis laws, including valuable instruction on how to get licensed to grow or sell cannabis in Canada.

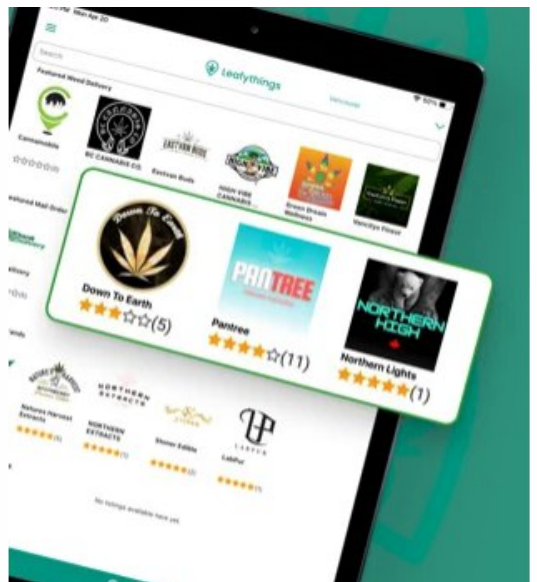
The app also gives Canadian cannabis retailers access to a powerful marketing platform and the ability to effectively promote their business and avoid the expense of other overpriced directory listings or competing in auction-style directories.

"No other app covers the Canadian cannabis marketplace as thoroughly as Leafythings,"



said Leafythings CEO. "For the consumer, it's the fastest, easiest way to connect to cannabis services and products near you. For professionals or anyone interested in entering the business, it's a valuable source of information about legislation, market data, and other industry news."

For more information on the app available in Canada, visit the App Store, Google Play or <https://leafythings.com>.



## NEXTLEAF LAUNCHES GLACIAL GOLD VAPES AND DISTILLED OILS IN SASKATCHEWAN



Nextleaf Solutions Ltd., a federally regulated producer of cannabis oil that owns one of the largest portfolios of U.S. patents for the extraction and distillation of cannabinoids, has signed a wholesale and distribution agreement with National Cannabis Distribution Inc., a wholly-owned subsidiary of Kiaro Holdings Corp., for wholesale distribution and supply of Glacial Gold™ in the Province of Saskatchewan.

Under the terms of the Wholesale Agreement, NCD will act as the exclusive provincial wholesaler and distributor of Glacial Gold™ branded CBD and THC products in Saskatchewan for an initial period of two years.

“The Saskatchewan model is unique and our partnership with NCD and Kiaro allows Glacial Gold to be distributed in two-thirds of the cannabis retailers in that provincial market,” said Nextleaf CEO and co-founder Paul Pedersen. “Since the launch of Glacial Gold vapes and distilled oils in September, we have received nation-wide interest from cannabis retailers and consumers that enthusiastically recognize our brand from its prohibition days and are eager to consume it once again. We are delighted to partner with NCD to bring Glacial Gold CBD and THC products to loyal consumers in Saskatchewan with affinity for the brand, as well as expand our reach to new consumers looking for accessibly priced extracts.”

“We are excited to partner with Nextleaf to bring high quality products like Glacial Gold vapes and distilled oils to the Saskatchewan market,” said Brent McFadzen, General Manager of NCD.



“NCD is very pleased to be working with a first-class producer such as Nextleaf to further expand our product range in Saskatchewan and continue to introduce high quality Canadian cannabis brands to the market,” added Kiaro CEO Daniel Petrov.

Monthly recreational cannabis sales in Saskatchewan reached \$13.4 million in August 2021[1].

Nextleaf launched its award-winning, prohibition-era brand Glacial Gold™ in British Columbia last month, receiving national attention for quality products at disruptive price points. Included in the initial launch of Glacial Gold™ were seven total SKUs, consisting of four 1-gram cannabis vapes and three distilled oils.

Glacial Gold™ Distilled CBD 50 Oil features high-purity distillate in a base of organic coconut MCT oil for a premium consumption experience, without premium pricing. A clean tasting and neutral oil allows for the greatest flexibility in use and consumption occasions. Glacial Gold™ has quickly become one of the top selling brands of CBD oil in British Columbia.

