

A CANNABIS MAGAZINE FOR WOMEN BY WOMEN

CANNINA

SPRING 2021

Curious



420

WOMEN + CANNABIS

RIISING TO THE CELEBRATION



NEVER GIVE UP. NEVER QUIT.

I've dedicated my life to soccer, sacrificing to reach the top. An injury won't be the obstacle that gets in my way. **CBD Medic™ Muscle & Joint Pain Relief Spray** helped me on the road to recovery. Now I'm able to give everything I have to the game I love.

Carli Lloyd



CBD MEDIC™ IS PROUD TO ANNOUNCE OUR
PARTNERSHIP WITH SOCCER LEGEND, CARLI LLOYD

Impact Sponsor of the
 **Arthritis
Foundation®**

CANNA

CONTENTS SPRING 2021

Curious

WOMEN CANNABIS LIFESTYLE

420 ISSUE

- 5 What is **420**, anyway?
- 6 The Flower
- 7 Somewhere between glam and grunge

FASHION

- 15 HempLove

ADVOCACY

- 24 Mary Pryor, Cannaclusive
- 26 Amber Senter, Supernova Women

- 28 Breaking the stigma about cannabis through flat lays

BEAUTY

- 38 5 CBD skin care products you should add to your routine!
- 40 CBD face mask for the ultimate glow-up!
- 41 Cannabis-inspired art

ENTREPRENEURSHIP

- 48 Maggie Connors, besito
- 50 Sharon Kevil, Forti Goods
- 54 Giadha Aguirre de Carcer, New Frontier Data
- 56 Alysha Light & Kristen Grossi, Joint PR
- 58 Andrea Drummer, Cannabis Chef
- 60 An ode to Jamaica's Collie Weed & India's Kali Goddess

SEX

- 65 Where sex & cannabis collide

TRAVEL

- 69 Cannabis-friendly travel destinations to book soon!

FOOD

- 74 Say goodbye to that glass of wine & hello to Cann!
- 77 The farm-to-table cannabis experience with One Plant



COVER STORY

15

FASHION

HEMP LOVE

EDITOR'S LETTER



ILLUSTRATION BY LORÉ BOTHA @lorebotha

EDITOR'S LETTER

Welcome to our special edition, extra meaty, 420 issue!

This issue is a super-chill, happy dance, celebrating cannabis in several ways...

First, symbolically this issue is a deep bow of respect for women who are fighting for change in the world of cannabis. Our pages are filled with features on women who are both industry leaders and advocates. We salute their unique voices and thought-provoking perspectives.

Then, sprinkled throughout this issue is the work of a few amazing women who have created artistic spreads that represent cannabis consumption from a woman's perspective. These visuals challenge antiquated gender-based stigma around women using cannabis, and are a call for its normalization.

Lastly, as usual, we're paying homage to the plant by exploring the many ways it helps women in their daily lives - through wellness, sex, beauty or even travel.

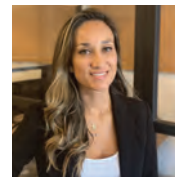
We invite you to kick back and take your sweet time flipping through these beautiful and inspiring pages. And, while you're at it, maybe even swallow a few drops of CBD, chew a gummy or puff on some good stuff... And chill.

We hope you enjoy this very special 420 issue.

KINISHA CORREIA
EDITORIAL DIRECTOR

CANNA *Curious*

FOUNDERS



DIANA SANMIGUEL
CREATIVE DIRECTOR



TEKISHA HARVEY
BRAND DIRECTOR



KINISHA CORREIA
EDITORIAL DIRECTOR

CONTRIBUTING WRITERS

NICANOR GORDON
AMANDA FISHER-KATZ-KEOHANE
ALYNA PAPARAZZI
NEASHA HODGE
JOY DAVIDOVITS
STEPHANIE DELACY

SOCIAL MEDIA

SHITIKA ANAND

MARKETING MANAGER

NEASHA HODGE

CONTACT US

ADVERTISING + STORY IDEAS

INFO@CANNACURIOSMAG.COM

FOLLOW US ON INSTAGRAM

@CANNACURIOSMAG

FOLLOW US ON PINTEREST

@CANNACURIOSMAG

ALL PHOTOS USED THROUGHOUT CANNACURIOS WERE EITHER CONTRIBUTED OR STOCK PHOTOS.

What's
420
anyway?

420 (pronounced four-twenty) is an iconic number in the world of cannabis. Today, 420 marks the day April 20th, when all things cannabis are celebrated around the world.



THE HISTORY

You may be wondering where, why and how 420 came about in the first place.

Well, we have to take you way back to 1971.

That year, at San Rafael High School, a group of friends heard through the grapevine that the U.S. Coast Guard had hidden a stash of weed in the nearby woods. As the story goes, armed with a crudely drawn map and bored out of their minds, the friends set out to explore the woods every day after school at 4:20pm.

They never found the stash, but 4:20 stuck, morphing from a meet-up time, to code for all things cannabis. Eventually, through famous people like the Grateful Dead who became interwoven with these infamous friends, the term spread far and wide. Today, 420 is celebrated on April 20th, and 420 has even made its way to legislation with a few cannabis-related bills donning the number.



THE ACTIVISM

It's not all fun and games on April 20th. As a counterculture holiday and a global movement, 420 is a call to action for cannabis reform. While it's an opportunity for cannabis users to freely be themselves and celebrate the progress we've made in legalization, it's also a time used to demand more of the people who write our laws.

THE CELEBRATION

There's no wrong way to celebrate 420, but here are some suggestions:

Across the U.S. marches and other group gatherings are held every year. Check your local event calendar to see if anything is happening this year.

It's a good day to educate yourself and others on the many benefits of cannabis.

If you're stuck at home, support your local dispensary (or another supplier) and relax, you've earned it. 🌿



Cheers to 420!

THE flower

WHAT MAKES UP THE CANNABIS PLANT?

When we think of the cannabis plant, those big finger-like leaves are likely what come to mind first. However, it's the actual 'flower' - those densely packed, aromatic buds - that contain the majority of the benefits we obtain from the plant.

HERE'S A LOOK AT THE ACTUAL
ANATOMY OF THIS AMAZING PLANT...

SUGAR LEAVES

These are the small leaves that grow between the buds. They are usually saved as 'trim' and can be used to make edibles, oils and extracts.

TRICHOMES

These are the tiny blanket of crystal resin on the cannabis flower. These clear bulbous globes contain aromatic oils called terpenes, as well as therapeutic cannabinoids like THC and CBD.

FLOWER

The flowers or 'buds' of a cannabis plant are the fruits of the plant. They only grow on female plants (yes, there are male and female cannabis plants!) and have to be dried before consuming. They are rich with the cannabinoids and terpenes that cause the 'high' or offer health benefits.

FAN LEAVES

These are the large, iconic leaves of the cannabis plant. They carry very little cannabinoids (CBD or THC, aka the good stuff) and are usually discarded.

SOMEWHERE BETWEEN

GLAM &
GRUNGE

Cailin Byrne is a photographer, shoot coordinator, brand developer, campaign designer and the founder of the one woman agency, Oh Cai Creative. She's also the dynamic human who helped CannaCurious launch its Instagram page in 2020.

“Funnily enough, Cannacurious followed me on IG last year, and I looked at their page and saw ‘women, cannabis,’ so I messaged them, ‘I’m a woman, and I love cannabis.’ One thing led to another, and it was a match made in heaven,” Cailin laughs.

Her cannabis origin story started while she was attending college full-time. She had to figure out a way to balance school, a 40-hour work week and sorority involvement. Instead of being tired, she was always amped up before bed. Then she found cannabis, and fell in love with its effects. “It was a great way to relax at the end of the day.”

Today, Cailin has become a full blown cannabis aficionado. She uses cannabis to relax, get creative and have fun, and she has also started using it for skincare. Her recent CBD facial, for example, left her feeling radiant and at ease.

Cailin is currently partnering with cannabis brands she loves to shed some light on the mystique of cannabis. “It’s not overly glamorous and it’s not overly grungy,” she says as a form of creed. “It’s something that can be used in your everyday life.”



@ohcaicreative

CAILIN BYRNE

HERE CAILIN SHOWCASES HER WORK THROUGH THIS SERIES OF PHOTOS HIGHLIGHTING WAYS WOMEN USE CANNABIS IN THEIR EVERYDAY LIVES. 🍃











FASHION



HEMP LOVE

IS CUTTING FASHION'S CARBON FOOTPRINT

BY NICANOR GORDON



“Sustainable clothing and slow fashion are, according to us, the future. We can’t see a healthy future for our planet and us humans living on it, if this doesn’t become the new normal or benchmark for brands to comply with,” Lorè Botha states over email.