The initial vape lineup from Glacial Gold™ is offered in two potency levels to match the consumer’s tolerance level or consumption occasion. The Session THC Vape features a full potency THC profile for cannabis enthusiasts who seek a more elevated experience and connection. The Anytime 1:1 Vape is formulated with a balanced THC and CBD profile for consumers looking for a more moderate, go-to vape. The Glacial Gold™ Anytime Vape is currently the top value CBD 1:1 vape cart in B.C.



## WHOLEHEMP

### WholeHemp Expands Premium Whole Plant CBD Collection With CBDA Capsules

With the popularity of CBD rapidly rising in the past five years, WholeHemp has been actively pursuing refreshing new approaches to CBD intake, starting with the debut of their CBD Cream and their Premium CBD Flower. Following the success of both product launches, the Canadian hemp venture is thrilled to announce that its premium whole plant CBD collection is now expanding to include CBDA Capsules.



With recent studies confirming CBDA’s activation of 5-HT1A serotonin receptors to be naturally more potent than CBD, WholeHemp CBDA Capsules are an easy and effective way to obtain the daily dose of CBDA.

For more information on WholeHemp, visit [www.wholehemp.com](http://www.wholehemp.com) or visit the Ontario Cannabis Store for WholeHemp’s CBDA Capsules, available as of October 27, 2021.



# MICRO LP PAVES PATH TO SUCCESS

BY SARA JANE WILSON



Over the last several decades, the Cannabis Industry has undergone some incredibly monumental and notable legal battles. From the cause of a prohibition with racist roots to a home grown herb with medicinal and/or recreational properties to it being sold in Government approved retail stores. Cannabis is one of the most stigmatic plants worldwide, leaving almost every grower within the last seventy years filled with enticing tales to tell this newer generation of enthusiasts. Those who have rode the bumpy waves of this infamous industry are the ones who are paving these new paths today. I was fortunate enough to snag a bit of time with Logan Dunn, a local Vancouver LP and the sole proprietor of Dunn Cannabis Inc.

**Logan, when you founded Dunn Cannabis, what was the initial goal you set out with? When I founded Dunn Cannabis Inc. in 2018, the goal was to find more certainty in my own life. Trading Enforcement Compliance for Regulatory Compliance is a much better way to live life.**

As an LP, what kinds of hurdles did you face when you started out and what kinds of solutions did you find to overcome them? The bigger obstacles I found were the

Municipalities and the Bylaws that had yet to be written. The people in my city were great and they wanted to better understand the industry. We were able to put our heads together in an open conversation about ways of getting our facility licensed, while at the same time keeping our community safe and Cannabis out of the hands of our youth.

**Were there any significant memories from that time that stick out for you?**

The day I received my license was something that really stood out. I had worked so hard to be compliant. In fact, I waited so long I had almost lost hope. I woke up early on that Friday morning thinking maybe it could be the day and indeed it was! I had received a notice from Security at Health Canada. My clearance had been granted. I knew what it meant. It was more than just a clearance. It would come with my Micro License being issued later in the day. I didn't say anything at all. I just sat down and cried. The hard things in life are worth working for. You appreciate it more. Something so big and difficult reminds you that we are all capable of doing something amazing if we put our minds to it.

That was a moment I will never forget.

## Next level Hemp.



Something big is growing...

This is about the best hemp in the world, rolled into perfection as a smoking cessation tool and available now for select white labeling opportunities. This is the future, period.

This is CXT.

Stay tuned for more on the “X” factor.

“Think Different.  
Act Different.  
Empower  
Everyone.”

Steve Scheier’s brand new book, “POWER UP: Essential Tools for Committed Cannabusiness Leaders” encourages cannabis professionals to own their power to create sustainable and profitable companies. His cutting-edge leadership consultancy has helped increase the effectiveness of CEOs in some of the most influential cannabis enterprises.

Whether they are growers, dispensary owners, manufacturers of vape batteries, edibles, hemp goods or infused products, leaders of these companies share universal concerns and challenges. Many wrestle with how to assert their power and lead their organizations. Many CEO’s have discomfort with power which prevents them from establishing a vision for their companies, holding their employees accountable, delineating roles, reinforcing the



values of the company, building out their teams, and accomplishing their goals. Steve’s work helps his clients achieve financial success and establish a stronger workforce with high morale. Presenting both cautionary and inspirational stories, Power Up builds on the work of Scheier’s consultancy, offering insights to today’s cannabis and hemp executives. The content can help them better understand power, improve their leadership, and achieve their goals. In crafting his book, Scheier spoke with 100 cannabis leaders over nine months learning a lot from their interactions. Available on Amazon at [www.amazon.com](http://www.amazon.com)

[CLICK HERE](#)

**Power Up offers instructive stories and key insights about:**

- The idea of power being a tricky subject, sometimes off-putting and dangerous.
- Just as cannabis requires good soil, water, and sunlight to grow, a canna-business requires a powerful leader to prosper.
- Getting in touch with your inner power
- Using your power to grow your cannabis or hemp company to change the world







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CANNABIS

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for all your accessories



# CANNABIS ACCESSORIES

BY SABRINA MOHAMED

## LOSS OF POTENCY WILL KILL YOUR VIBE— HOW TO AVOID IT.

Boy oh boy! You've picked up some weed from your local store and you're feeling the tingle of a good time. But when you get home you realise you have nowhere to store it. Dang! Over time, improperly stored weed will lose its potency, appearance, aroma, texture and taste— a huge vibe killer.

If this sounds like a familiar story then it's time to step up your stash game and invest in a stash jar, stash box or stash bag. But where to start? We've got you covered with some tips!

### Stash Jars

Repeat after me— A jar will make my weed go far.

Here's what you should consider:

- Airtight seals on your jars are your best bet for containing quality and aroma.
- UV protective glass will protect your bud from degrading over time.
- Sleek appearance to be organized neatly or displayed in full glory.
- Variety of sizes— from tall and narrow to short and wide-necked.
- Some feature a magnifying lens to give you a close up of your bud



Stash jars come in a range of materials and designs. If you can imagine it, it exists in stash jar form. We would always recommend a classic glass jar for gold-star freshness.

Check out Canadian owned and operated company KookiJar, their unique and sleek designs are the best. It will bring back nostalgic memories watching the Cookie Monster go at it. Trust us when we say you need to grab one, you won't be disappointed.

### Stash Boxes

Buying a stash box is like hiring a personal assistant— all your kit organized in one spot so you can focus on a good time. Not to mention, they suit all needs and styles so you're bound to find one to your liking.



Here's what you should keep in mind:

- Can it be locked? Ideal for keeping small fingers safely away from your kit.
- Wood boxes may not be smell proof but a good one will come with a stash jar.
- Compartments are a dream for organizing your accessories: papers and pokey sticks— they need a home too!

Our pick for stash boxes are the super cool bamboo boxes made by Bzz Box. Canadian owned and operated, each box lid is customizable! The best part about this company is every Bzz Box sold contributes to repopulating the ravaged bee population, talk about a buzz!

### Stash Bags

These are for the on-the-go stashers, a stash box with wheels! Have you ever been at an event with a pre-roll in your pocket and you look around and everyone's nostrils are flaring and within minutes they've smelt you out? Yes? To be more discreet when you're out and about a stash bag is your answer: backpacks, fanny packs, wrist purses— so many styles and designs to suit anyone.



Here's what we look for in a stash bag:

- Combination locks— piece of mind to keep someone from opening up your stash, especially if you have kids.
- Smell proof— let's face it, some people don't like the smell. A bag with a good liner will eliminate the scent.
- Size— In this instance, size does matter! Get the size to suit your needs.
- Stylish— Goodbye snap-lock bags and shoeboxes, hello style!

Our favourite stash bags come from our home brand Trim Queen Inc. Female owned and Canadian operated. All bags are customizable with personal message or names and smell proof tested— you're sure to find a colour and style you like. Do yourself and your weed a solid favour and up your stash game hunny!

Stay tuned, we'll be back next month with another royal decree.

Trim Queen™

# SAN RAFAEL '71 BEHIND THE LEAF

San Rafael<sup>®</sup>  
Light it  
up with  
3 new  
buds.