We never speak in person, as finding a good time to connect across oceans can be tricky. But, part of that is probably because Lore is extremely busy. Based in South Africa, Lorè is a chemical engineer in the medical cannabis industry. She’s also a co-founder of HempLove, along with her best friend and fashion designer, Lara Blevi.

FASHION





SUSTAINABILITY

HempLove is a sustainable clothing brand devoted to responsible manufacturing. The brand's name reads as a double meaning... A love for hemp, the incredibly flexible and durable material, but also loving the Earth through hemp.

You see, the fashion industry is rife with issues from massive carbon footprints, to labor practices that have you questioning the state of modern-day slavery.

“The waste and pollution created by the fast fashion industry are appalling. I believe slow fashion is the future, but, it holds many challenges,” Lorè explains. The main challenge is competing with fast fashion brands when you prioritize a low quantity, high-quality model. She admits that HempLove is more expensive, but says it's important for you to feel good in your clothes and to feel good about buying them too.

SOCIAL GOOD

Yet, it doesn't stop there. One of the mission statements on the HempLove site is, "To promote and improve the skillsets of women in Africa." The company teaches women how to turn their craft into business skills, and has taken on the role of job creation, while supporting the local dye houses and manufacturers.

As for why hemp, it's a no-brainer. Lorè is passionate about cannabis and she finds hemp amazing. In comparison to cotton, maybe the most ubiquitous material used in the world, hemp beats it out in sustainability hands down. It requires less water, less land, and uses fewer chemicals.

Cannabis doesn't end at the workplace for Lorè. "I smoke cannabis flower for pain relief, and sometimes to relax and recover," she says. She goes on to point out the importance of knowing your strains, their effects, and how to use them. She also takes CBD drops daily, treating them as a supplement.

"I am a firm advocate that CBD alone does not have as strong a beneficial effect on the body as full-spectrum products," she explains.

Ultimately, HempLove's goal is to help women live the best lives they can, not just for themselves, but for the planet too. "We try to inspire people to consume less products and focus on buying fewer, yet quality, lifelong products," Lorè asserts. 🌿







chic • trendy IN STYLE

Whether you go a little glam, or keep it simple and casual, these chic pieces will make a statement about where you stand on women's right to use cannabis.

1. FLEUR BOTANICAL ANGEL SLEEVE ROBE

\$375.00 // WWW.FLEURDUMAL.COM

2. LIT & LUXURY FACE MASK

\$10.00 // WWW.LITANDLUXURY.NET

3. PINK TASSEL KEY CHAIN

\$10.00 // WWW.LITANDLUXURY.NET

4. MOMS WHO SMOKE WEED T-SHIRT

\$45.00 //

BLUNT-BLOWIN-MAMA.MYSHOPIFY.COM

5. DOG MOM SWEATSHIRT

\$40.00 // WWW.LITANDLUXURY.NET

6. STIGMA LEGGINGS

\$49.00 // WWW.SHOPSTIGMA.COM

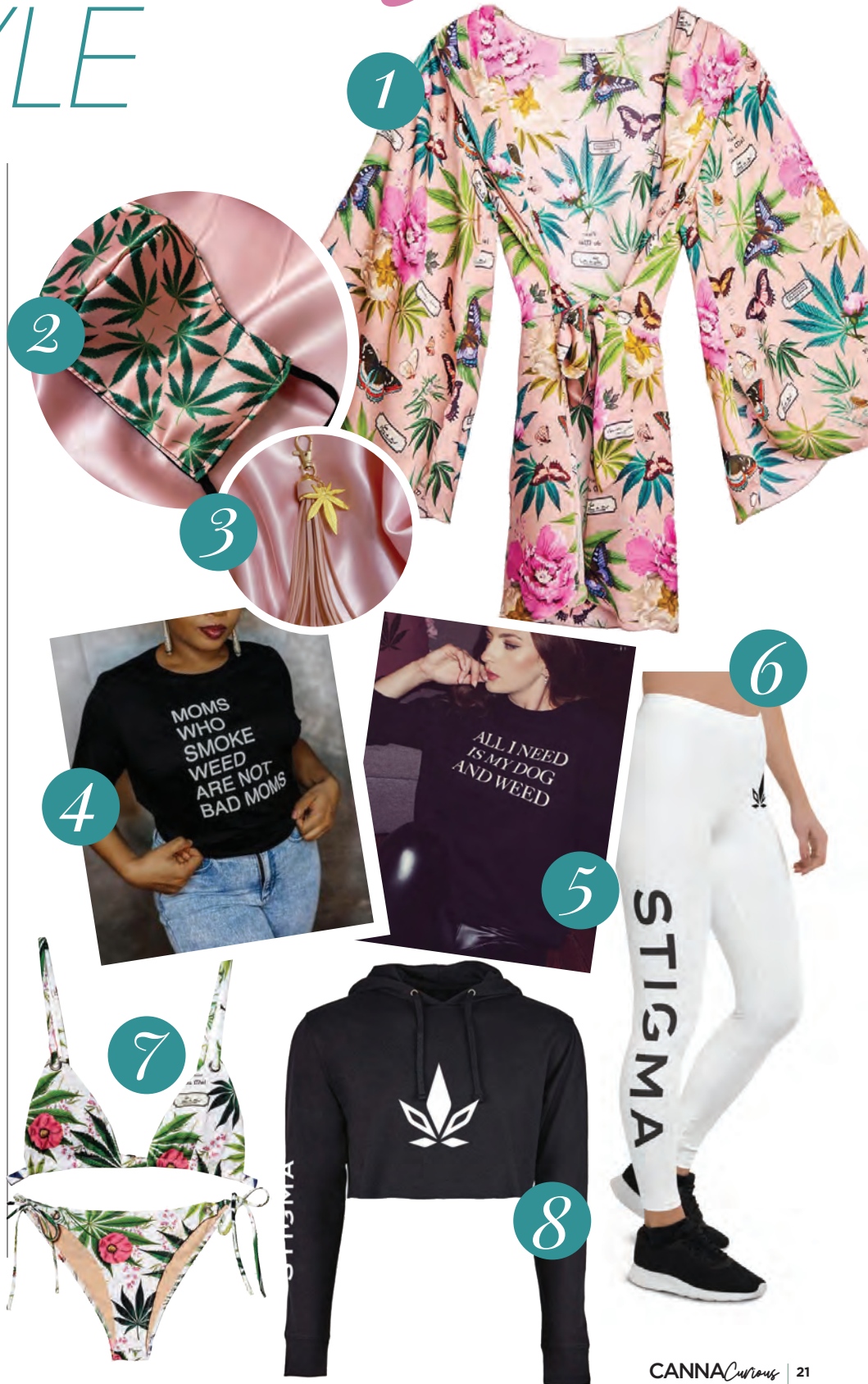
7. FLEUR BOTANICAL TRIANGLE BIKINI

TOP \$128.00, BOTTOM \$98.00 //

WWW.FLEURDUMAL.COM

8. STIGMA CROP HOODIE

\$39.00 // WWW.SHOPSTIGMA.COM



ADVOCACY



More than just a special day to inhale the good vibes of all things cannabis, 420 is also a time to stand up against the inequality that is still alive and well in spaces attached to the plant.

HERE WE FEATURE TWO WOMEN WHO ARE FIGHTING FEVERISHLY TO DISMANTLE ANTIQUATED PARADIGMS IN THE INDUSTRY AND THROUGHOUT SOCIETY.

WE SALUTE
THESE WOMEN

AND THE MANY OTHER WARRIORS
LIKE THEM AROUND THE WORLD!

MARY PRYOR

*MARY
PRYOR*
CANNACLUSIVE

BY NEASHA HODGE

Unapologetic, raw, honest, passionate – that’s what you will get if you have the pleasure of interacting with Mary Pryor.

Mary is the Chief Marketing Officer of Tonic Vibes, a CBD and botanical blends health, beauty and wellness company. She’s also the co-founder of Cannaclusive, an organization created to facilitate fair representation of minority cannabis consumers.

Mary is widely known for her outspokenness and passion for spreading awareness about the inequalities Black people face in the cannabis space. This interview fell right in line with that!

HOW WOULD YOU DESCRIBE YOUR RELATIONSHIP WITH CANNABIS AND WHY CANNABIS REFORM IS SO IMPORTANT TO YOU?