## Origins of San Rafael '71?

The story of San Rafael '71 began in 1971, San Rafael, California, when five pals gathered every day at 4:20 to search for their holy grail – an elusive, near-mythical patch of cannabis. While this crop was never found, the story continues to inspire us as a brand today. We're a brand that's all about keeping it real and have stayed committed to the search for legendary pot by creating strains that premium cannabis consumers want – frosty AF buds, high potency, unique terpene expressions and excellent bag appeal.

## What did 2021 hold for your brand in Canada?

This year we launched three new proprietary strains: Lemon Rocket, Driftwood Diesel and Stonefruit Sunset – first strains to come out of Aurora Coast, our state-of-the-art research and breeding facility.

Our team developed and screened over 7,000 individual plant genetics to find three elite strains, bred from the most in-demand genetic families – Cake, Fuel, Gelato and GMO. Our goal was to develop new and differentiated products with high potency levels and terpene content that satisfy consumers' unique and sophisticated needs.

Like all San Rafael '71 dried flower products, the new strains are cultivated under the highest quality standards and are hang dried and hand bottled for excellent quality. Each jar is packaged with a humidity pack to preserve the moisture of the flower, keeping the product fresher for longer. Our flower is known for its intense and appealing aromas, and these new cultivars are no exception.

Stonefruit Sunset is derived from Gelato and Fuel cultivars, Stonefruit Sunset is a hybrid strain with 19-25% THC, offering a unique aroma of berries, sherbet, and gas from its primary terpenes, Caryophyllene, Limonene and Myrcene. It's characterized by purple and green buds with bright orange pistils.



Lemon Rocket is a cross of Fuel and Cake, Lemon Rocket is a hybrid strain with 20%+ THC and gives off a very pungent aroma of gas with hints of lemon from its primary terpenes, Limonene, Caryophyllene and Myrcene. It's characterized by bright-green buds coated in visible trichomes.

Driftwood Diesel is a mix of GMO and Fuel cultivars, Driftwood Diesel is an indica strain with 21-27% THC and gives off a very strong and distinct aroma of gas and chem and sour taste with earthy, nutty and musky notes. It's distinguished by dark purple and green buds that are notably very sticky with visible trichomes.

## What do the holidays and early 2022 have in store for your brand?

We believe the holidays are a time to indulge the senses, and our premium portfolio of products is designed to do exactly that.

In addition to our proprietary, curated flower strains, we offer "Live Resin" vapes and concentrates made from flash frozen cannabis – a process that preserves the volatile aromatic compounds cannabis connoisseurs crave

Over the holiday season, keep your eyes out for exclusive San Rafael '71 holiday merchandise and giveaways on Instagram @SanRafael71.

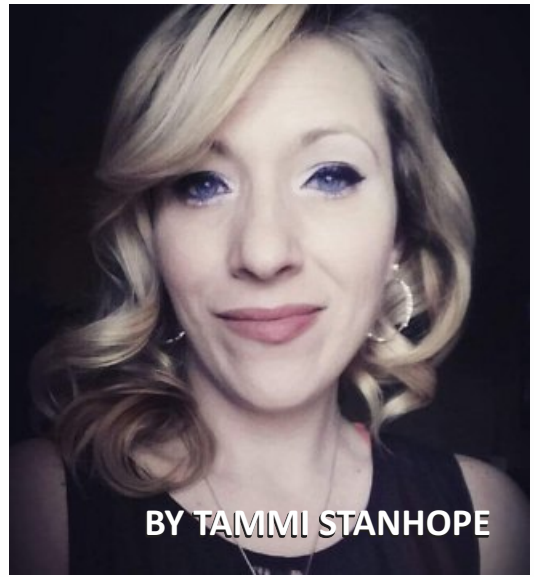
We'll be continuing to introduce new products that elevate the experience of cannabis users in the months to come.

# RISK MANAGEMENT & INSURANCE - FROM LEGACY TO LEGAL AND EVERYTHING IN BETWEEN

Fady Kamel, CIP, CRM, RIBO is a Managing Partner at All-Risks Insurance Brokers Limited - Erin Mills, ON as a Cannabis and Commercial Insurance Specialist, He is the “go-to Cannabis Insurance Broker” and began his insurance career in 2009.

He specializes in evaluating Insurance Risk within the Cannabis space, working with large Licensed Producers, Extraction companies, Retailers, and Consultants.

Fady launched the first Cannabis Retail Store Insurance Program in Canada, offering exclusive Insurance policy savings to Retail Stores, and recently partnered with Senses



BY TAMMI STANHOPE

Cannabis to provide and industry leading Cannabis and Insurance Support Program for retail cannabis stores.

Fady has been Nominated for the 2021 Insurance Business Canada Awards, and is a speaker, for the 2nd time, at this years Grow Up Conference November 30 – December 2, 2021 in Niagara Falls, ON.

I had a chance to chat with Fady about the last couple years in the cannabis insurance space and catch up before the next Grow Up Conference.

**Why did you get in the cannabis insurance space?**

I started working with an LP in early 2016 as a friend of mine was a co-founder and needed Insurance. They were building out their facility and I really enjoyed the processes, since then I haven't looked back and focused on learning and becoming a specialist in Cannabis Insurance.

**How has Covid affected the Cannabis Insurance business the last couple of years?**





wrath of COVID only because the industry is still in its infancy stages and therefore experience large growth.

**What are the most common requests you get from companies in the cannabis space?**

Lower premiums of course, everyone wants the best deal and its important to show and educate our clients on exactly what they are getting or being covered for and what things maybe excluded. I always tell clients we can remove that and save you X amount, but if a claim happens you risk losing much more than that so its all about finding value for our clients and making sure they have the best options that suite their needs. For example, we have some large LPs who have a \$300,000 Deductible and other smaller companies who would be out of business if they have a claim for \$300,000 so it's important to understand your clients risk appetite and match the policy/coverages accordingly.

**Have you assisted any Legacy brands to the Legal Market?**

For sure we have worked with a few and they are a pleasure to work with because they understand the product more than most and are very passionate about their craft. I would say that is one of the more exciting parts of my job, Insurance is generally a boring topic but seeing people who share my passion for what they do makes it that much more enjoyable.

**What kinds of cannabis businesses do you mainly provide insurance for currently?**

We insure anything and everything that has the word Cannabis in it as no standard insurance company will and therefore a specialty insurance company is required no matter what side of the industry you are on. We work with many retailers across Ontario, as our recently launched Retail Insurance store program offers some of the lowest rates available in todays market we expect to help many more stores save money on their insurance while getting great service. We also insure LP's, Micros.

Brands, Retailers, Consultants, accessory manufacturers, extraction facilities etc. The world of Cannabis has many different risks from and Insurance perspective, and we enjoy helping companies reduce the chance of a claim impacting them financially.

Do you see any openings, from your industry standpoint, now or, in the near future, to allow ACMPR and Legacy businesses into the legal cannabis space? (also needing insurance and risk management advice)

Definitely, I think we are already starting to see a lot of that today primarily from brands and craft growers who are producing great products with lots of demand. This is actually an exciting time for the legacy market as many are successfully making the switch today and putting out some of the top products available. In terms of risk management advise; for many legacy businesses the thought of insurance or a bank account is brand new so we take pride in helping them navigate through this and educating them on the tools available to protect their business.

**Advice for new cannabis businesses entering the market looking for advice and direction with Risk Management and Insurance?**

Be patient, honest and never stop learning, the biggest thing for me early on was understanding this is a new space so there will be many unknowns for everyone. Navigating through that while continuing to learn and develop your skills is crucial. Also, understand your client's goals, when you are invested in your clients success it shows and will help build trust and strengthen relationships over time.

**For More Information**

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# THE HUNT FOR THE PERFECT PRE-ROLL: SEARCHING HIGH AND LOW FOR THE BEST OF THE BEST! PART ONE OF SIX

All Good is here to elevate your pre-roll game



## THE BEST IS COMING!

With the promise of the best pre-rolls we have ever smoked coming out of the **All Good Collective** in February of 2022 - our anticipation when it comes to pre-rolls is decidedly high!