MARY:

Cannabis for me is definitely medicine, period! As for my relationship with the plant, it’s based on the healing properties, which I have benefitted from personally. I also have a desire to share my knowledge with Black and Brown people who have been denied access due to racism, propaganda and the war on drugs. There’s a lack of access to capital, which is why starting a business is hard, as well as lack of access to full business know-how. There are so many items that line up to why this is an issue. It is important to do what is needed to fix all of these optics and drive change.



TELL US ABOUT SOME OF THE RESOURCES CANNACLUSIVE HAS IMPLEMENTED TO HELP WITH CANNABIS REFORM.

Mary: We’ve created The Accountability List, a database that helps to hold cannabis and hemp businesses to their commitments to supporting Black and Brown communities and professionals. The InclusiveBase is a list of minority-owned cannabis businesses that you can support as a conscious cannabis consumer, as well as share with your network and encourage them to support. And, we have a free stock photography gallery dedicated to showcasing diversity in the cannabis space. Additionally, we offer consulting services for individuals interested in learning more about the industry, including, but not limited to, diversity and inclusion accountability training, brand building, and the medicinal properties of the plant.

WHAT ARE SOME WAYS WE CAN CONTINUE TO BREAK DOWN THE NEGATIVE STIGMA AROUND CANNABIS?

Mary: We all have to be active in talking about it and mainstreaming the conversation, as much as possible. There are a

lot of misconceptions. For example, the whole idea of it being a *drug*, that was inspired by racist laws and policies. Also, the idea of cannabis being something that targets our community and jails us, that’s due to fucked up laws, and the war on drugs. We have to be able to distinguish between what’s real and fake.

WHAT WOULD YOU SAY TO A WOMAN WANTING TO BREAK INTO THE CANNABIS INDUSTRY, BUT MAY BE A LITTLE INTIMIDATED?

Mary: It’s like all spaces where women are the minority. You deal with sexual harassment, men that want to talk over you, and don’t take you seriously, or try to get over on you. You go in there, know your shit and have tough skin, but also know how to be assertive and confident. Don’t be afraid to put someone in check, if need be! When women are confident, we get called bitches and you have to be okay with that.

Also, the idea that Black women don’t support each other is a fallacy. All of my friends support each other. If you don’t have people in your circle that support you, get you a better friend group. Get past all of the BS that people with trauma tell you.

Finally, don’t feel like you have to be like everyone else, but have a plan so you can learn from what others are doing and improve or justifiably collaborate, but don’t use people. Remember no one owes you anything, but it’s good to ‘overstand’ the value of important connectivity.

LEARN MORE AT CANNACLUSIVE.COM. 🌿

AMBER SENTER



AMBER *SENTER*

SUPERNOVA WOMEN

BY STEPHANIE DELACY

AMBER SENTER has established herself as a powerful force and major disruptor in the cannabis industry. The former marketing executive has founded and now leads multiple cannabis companies, at every level in the industry.

Amber is the founder and CEO of the company Breeze Distro, which supports cannabis companies in scaling their supply chain management. She's also the founder of Shady Pines Box Club, a cannabis delivery service. She's the co-founder of EquityWorks! Incubator, a first of its kind workforce development program, recruiting, training and placing social equity workers in the cannabis industry. And, she's also a co-founder and executive director of SuperNova Women.

FOR BLACK & BROWN PEOPLE

SuperNova is a 501c3 organization that empowers Black and Brown people to become self-sufficient shareholders in the cannabis industry. The goal is to lower barriers of entry, whether it's at the ownership level or starting a career in cannabis. "We want it to be an accessible market for everybody. We do that through advocacy, education and network building," Amber explains.

"Before legalization, Black and Brown people were taking risks to sell cannabis and going to jail because of it - disproportionately. It's written all over the data... You are ten times more likely to be arrested for cannabis if you're Black. Black people are always targeted, because the system is racist, but then also we were the ones bringing in the weed. There's a good chance that prior to legalization, you were buying weed from a Black or Brown person, and that's not the case now. That's just crazy, and that's not right."

REDIRECTING LEGISLATION

SuperNova was influential in helping California to fund the SB 1294 Act of 2018, which funds all the social equity programs in California. Amber explains that SB 1294 provides those individuals affected by the war on drugs

access to grants, 0% interest loans, legal and technical assistance, and shared manufacturing kitchens.

Impressed by SuperNova's ability to make change at such a high level, I ask her what advice she has for others who might want to advocate for similar legislation in their state.

"It's interesting, because people think they have to go to the state and deal with all these bureaucrats that they've never really talked to before, when in reality you have to start at the local level. It's much easier if you can have a lot of change at the local level," she responds. "That's really where all the magic happens. They're super accessible"

BYPASSING OLD BOYS CLUBS

Providing networking opportunities is also an important aspect of Supernova's offerings..

"There are the big retailers and they in turn work with the big distributors, the big manufacturers, and the big cultivators. Where does that leave all these small diverse businesses? We are working to make sure that we are building inclusive supply chains. We're still working on how to do this virtually because we used to do a lot of networking events in person before COVID."

Prior to the pandemic, SuperNova hosted in-person events aimed at disrupting the old boys network. Most notably was their big party during the middle of the annual National Cannabis Industry Association conference in San Jose, CA.

"We had 400 people come to our party every year. We called it the 'Urban Mixer'. We make sure everyone's having a good time and smoking weed, and we make sure people of all levels are talking to each other, in hopes that the bigger operators can talk to smaller operators and cut them into their deals," Amber says.

For those who need some information to get started or further their business, SuperNova hosts low-to-no cost educational programming on how to get involved in the cannabis industry. These workshops include everything from applying for social equity status, to increasing brand awareness. [LEARN MORE AT SUPERNOVAWOMEN.COM.](https://supernovawomen.com) 🌸

BREAKING THE STIGMA ABOUT CANNABIS THROUGH FLAT LAYS



Words can't quite do justice to Amber Dorsey's cannabis flat lays.

While she's an all-around creative wiz, Amber officially works with the titles social media director, content creator, photographer and writer. Her brand is called Elevated Flat Lays.

"It's not a simple product shot... It's taking something normally on a shelf and putting it in an action shot without the action," she says confidently. Her work is undoubtedly meticulously crafted, while looking simply effortless.

As for why a focus on cannabis, it's simple. She loves to smoke. For Amber, there's something ritualistic and relaxing about rolling in particular.

"It's about your setup, your organization, your stash. It's a spiritual practice," she explains. One of those statements that make you go 'Oh yeah,' once you start thinking about it. It's like making your morning coffee.

And, while smoking is her go-to, she also likes to mix it up. Cannabis is everywhere in her life – from gummies, to drops, topicals, seltzers and in her morning coffee. "My house is like the Willy Wonka factory," she laughs.

Amber says cannabis has also made her a better parent. "I can have two pulls off a joint and be able to focus for a while, and be a good and attentive mom."

While she's one of the bubbliest people you'll meet, constantly sounding like she's on the verge of laughing her ass off, Amber is deadly serious about parenting and perception.

[@elevatedflatlay](https://www.instagram.com/elevatedflatlay)





AMBER DORSEY

“I came up as a mom in the era of ‘Mommy Needs a Glass of Wine’ and it’s ‘Wine-thirty’. It’s okay for me to go up to the school wearing shirts like that, but I can’t wear **‘Mommy Needs a Joint.’** That’s bullshit, but I’m working on it.”

And, what does “working on it” mean? She thinks the effort to normalize cannabis is one of the most important challenges for the cannabis industry to overcome. To this end, she partners her signature flat lay style with promising cannabis brands.... Like CannaCurious, for example.

Amber’s mission is clear... To educate women about the healing properties of cannabis, and to make sure no one bothers them when they use it. SEE MORE DESIGNS ON INSTAGRAM @ELEVATEDFLATLAY. 🍀



**MOMS
WHO
SMOKE
WEED
ARE NOT
BAD MOMS**

**F#CK
WHAT YOU
HEARD**











SOCIETY

MILANIN

HEALTHY DRINKS

100 CBD Oil Recipes
Smoothies, Tonics,
Juices, & More for
Mind & Body Wellness
Carlene

spring glow

LOADING

Spring has sprung, and it's time to shed the winter layers and step into refreshed and replenished skin. Thanks to the high level of Omega 3-6-9 fatty acids in CBD, it soothes dry, irritated skin, balances out excess oil and fights aging. We've rounded up some delectable CBD facial oils that will leave your skin feeling nourished and looking radiant!