So much so that we have decided to embark on a momentous quest to see who in the current legal Canadian market has the best pre-rolls. Utilizing the app from **LeafyThings** to discover new dispensaries, we are buying and evaluating pre-rolls all over Canada. Over the next month we will look at taste, performance,



quality and packaging to determine both our favorites and our less than favorites. This month we checked out **Poolboy K. Tut Pre-rolls** and were pleasantly surprised how much we loved the unique teal pre-roll case. The cannabis itself was a solid smoke with a even burn and there were a surprising number of half-gram pre-rolls in both cases we picked up. We also tried the **Nameste Ultra Sour Pre-rolls** and enjoyed the taste and the slow burn very much. Both products are good, solid contenders for the best!

Shout outs to Inspired Cannabis in Vancouver for having an great selection, helpful staff and a very decent selection of pre-rolls.

# CANNABIS & LIFE

An October Ode to Cannabis

✍️ @the.fit.canna.mama

Cannabis nurtures overthinking.  
It creates proper pause and reflection before a reaction and in less time than it would take to assume something incorrectly.  
Cannabis aides in focusing on the things that matter most and it filters away the crowded distractions around us.  
Cannabis creates joyfully engaging scenarios and sparks one's humble curiosities  
It channels clear conversations and deepens connections.  
Cannabis speaks passion into challenging projects.  
It creates purpose for and gives meaning to working-in-play-mode, daily.  
Cannabis gives healing to busy minds and comforts adult boo boos  
Cannabis heals physiques.  
In sport mode, at play and at rest.  
It intuitively aides in physical and mental recovery from head to toe, easing mild to severe pain.  
Toss a bath bomb into a candlelit spa-night-at-home and worries dissipate into fading vapors.  
Have a gummie or two and mist a little cbd with lavender essential oil onto your @blissy pillowcase and roll your way into blue dream, la la land.  
Thank you, Cannabis.  
You're just admirably and amazingly cool.



# AN OCTOBER ODE TO CANNABIS



# NAVAYA RECEIVES SALES LICENCE FROM HEALTH CANADA FOR THE SALE OF DRIED CANNABIS PRODUCTS

## Navaya can now sell to distributors and retailers across Canada

Navaya Inc. is an innovative Quebec-based cannabis producer that has now received from Health Canada its sales licence to sell dried cannabis products across Canada. The licence brings to fruition the goal set out by Navaya to deliver high yield, consistent quality cannabis, to all Canadians of legal age. The newly licensed producer will be launching its products this fall in Société québécoise du cannabis (SQDC) locations across the province of Quebec.

Employees in the production facility hear the news for the first time that Navaya has officially received its sales licence. Boisbriand, Quebec, October 13. Photo Credit: Navaya Inc.

"After two years of hard work and labour, we've achieved our goal of acquiring our sales licence to sell dried cannabis products" says Sophie Denis, director of operations at Navaya. "With our industry-leading technology and advanced vertical cultivation equipment, we will now focus on delivering a consistent product initially



to the Quebec market at retail in the coming months".

Navaya's vertical industrial hydroponic solution takes indoor production to the highest standard in the nation. Having unmatched hyper control of cultivation parameters with automatic irrigation and fertilization, full climate control and multi-tiered growing spaces using advanced LED lights are only a few of the features of its state-of-the-art equipment. Furthermore, Navaya's production methods use significantly less energy consumption than traditional methods of production.

"Navaya is setting the new standard for licensed producers going forward and that's something of which we're so proud," says Denis. "Our team here in Boisbriand is determined to bring long term economic growth to the region and this licence is another important step in reaching that goal."





### **About Navaya Inc.**

*Navaya's mission is to become a global leader in the cannabis sector, resulting in predictable business and brand performance. With its unique and most comprehensive hyper-controlled vertical industrial hydroponic solution on the market, Navaya is taking indoor production to the highest standards. With a commitment to long-term investments in research and development, including the use of big data and artificial intelligence, the company is committed to breeding strains that maximize production and quality and help to discover new uses of cannabis that enrich lives. For more information, visit [navaya.com](http://navaya.com).*

The company worked hard over the last two years to achieve this milestone and continues to develop policies based on Health Canada guidelines. Navaya looks forward, over the coming months, to showcasing its facility to stakeholders and media.

More information is available at [navaya.com](http://navaya.com).



# CANNABIS TRAVEL

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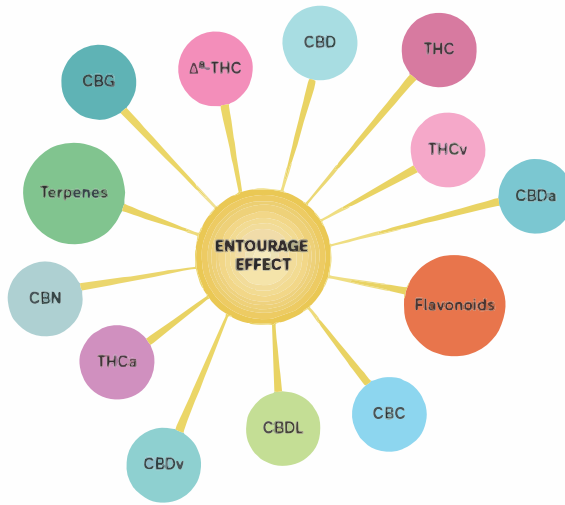


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\* Prices are per person based on double occupancy plus up to \$299 in taxes & fees. Single supplement and seasonal surcharges may apply. Add-on airfare available. Onboard Credit requires purchase of Ocean View or Balcony Cabin. Offers apply to new bookings only, made by 9/30/21. Other terms & conditions may apply. Ask your Travel Consultant for details.





# THE ENTOURAGE EFFECT, FACT AND FICTION

BY XANDER LANDRY

The Entourage Effect is the most popular term used to describe the complex synergistic way that Cannabis compounds (Cannabinoids) terpenes and flavinoids interact with each other to enhance its psychoactive effects and flavors. Coined In 1998 By Dr. Raphael Mechoulam who is famous for the discovery of THC (Tetrahydrocannabinol) and Dr. Shimon Ben-Shabat.

Like the more common meaning of the word, the Entourage effect works like a group of people surrounding a VIP to work off them in concert to create a more powerful group effect.

With the VIP in this Case being THC and it's entourage being the other Cannabinoids, terpenes, and flavonoids.

THE MOST OBVIOUS EXAMPLE OF THE ENTOURAGE EFFECT IS THE RELATIONSHIP BETWEEN THE CANNABIS COMPOUND THC (TETRAHYDROCANNABINOL) AND CBD (CANNABIDIOL) AND HOW THE TWO MOST PREVALENT CANNABIS COMPOUNDS ARE SIGNIFICANTLY MORE EFFECTIVE TOGETHER THAN APART. ALL CANNABIS COMPOUNDS PLAY A PART IN THE ENTOURAGE EFFECT EVEN IF IT IS A MINUSCULE CONTRIBUTION.

# Lift & Co.

## Expo

Coming to Toronto

November 18-21, 2021

The Lift&Co. Expo Toronto 2021 is introducing an all-new, all-Canadian, full-day comprehensive conference.

The Lift & Co. Expo is back helping Canada build responsible, prosperous cannabis and psychedelics businesses.

The Lift & Co. Expo Toronto, November 18-21, 2021, being held at the Metro Toronto Convention Centre, is much more than a tradeshow that accelerates cannabis and psychedelics brands. It is an educational conference series that offers delegates the opportunity to choose the professional learning that suit them best.

Whether it is the Lift Cannabis Business Conference, Nov. 18, Lift & Co. Expo's Industry Day or Consumer Days, Nov. 19-21, or the new Lift Psychedelics Business Summit, Nov. 19, these events are where Canada's cannabis and psychedelics professionals come to elevate their business strategy, refresh their perspectives, renew their energy, and collaborate with their peers.

Each day of the educational programming focuses on the unique challenges and



specific issues related to cannabis sector business strategy, psychedelics research and business development, operational excellence, regulatory compliance, as well as developing innovations for recreational and medical cannabis, plus new psychedelics therapies.

With this broad and diverse curriculum, delivered over four days, businesses can benefit from registering different

representatives on different days to gain a broad scope of learning, tips, tactics, and new approaches that are comprehensive, cutting-edge and can be shared with colleagues when they return to their office, lab, grow facility, and so on.