1. MYTH MAGICK EARTH OIL 1000MG
1OZ, \$90.00 // MYTHMAGICK.COM

2. KISKANU CBD FACE OIL 250MG
1OZ, \$40.00 // KISKANUHEMP.COM

3. THE MAKE AND MARY CBD FACE AND BODY SERUM 100MG
1OZ, \$58.00 // MAKEANDMARY.COM

4. WELL RESTORED MOISTURIZING SERUM 200MG
1 OZ, \$40.00 // CALIVACBD.COM

5. UN-DEFINED BEAUTY GLOW ELIXIR 250MG
1 OZ, \$48.00 // UN-DEFINEDBEAUTY.COM

6. FRIGG ATTUNING FACE POTION
1OZ, \$60.00 // GETFRIGG.COM

7. VERTLY FACE SERUM 500MG
1OZ, \$110.00 // VERTLYBALM.COM

8. SHEA BRAND ELECTRIC DAISY CBD REGENERATIVE FACE SERUM 50MG
1 OZ, \$65.00 // SHEABRAND.COM



BEAUTY



5

CBD SKINCARE

PRODUCTS YOU SHOULD ADD TO YOUR ROUTINE!

BY ALYNA PAPARAZZI

VEETRAVELINGVEGCANNAWRITER.COM

As if the cannabis plant isn't already the holy grail of all flora, the world has also discovered that CBD oil has properties that are extremely beneficial to your skin. Yep!

The products on this CBD skincare list are some of my favorite, *plus* they're made by small, BIPOC, and/or women-owned businesses!

1



WHOLECIRCLEFARMS.COM

WHOLE CIRCLE FARMS CBD MASSAGE OIL

A long day's work deserves an even more relaxing night. Let your muscles unwind with this CBD Massage Oil from Whole Circle Farms. Not only is the massage oil soothing, but the rest of the ingredients will leave your skin super-hydrated. With safflower, apricot and almond oil, your tired skin is going to thank you, especially during the winter!

Whole Circle Farms harvests their organic hemp with sustainable and ethical practices they've adopted after 20 years of organic farming in California. All their topicals and various hemp products are handcrafted to give people the full benefit of such a versatile plant.

2



KORASANA.COM

KORASANA MENTHOL & ARNICA FULL SPECTRUM CBD SALVE

A CBD salve that can heal my body aches and pains, while also enriching my skin, is definitely a must-have. Korasana's Full Spectrum CBD Salve contains menthol for that cool, icy sensation while the arnica targets inflammation and discomfort. It's also made with coconut oil, beeswax, cocoa butter and shea butter, so you know you're getting just as much hydration as you are pain relief.

Korasana means 'Wellness to the Core' and that belief comes through with

their products. The company partners with various boutique farmers, producers and testing labs throughout Colorado and Oregon to cultivate high-quality products with as much transparency as possible.

3



JOZURI.COM

JOZURI FULL SPECTRUM CBD NOURISHING BODY CREME

Talk about a body creme that’s just as nourishing as it is sweet-smelling! I don’t know if it’s the sweet almond oil or if vanilla is part of the fragrance, but this is what my mind thinks of when I picture real body butter. The formula is nicely whipped, but not too heavy where I feel like the creme isn’t letting my skin breathe. My hands in particular drank this up and felt instantly soft. No doubt because of the high concentrations of safflower seed oil, glycerin, and of course the CBD oil.

Jozuri’s commitment to quality manufacturing is one of the highlights of this company. Each of their products goes through six different analysis testing to ensure there are no harmful contaminants that could affect public safety. Yet another great black-owned skincare business that does things right!



4

KISKANU HEMP CBD FACIAL OIL

While my skin is rather dry, super thick moisturizers and lotions, especially for my face, don’t feel comfortable. That’s why I’ll sometimes opt for a product with a gel-like consistency or facial oil. So when I saw the Kiskanu Hemp CBD Facial Oil on the Calm Better Days site (calmbetterdays.co), sticking this bottle in my bathroom cabinet was a no-brainer. Cold-pressed oils are literal heaven for your face, and this product has some of the best ones, including sunflower, argan, coconut and jojoba oil.

What I love about Calm Better Days is their commitment to helping those who are dealing with severe anxiety and stress. The owner, Amy Chin, expresses how much CBD helped in her own life by giving her the ability to be more patient with her kids and take in the world with a fresh pair of eyes. Personally, I’ve felt this kind of relief from my own anxiety thanks to various cannabis and CBD products.

5



WWW.GENOTYPEBIZ2020.COM

GENOTYPE CBD FACE GLOWING CREME

Looking at the ingredient list, I was pleasantly surprised to find lactic acid was included in this product! This is a great chemical exfoliant that’s still gentle enough for those with dry or sensitive skin. The GenoType CBD Face Glowing Creme can help even out skin discoloration and improve hydration.

GenoType is owned and managed by Sheena Myers, the first black woman hemp farmer in Charleston, Dorchester, and Berkeley County, South Carolina. After researching healing options for her son, Geno, who was born prematurely, she began familiarizing herself with the health benefits of using cannabis oil. This inspired her to make sure she always had an endless supply of hemp, leading her to farm her own crop that would allow her to extract fresh CBD oil in her own backyard for her son. 🌿



MAKE CBD A PERMANENT STAPLE OF YOUR SKINCARE ROUTINE!

CBD topicals are not only some of my favorite cannabis products, but the formulations just keep getting better and better every year. These CBD skincare products thoroughly surprised me and I can’t wait to see how these businesses further advance their lines.

CBD FACE MASK FOR THE ULTIMATE *glow-up!*

Medical aesthetician and entrepreneur, Gina Caruso is the owner of Toasted Leaf, a Florida-based wellness spa that offers all-natural, vegan skincare, including CBD facials.

Gina credits CBD oil for helping her overcome physical and emotional challenges. “I believe CBD gave my body the ability to heal itself,” she says. “I’m devoted to helping others achieve an ideal balance of dynamic energy and inner peace through massage, health and beauty treatments, exercise and self-awareness.”

With over 25 years experience in the beauty and medical spa industry, as well as personal experience and extensive research on CBD, Gina discovered the immediate benefits of CBD for skincare. So, when we asked Gina to share her favorite CBD mask recipe, she didn’t hesitate.

“This mask is perfect for most skin types because it moderates oil production and hydrates skin. The organic stevia water also acts as a natural alternative to Retin-A, a key ingredient in the management of aging, acne and psoriasis. The best part is that it will give you a glow like you’ve never seen before.”

FOR MAXIMUM RESULTS, GINA RECOMMENDS USING THIS MASK TWICE A WEEK. 🌿



CBD FACE MASK RECIPE MAKES ENOUGH FOR ONE APPLICATION.

I N G R E D I E N T S :

2 TABLESPOONS OF ORGANIC HONEY

1 TABLESPOON OF ORGANIC STEVIA WATER*

1 TABLESPOON OF AVOCADO OR COCONUT OIL

1 HALF DROPPER OF 250 MG CBD FULL SPECTRUM FACIAL OIL

*MAKE YOUR OWN ORGANIC STEVIA WATER BY COMBINING SWEETLEAF® WATER DROPS® TO WATER.

D I R E C T I O N S :

IN A SMALL WOODEN, GLASS OR CERAMIC BOWL, COMBINE ALL OF THE INGREDIENTS AND MIX WELL.

APPLY TO CLEAN DRY SKIN. RELAX FOR 20-30 MINUTES.

RINSE OFF WITH COOL WATER.

SMOOTH EXCESS INTO SKIN WITH LIGHT CIRCULAR MOTIONS.



CANNABIS-INSPIRED ART BY

LORÈ BOTHÀ

South African artist Lorè Botha (who is also featured in our Fashion section, as the founder of HempLove) merges her analytical mind with her creative prowess as a fashion designer, illustrator and chemical engineer. “Writing and painting have always been my go-to form of relaxation, and reflective therapy,” she says.

Her work for Lorè Studio is inspired by her travels throughout Africa, as well as environmental issues, loss, trauma, healing, femininity, empowerment and, of course, cannabis.

“I hope to inspire and uplift people through my work. We live in a beautiful world and there’s always beauty to be found – even in the darkest of places,” Lorè shares.

**HERE WE FEATURE SOME OF
LORÈ’S ART THAT HIGHLIGHTS
THE CANNABIS LEAF. 🌿**



@lorebotha









ENTREPRENEURSHIP



THIS 420

We celebrate
WOMEN

IN THE BUSINESS
OF CANNABIS!

**HERE'S A HANDFUL OF BRILLIANT
WOMEN WHO ARE OFFERING
AMAZING CANNABIS-FOCUSED
PRODUCTS AND SERVICES, WHILE
SIMULTANEOUSLY ADVOCATING
FOR CHANGE AND EQUALITY.**

Their stories inspire others to courageously step into this budding industry and break through the many barriers women in cannabis often face.



MAGGIE CONNORS

BESITÒ

BY ALYNA PAPARAZZI

MAGGIE CONNORS had never for one minute considered the idea of having a career in the cannabis industry before moving from New York to California. But, once she got her first glimpse at how cannabis was a huge part of her new home's overall culture, she dove right in.

Maggie began exploring the medicinal side of the industry and took her time finding what strains and methods of use worked best for her. This newfound knowledge furthered her ambitions for the cannabis industry and inspired her to form Besito.

Besito is an LA-based company that sells pre-rolled joints and mini-joints, as well as vapes. It's womxn-founded and queer-led, with a mission to make premium weed products, as well as create a space for women, BIPOC and the LGBTQIA+ community within the industry.

MORE THAN JUST A WEED COMPANY

The biggest driver for Maggie as CEO of Besito, is to help create a newly legal industry led by strong moral values. She was adamant she and her team could build a beautiful brand that was funny and sexy, AND talked about the history of cannabis, including the war on drugs and mass incarceration.

Besito, which means 'little kiss' in Spanish, is a nod to Maggie's own Cuban heritage and the Latinx culture around LA. The brand's bright coloring and tropical vibes pay homage to all the elements of the Hispanic culture not being celebrated as much within the

cannabis industry. Where other brand's motifs may feel darker or more akin to the nightlife, as Maggie puts it, "We're a daytime high!"

The name choice for Besito also represents part of her company's mission to teach others about intuitive dosing. Maggie pointed out how the legacy market, under prohibition, evolved to serving the hardcore, heavy consumer. However, improper dosing would often cause others to have a negative experience their first time using. By creating Besito, Maggie wanted people to enjoy smoking the plant, instead of the plant smoking them.

BUILDING AN EQUITABLE INDUSTRY

Part of Besito's mission has always been about seeing more diversity and inclusion in the cannabis industry. Currently, only 8% of women hold a CEO position in the business, but as Maggie explains, "Every time there's a limitation, it's also an opportunity."

Maggie also stresses the importance of having more BIPOC and queer representation in the space. She didn't want her brand to just be "weed for girls." With Besito, she is able to bring all of these unique voices to the table. Their fresh take on the industry shows how there are various diverse groups consuming cannabis in different ways.

From her perspective, it's a moral imperative for everyone participating in the industry, even as consumers, to educate others on the history surrounding the war on drugs, but also to do what we can



to build an equitable industry with ownership for people of color. This belief led her to collaborate with Equity First Alliance to produce a documentary titled, "A Record Shouldn't Last a Lifetime." The short film focuses on the stories of formerly incarcerated BIPOC, their families and others most impacted by the war on drugs.

"The best way to use our marketing dollars was by giving a voice to those people, and bringing that cannabis history and education to the forefront," Maggie says.

After years of prohibition and misinformation, Maggie wants everyone to understand its therapeutic benefits aside from the ability to get high and chill. She hopes the perspective of cannabis will continue to change through statewide legalization. [LEARN MORE AT BESITO.LA](https://www.besito.la) 🌿

ENTREPRENEURSHIP



SHARON
K'EVIL

FORTI GOODS

BY NICANOR GORDON

How did you get into something so... “Niche?” Sharon Kevil laughs as she finishes the question for me.

SHARON is in the business of producing state-of-the-art furniture that you can control with your phone for the explicit purpose of protecting your cannabis stash. Yeah, niche just about works.

Well, she explains, it’s the natural outcome of a problem-solving mom stumbling on her sneaky toddler taking the first free opportunity to raid the cabinets looking for sweet treats. Now Sharon, not new to the stash life, kept the good stuff somewhere secret, but this got her thinking, **“A kid doesn’t know what the letters THC mean.” They see a gummy, they eat a gummy.**

Cannabis isn’t yet legal in her hometown of Milwaukee, Wisconsin, she thought to herself, but what about places where cannabis is more common? How many accidental ingestions happen in somewhere like Colorado?

The answer... A lot.

WHAT STUDIES SAY

In 2016, the New York Times reported a study published by the JAMA Pediatrics Medical Journal, which found that the rates of cannabis exposure in young children increased 150 percent since 2014. More than double. That doesn’t even consider teenagers stealing from their parents.

So, maybe a stash box just doesn’t cut it in 2021.

Cannabis is more than just rolling a joint. There are all sorts of infused drinks and candies, expensive breakables like bong, and CBD tinctures and topicals. Sure, you can always use a metal tin and hide it somewhere, but we deserve chic furniture too. Sharon built Forti Goods to fill this void. It’s a line of sleek high-end furniture with secret spaces, specifically created to stash cannabis.

Forti Goods provides immediate protection. No one gets in unless you want them to. Each piece of furniture has a digital remote control that works on all your devices, so there’s no anxiety about forgetting a key or combination. You can share access, and even do it temporarily if you’re renting a space or you have company.



MINDFUL FURNITURE

Sharon aptly refers to the line as “slow furniture.”

When you buy a piece of Forti Goods furniture, you should expect it to last. “If you want, you can pass it down to your children and they can keep cannabis out of their children’s hands,” she jokes on our call.

Forti Goods only uses sustainably sourced and harvested materials, and produces and ships only within the US. Sharon is too aware of the corners that large firms cut trying to save on production costs, and she’s aware of the tax that has on the environment. “If the world’s ocean freights were a country, they’d be the 5th largest emitters of greenhouse gases,” Sharon says. She has seen what the industrial process looks like and she wants none of it for Forti Goods.



Outside of just the environment, Sharon also considers her employees.

She openly acknowledges the brand's current price point isn't very accessible. While she's brainstorming ways to bring that down, she refuses to compromise her workers in the process. "All our workers are paid a living wage. People need jobs and need to be able to live without working five jobs," she says.

This is the core of Forti Goods. Forti: from the latin fortes, means strong and powerful - words you'd want associated with your furniture. But, to Sharon, her furniture is only as strong as the people who build it. CHECK OUT THE FULL FURNITURE LINE AT [FORTIGOODS.COM](https://fortigoods.com). 🌿



FORTI GOODS ALSO OFFERS STORAGE ACCESSORIES.

look good FEEL GOOD

Start living your best cannabis life with these super cute, yet totally functional, accessories.

1. FORTI GOODS ADA SMART TABLE WITH LOCKING CANNABIS STORAGE
\$2150.00 // WWW.FORTIGOODS.COM

2. YEW YEW GLASS ASHTRAY
\$65.00 // WWW.YEWYEWSHOP.COM

3. MY BUD VASE® ROSSETTE LUXURY VASE BONG
\$90.00 // WWW.MYBUDVASE.COM

4. CANNA LUXE CO. LOVE + LIGHT PIPE
\$38.00 // CANNALUXE.CO

5. PAPERS + INK PRINTED ROLLING PAPER MINI SET
\$14.00 // WWW.URBANOUTFITTERS.COM

6. MISS GRASS ROSE GOLD LIGHTER CASE
\$15.00 // SHOP.MISSGRASS.COM

7. EDIE PARKER ROLLING TRAY INSERT
\$250.00, // WWW.EDIEPARKERFLOWER.COM

8. CANNA LUXE CO. PRETTY IN PINK MINI GRINDER
\$28.00 // CANNALUXE.CO





GIADHA

AGUIRRE DE CARCER

NEW FRONTIER DATA

BY NEASHA HODGE

GIADHA Aguirre de Carcer has broken through barriers as a female, minority and immigrant.

Over the past seven years Giadha has solidified her place in the male-dominated field of data science as the founder and CEO of New Frontier Data, the leading cannabis big data and analytics reporting provider in over 80 countries around the world.

With the help of technology, I had the chance to connect with Giadha while she was in the south of Italy.

Tell us about some of the challenges you've faced as a female entrepreneur.

Giadha: Believe it or not, while data and technology are male-dominated, when I first entered the cannabis industry in 2014, it was surprisingly female-dominated. Women were attracted by an industry that was an open field, a clear canvas. Some of us had already met that glass ceiling in other sectors and felt that while the risk may have been relatively high to our male counterparts, for us it was less of a risk and a loss, because at least here we had more of an opportunity.

My biggest challenge, however, was acquiring data and the need for me to be trusted in order to ask others to share their very delicate information with us. Because the cannabis industry was born of a movement, and a lot of the stakeholders at the time were transitioning from illegal to legal, there was a lot of resistance in sharing data or trusting someone that came from Wall Street, and not believing that I would go report them to my former employers. The other side of the challenge was from an investor perspective.