The aim of the conference series is to offer delegates more choice, more information, and more ideas, related to:

- New cannabis and psychedelics products, suppliers, and professional services
- Updates on related law, regulations, policies, guidelines, and compliance
- Proposed and new public health and safety requirements
- Changes to finance and banking practices and services for the cannabis and psychedelics sectors
- Educating health practitioners, regulators, insurers, employers, and the public
- Fresh approaches for GR, PR and maximizing marketing and promotion
- Workforce planning, skills training, talent recruiting and retention, and more.

Ticket sales, speakers, and an agenda can be found at: [www.liftexpo.ca](http://www.liftexpo.ca)

Join our distinguished faculty of speakers and network with top cannabis and psychedelics business executives, advisors, policymakers, regulators, researchers, industry suppliers and professional services, at Canada's leading business leadership and consumer event for the cannabis and psychedelics industries. Tickets are on sale now!





# HOMEGROWN: AN OUTPOST OF COMMON SENSE

BY @TFPRUDENTHEWRITER

Hello neighbor, and welcome.

The last of summer's warmth is fading fast at Pajama Flats as I write to you this month. And local vegetable gardeners, along with area farmers, are keeping a close watch on the overnight temps. Fear of freezing is a concern for all.

Likewise, outdoor growers eye cannabis flowers in backyards, hoping to secure a frost-free harvest.

Here, last week saw takedown of indoor medical harvest number seven of the calendar year. And did I mention how beating the one-gram-per-watt gold standard is old hat in these parts? Or how hard it can be to match the quality of indoor grown herb?

Well, knowing the glass is half-full most times anyway, do not get me started. Because it ain't braggin' when you done it. And you will have to pardon my use of the slang. But the numbers tell a real story. Here is what they say to me. Stick to the basics. Keep it simple. Now and then, add the s-word to the end of that last remark.

It is also worth knowing that patience pays the home grower. Because the last weeks of the flowering cycle are critical to your cannabis plants. And to get a potent and a plentiful harvest, you must allow them to finish their work before you chop them down.

Around here, I devote the last couple of weeks of the flowering cycle to a practise called flushing.

Now, because I grow with hydroponics, it could hardly be simpler. Through the last two weeks



before harvest, I give the plants growing here only plain water, with no nutrients added.

By flushing them for at least two weeks before cutting and hanging them to dry, the plants rid themselves of stored nutrients that might affect the finished herb's flavor. They consume any remaining sugars stored in their leaves, and then 'fade', or change to fall-like colors, in response to the treatment. They will also swell and near double in size and weight.

Here is another old grower's tip.

To harvest your plants at the ideal time, use a magnifying glass or jeweler's loupe to look at your plant's trichomes. These tiny sacs found on your plant's flowers will, at first, fill with a clear fluid. When this fluid turns about fifty percent opaque or grey in color, your plants are ready for harvesting.

# TRIP stopper

minimizes the bad trip effects



Vitamin C has an adverse effect on psilocybin

Valerian root has a calming effect on the nervous system

If things get a little too intense, Trip Stopper is here to minimize the bad trip effects

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Should you let them grow beyond that point, the yield may be lower in potency, but is more likely to help you sleep.

While if you harvest them before it, the yield may induce anxiety in users, as result of its higher potency.

To see which harvest method works for you, cut your four plants on individual schedules. In all cases, however, it is best to follow the instructions that came with the seeds you bought.

As no matter where you bought them, they will have cost plenty. Fortunately, the legal system is now filtering more stock into the legal marketplace. Because, for most beginners, cloning is a scary idea.

Despite it being as simple as growing from seed nowadays. Because cloning not only saves the grower money, but assures the medicine grown at home, works for the patient.

As, believe it or not, individual cannabis plants can deliver a wide variety of unique effects.

While each patient needs the right balance of them to get proper relief. By cloning a plant that delivers the right medical effects, the patient can grow the same medicine every time.

Did I mention that distinct types of cannabis plants, or cultivars, either have or are now being developed to treat specific ailments?

Some might say the choices are growing by the day. Anyway, the methods used to make new seeds vary, from simple mix-and-match between growers to genetic modification by big business. Science, at home or in the lab, is an amazing tool.

So, before your next grow, do a little research, either online or in-store. You might find the ideal cultivar for your home garden.

Whether you plan to grow it indoors or out. Until next time, smoke 'em if you got 'em, and happy growing.

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High  
Grade





*High  
Grade*



**COMING SOON**