It was less of the cannabis factor, but more of that value proposition. When you think of the profile of a big data technology company, people picture a Zuckerberg, not a Latina with an accent, often wearing a pink suit! It was a bit of a shock for many. But, eventually they were all overcome. We have some of the most sophisticated and trusted investors in the sector, and have raised over 20 million dollars to date.

20 million dollars! That is impressive. What are some ways you went about building that trust with industry stakeholders?

Giadha: Talk data! It is no accident I ended up in the data field. I've been a religious student of facts and data. Every single one of my careers to date have been about unveiling the facts and reporting them as objectively as possible. It's the same thing in front of an investor. You must stick to the facts and present them clearly and succinctly. Show them you know what you are talking about. Be very confident and firm. As a female minority, we must appear and be more confident than anyone else in the room. That confidence is born of knowledge, studying, being prepared, and having all of the answers for all of the questions. Always be three or four steps ahead of them!

So, let's pretend I am a genie and you were granted three wishes that would help to move the cannabis industry forward, what would they be?

1 Federal legalization and opening the financial market. The opening up of banking, including lending, small business loans, credit lines, and financial

support, all of which is lacking in the cannabis industry, is critical for small and medium businesses and enterprises to grow.

2 True standardization across states and ideally across the world! In the U.S., there are many areas that require more visibility, not just from a medical or investor perspective, but from a consumer perspective. Standards are needed across packaging, labeling, testing, and dosing. If we can cross that milestone, it will help us expedite the research and understanding of the plant and its benefits on the global scale. The U.S. is still the epicenter of the industry, so it has to start with us.

3 More attention to equality and social justice. I am a woman, a minority and an immigrant who has been very fortunate. But, despite my degrees and all that I have overcome, I've found myself in uncomfortable situations in my prior career, both personally and professionally. One of the things that initially attracted me to the cannabis industry is it was a new industry, and it didn't have the traditional boys club. There was openness and transparency, a horizon...which is why I also chose the horse as our logo. There was no glass ceiling, just a horizon. I feel now that has been lost. So, I would ask for is more attention to equality and social justice. This is still a new and emerging market; we can do it right here! There is a lot of talent that needs a home, and this could be that home. **FIND OUT MORE ABOUT CANNABIS FROM A DATA PERSPECTIVE AT NEWFRONTIERDATA.COM.** 🌿

ALYSHA
LIGHT
&
KRISTEN
GROSSI

JOINT PR

BY NEASHA HODGE



ALYSHA LIGHT

What do you get when you put together two amazing friends from the windy city with a passion for storytelling in the emerging cannabis market, entrepreneurial spirits and captivating personalities? Well, the dynamic duo that is JOINT PR.

After speaking with Alysha Light and Kristen Grossi, it's easy to see why the pair are a match made in PR heaven. These two senior level communications experts, who have 30 years of combined experience creating PR and communications strategies for hundreds of clients across diverse industries, decided to expand their talents to the cannabis industry.

"We saw cannabis often being treated like a hit or miss business, and not being executed at a very thoughtful level. With our combined experience, we felt confident we could bring a fresh perspective and high level of quality to the space," Alysha explains.

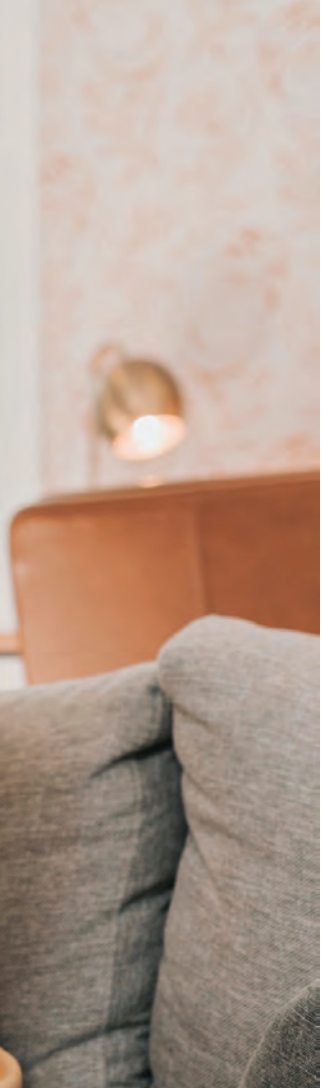
WITHSTANDING INDUSTRY CHALLENGES

The ladies, however, aren't shy in expressing the challenges they faced representing cannabis brands compared to other industries, especially with cannabis not fully legal everywhere.

Kristen shares, "There's still a stigma and red tape around what journalists can and cannot write, especially with lifestyle media. Some parenting and wellness brands are still wary when it comes to talking or writing about cannabis brands or topics. We've, however, been able to find creative ways around that whether through affiliate programs with product round-up stories, or thought-leadership pieces."

Alysha echoes the same sentiments. "The education piece is huge! There is the hurdle of constantly having to educate reporters who are not as familiar with the industry. They put up a brick wall and don't want to cover the story."

She tells an anecdote of a client who wrote an article on why it's time to normalize parents' use of cannabis, similar to how parents consuming alcohol is normalized. "We encountered parenting media that loved the article, but they were concerned it did not 'fit in' with



KRISTEN GROSSI

their brand and were worried about what the perception would be if they published that kind of article, even with the ongoing legalization of cannabis.”

TACKLING MISCONCEPTIONS

This leads us into a discussion about things that surprise them about the cannabis industry. We’ve all had some misconceptions at one point or the other, right? *#cannacurious!*

Kristen opens up about her surprise at the number of female founded brands. “When you think of cannabis, you think of it being a male-dominated industry. So, I thought most of our clients would

be men, but it’s actually been half and half. There are many female products on the market that cater to women’s issues and lifestyles. It’s really uplifting and exciting for us to see, because it’s not just men that smoke weed and use cannabis products.”

For Alysha, the consideration for social equity was unexpected. “I was pleasantly surprised by the number of our clients that have actively brought up to us the importance of social equity. In a world where so many brands have been tone-deaf, it’s nice to see, especially with the startups we work with. This could be credited to the BLM movement, and all the awareness we’ve seen around social justice issues.”

We wrap up our discussion talking about the ladies' hopes for the future of the cannabis industry, which includes more women of color PR agencies like themselves, the need for more mature and sophisticated marketing, as well as diversity and inclusivity in stock photography.

We all acknowledge that the average cannabis user is not some Joe Schmo on the street. They are moms, doctors, lawyers, teachers. Alysha chuckles and adds, “It’s Martha Stewart! It’s your grandma!”

With that being said, the duo agrees... They’ll continue to play a role in elevating the conversation around cannabis. **LEARN MORE ABOUT THEIR SERVICES AT [JOINT-PR.COM](https://www.joint-pr.com).** 🍀



ANDREA *DRUMMER*

CANNABIS CHEF

BY NICANOR GORDON

Master cannabis chef, Andrea Drummer, effortlessly pivots from cannabis and food, to criminal justice reform. After all, for her it's all connected. The food is how she gets you to the table, it's important to her. But, ultimately she says, it's her vehicle for advocacy.

HER STORY

Drummer approached cannabis after she entered the world of professional cooking. "I was fresh out of culinary

school, working in the industry and experiencing all these ailments,” Andrea says, describing her chronic joint pain. Chefs spend most of their careers on their feet, and after a few bad experiences with conventional medicine, Andrea was committed to keeping it natural where she could.

Now based in California, keeping it natural has led her to cannabis.

“I decided to create an experience for myself to integrate cannabis in a responsible way – in a way that I consume food, which is a full meal.”

She got to work and dove into a cannabis crash course. She learned about the differences between sativa, indica and a hybrid. She surrounded herself with people who were careful, passionate and knowledgeable about their craft. “I had to understand the percentile of THC in each product and what that meant for the body,” Drummer explains. It forced her to become a better chef. Hell, it forced her to become a scientist.



But, the food has to be good, so how do you make cannabis delicious?

HER METHOD

Cannabis often has bitter notes. OG Kush, a strain she uses often, is notoriously so. “Most of the things we had back then that were healthy, were pungent and bitter. It had to be good for me, because it’s gross,” she laughs. Andrea knew her work had to bring an excellent culinary experience before anything else. She geeks out a bit as she walks through some of her pairings, and I know she could talk about this all day.

For OG Kush, she’d combine it with collard greens. According to the chef, both have similar bitter flavor profiles so they go well together. But, not all strains are the same. California Blue Dream (a blueberry-derived strain) has a much sweeter profile – “citrusy.” Something that would pair well with blueberries, but also with rich, buttery, and savory foods as well.

ULTIMATELY, AN ADVOCATE

Again, though... Andrea is an advocate to her core.

“I advocate for every person to have fair access to cannabis and legalization, globally. I advocate for those incarcerated to be able to do the work I’m able to do in the free world and to make a living from it.”

She understands the benefits of a good, controlled-growth, healthy crop. Non-regulated cannabis can be contaminated, often negating its natural health benefits.

She fumes at the state of the industry. “They act like they discovered this new and great thing

when it’s been around for ages. This is nothing new. It’s just decided that Black and Brown people would be demonized for their usage.” She continues, “It makes no sense. There are people making millions of dollars in this industry and there are people in jail for the same innovations. People who could run circles around these cats.”

And, when it comes to personal obstacles, Andrea is all too familiar. “Have I experienced racism? Yeah. Macro and micro.” she says, with the cadence of someone telling you what color the sky is. She doesn’t let it phase her. She says she’s like a racehorse. She sees the track, and she just tunes out everything else. She’s full speed ahead. Of course she knows it’s still there, and it’s infuriating. “If I get pulled out of my purpose, I’ll riot.”

The oppression is two-fold. As a Black woman, some people try to use Andrea as social capital. “They see a Black woman doing great things... They want to use you, but they’re not investing in you.” Andrea can’t help but note how easy it is for cis-white males to move up in the industry – though doing the same work. I know some who have done less and are held in higher regard. But, that’s how it is. I’m a horse in this race, and I know what I have to do.”

Still, it’s not all doom.

Andrea genuinely loves this space and wants to see it mature. She believes edibles have evolved, but the work isn’t done yet. There are still races to run in education, through advocacy and normalization... And, she’s assiduously at it . **FIND OUT MORE ABOUT ANDREA AT ELEVATIONVIP.COM.** 🌿

AN ODE TO JAMAICA'S

**COLLIE WEED
& INDIA'S KALI
GODDESS**

Jamaican artist and jewelry-maker, Kristie Stephenson, tells us that in Jamaica, cannabis is sometimes referred to as Collie or Collie Weed. This nickname, she says, is thought to have morphed from the name of the Hindu goddess, Kali.

In the 19th century, indentured laborers were brought to Jamaica from India. With them came their cultural beliefs and practices, including that of Kali.

Kristie explains that Rastafarianism, a spiritual belief system that holds cannabis as a holy sacrament, is thought to have roots in Hindu Sadhuism. In India, Sadhus are dreadlocked wise men who renounce physical life and smoke ganja as a part of their spiritual practice, much like traditional Rastas.

On the jewelry-making side, Kristie owns a line of beads called Story & Myth that's insanely popular in the Caribbean and the diaspora. She has added the ganja leaf pendant to the line to pay homage to Jamaica's love affair with cannabis, and the plant's symbolic merging of cultures.

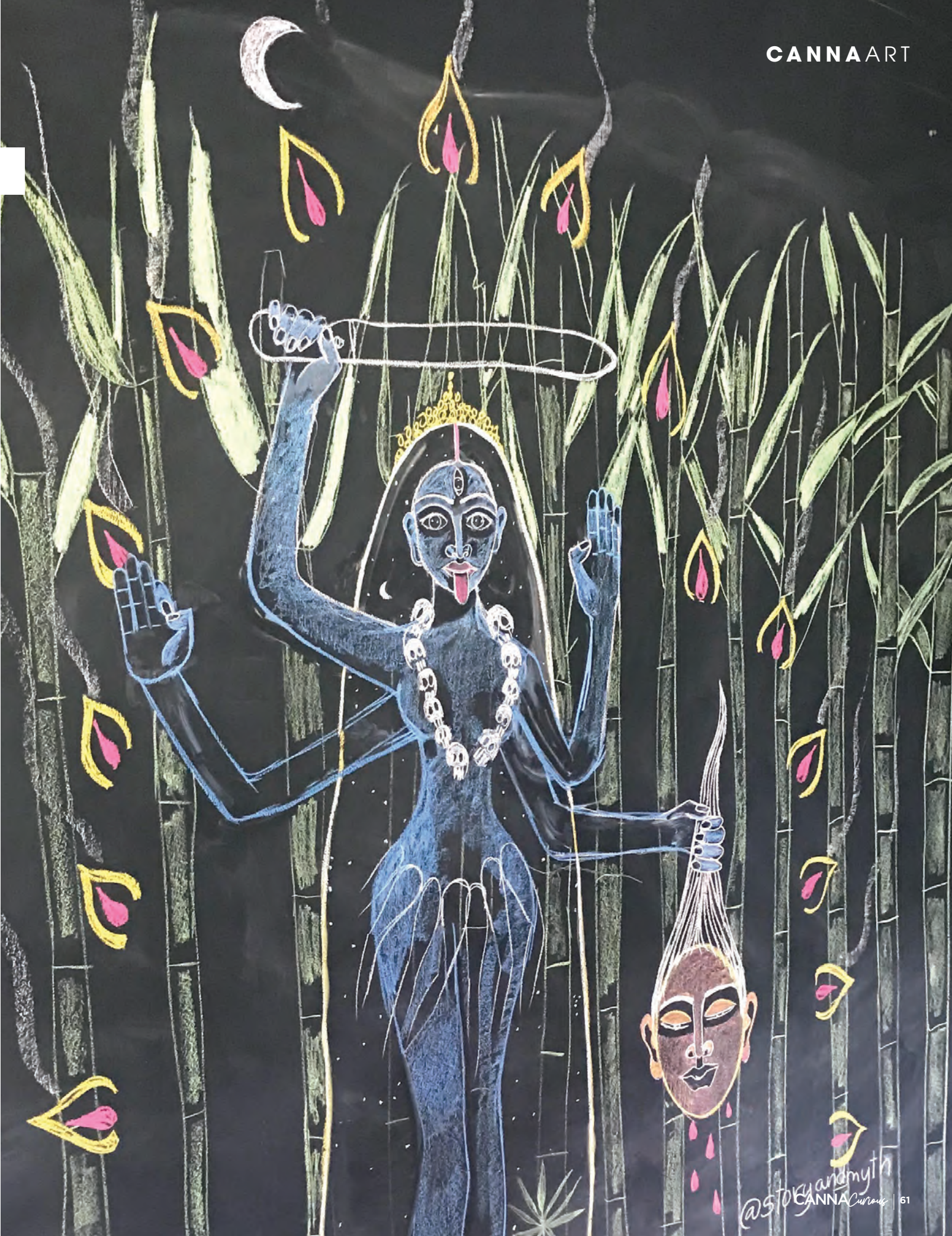
Always keen on women's empowerment and giving credence to folklore, the inclusion of the leaf is also Kristie's ode to the spirit of Kali silently intertwined into Jamaican culture.

On her artist side, Kristie draws elaborate chalk murals representing uplifting cultural tales. For the same reasons she has incorporated the symbol of the ganja leaf into her jewelry, she has created an elaborate piece featuring Kali.



@storyandmyth





KRISTIE STEPHENSON



“She looks scary, and is depicted with skulls around her neck and limbs around her waist. And, she has the head of a giant in one of her hands. But, she never hurts or kills people. What she destroys is the ego and attachment to the body. She’s an angry god, but it’s a maternal rage... A dangerous rage, but one rooted in protective instincts.”

This misconception about Kali’s character can be likened to society’s negative stereotypes about cannabis. While cannabis is still commonly viewed as a drug used by derelicts, it’s more often responsibly and thoughtfully consumed by all segments of society. Also stigmatized as blanketly harmful, in actuality the plant can be deeply healing in a myriad of ways.

CHECK OUT THE FULL LINE OF PRODUCTS AT STORYANDMYTH.COM.

**HERE WE SHARE KRISTIE’S
KALI CHALK DRAWING
MURAL - HER ODE TO THE
GODDESS AND JAMAICA’S
COLLIE WEED. 🌸**





SEX



WHERE SEX & CANNABIS *Collide*



BY AMANDA FISHER-KATZ-KEOHANE
OF MYSEXBIO.ORG

IT'S ALWAYS odd meeting another Amanda. Despite it being one of the most common names in the United States, I can't shake the feeling that there's a deeper connection at play. Meeting Amanda Jones, the founder of Kikoko, was no different. The more we spoke, the more our commonalities, both as cannabis and sex-positive businesswomen, came to light.

I've been helping develop My Sexual Biography since 2019, and have had the privilege of meeting many inspiring people. Amanda was no exception.

She and Jennifer Chapin founded Kikoko, a femme-focused cannabis tea company, in 2015. Since then, the company has grown astronomically, offering mints, tinctures, and honeys, proving that the future of cannabis, and perhaps sexual wellness, just might be female.



WHY CANNABIS

The benefits of cannabis are wide-reaching, not least of all being a deeper connection to one's own sexuality and pleasure.

"We really stay in this business because we know we're helping people," Amanda tells me. "We seem to have resonated with women as a trustworthy brand."

I agree. As a femme-identifying being myself, I felt welcomed, entrusted, and encouraged after perusing Kikoko's website. Not only was their art remarkable, but there was a substantial focus on education, corporate responsibility and community.

But, I still wondered, how would a **cannabis tea** enhance my pleasure and “reboot” my sex drive?

Before working at My Sex Bio, I’d never given much thought to my sexual story. By this, I mean, the experiences I’ve had, how they’ve shaped my relationship to my body, sex and pleasure. I’d never taken the time to reflect on those moments and influences.

After doing so, through My Sex Bio’s guided reflections and online workshops, I sensed an ever-building peace within my heart, mind, and relationships (both sexual and asexual).

However, I still feel like there’s room to grow... I’m aware that my relationship with my body and sexuality is just that: a relationship. It’s never perfect, and it can be tumultuous at times. And, while reflection and conversations around our sexuality are a vital step, I know there are other support systems I could be tapping into.

SEXUAL EMPOWERMENT

“I think my biggest libido inhibitor,” I tell Amanda, “is the distraction caused by my mind during sex; anxious thoughts, lack of self-confidence, and the like. I’ve tried to use cannabis as a means of calming my mind. Do you think cannabis is going to play a role in this ever-growing concept of mindful sex?”

“Oh, absolutely,” says Jones. “You feel more connected to yourself; you feel more connected to your partner, because you’re more present. And, frankly, it helps ease the anxiety of getting undressed. It enables you to be more honest and accepting of yourself, whether or not you’re having sex.

“It slows me down. It allows me to be present. It allows me to focus on my partner, to be more focused on my own needs, and speak up to what you need in bed. And, I think that aligns with what you’re working on, which I applaud very much. It’s women owning their sexuality.”

Her words hit deep. It’s what we’re all about at My Sex Bio. In offering educational and empowering





“And, if cannabis can help at every age, which it really does, **that’s fantastic.**”

resources for sexual reflection, we aim to provide people with the skills to command their sexual stories.

“It’s so important,” I agree, “that people have the knowledge, skills, and support to communicate effectively to achieve their ultimate pleasure.”

Amanda nods. “And, if cannabis can help at every age, which it really does, that’s fantastic.”

BARRIERS TO ENTRY

While the idea seems so perfect – this one simple and natural resource that can tune us into our body, make us more present and amplify the pleasure we feel both in and out of the bedroom – both sex and cannabis are still enveloped in taboo.

At My Sex Bio, we’ve run into roadblock after roadblock. Social media platforms don’t let us run ads because sex for pleasure is a banned conversation topic. We can only refer to sex in regards to specific preventative education.

“Women are still not saying ‘I need help with sex.’ They’re just not owning up to that. We actually had to

rebrand our Sensuali-Tea because it was our worst-selling tea. It’s helpful for so many things, but for sex, it’s absolutely fantastic.”

According to a Journal of Sexual Medicine study, women who use cannabis report over twice as many satisfactory orgasms as those who don’t.

“And yet,” Amanda continues, “women still don’t want to talk about it. Women your age do, but I don’t think they’re thinking about cannabis as a big help. These are big hurdles we have to overcome... (a) admitting that we need help with our sex lives and not feeling ashamed about that; and (b) recognizing that cannabis can help with all that.”

“I’ve become quite the loud spokesperson about this. I think it’s very important that we’re all in this together and that it doesn’t mean you’ve had a bad sex life. It just means that maybe you can have a better one,” Amanda says.

From one Amanda to another, I join her in that mission and will continue on as a fellow “loud spokesperson” myself. VISIT KIKOKO.COM TO SEE ALL OF THEIR PRODUCTS. 🍀

TRAVEL



CANNABIS-FRIENDLY

Travel Destinations

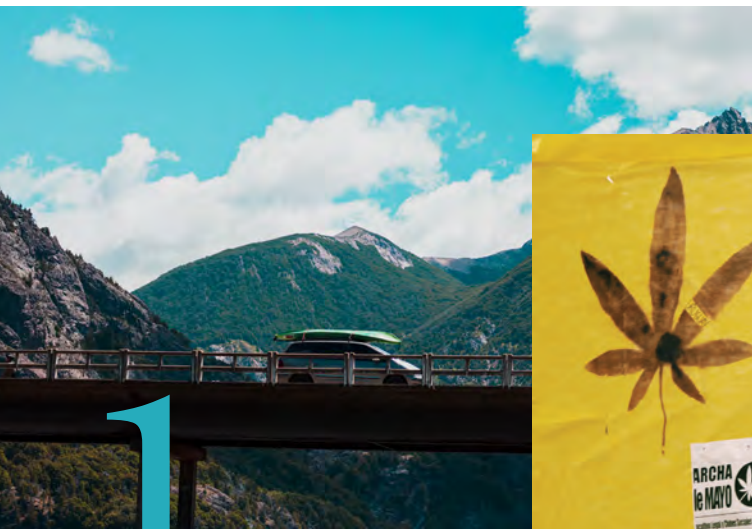
TO BOOK SOON

BY ALYNA PAPARAZZI
VEETRAVELINGVEGCANNAWRITER.COM

I don't know about the rest of you, but I'm in desperate need of a vacation... a cannabis friendly vacation, to be specific.

Sure, we're all familiar with the usual cannabis travel destinations: Colorado, Nevada, California, Washington, Oregon, etc. Now it's time to expand that list - international style!

BELIEVE IT OR NOT, THERE MAY BE MORE CANNABIS-FRIENDLY TRAVEL DESTINATIONS WORLDWIDE THAN YOU'D THINK ABOUT. FOR NOW, CHECK OUT THE FOLLOWING...



1

ARGENTINA & CHILE

I'll be honest, when I think about South America, I don't associate the continent with cannabis. However, I feel this is mostly because there have never been strong enough platforms to openly discuss it until now.

Over the years, certain South American countries have developed a much more relaxed state of mind about smoking cannabis - two of them being Argentina and Chile. As if the beautiful scenery and vibrant cultures weren't enough, now you can enjoy your tour with a nice blunt in hand!

Both countries have legalized medicinal marijuana and decriminalized recreational use. Argentina even became the first country in the world to provide medical cannabis to patients for free (FREE!). Chile also opened its first cannabis club in 2016.



2

URUGUAY

Another South American country, Uruguay is further along than most countries in the world. Why? Because cannabis in Uruguay has been fully legalized since 2013, and it definitely took the cannabis world by storm!

If you're a true cannabis lover, then you definitely have to go on the Cannabis Tour of Montevideo. On your tour of the city, you'll visit all the important places that contributed to Uruguay's process of decriminalizing cannabis use. Your tour includes entering various grow shops and meeting a professional cultivator who'll explain all the secrets of the growing practice.

Another shop you'll go to sells products made completely from hemp. Finally, as the tour comes to an end, you can sit back and revel at your latest quest with a cup of weed mate.



3

CAMBODIA

Another place kind of off-the-beaten-path, Cambodia, has been picking up some traction as a cannabis-friendly vacation destination. While cannabis is technically still illegal, the police have been instructed to tolerate its sale and consumption. So far, no foreigner has ever been prosecuted for smoking weed in the history of Cambodia. But, while you're there, just avoid smoking it in public.

Phnom Penh is the capital of cannabis in Southeast Asia. They even have Happy Pizza restaurants where they sprinkle the cannabis into the cheese! A word of caution though: don't go here expecting the type of cannabis you're used to seeing in places like Colorado or California. There will be seeds and stems, and this marijuana is often equated to low-level or dirt weed in the U.S.

That being said, you can still get a ton of it for cheap and get reasonably high. You just need to smoke more!



4

SPAIN

If you're wondering, "Is cannabis legal in Spain?", the answer is yes and no. Cultivating and smoking weed is legal; selling and distributing are not.

The cannabis clubs there are more like speak-easies, but for cannabis. Barcelona has many cannabis clubs where adults gather to smoke high-quality buds, hidden from public viewing.

So, how do these clubs work? Rather than actually paying for the cannabis, citizens and tourists "donate" money towards the club's non-profit cultivation for members. As mentioned before, you can't legally sell cannabis, so cannabis club members donate money, almost like a paid membership, to support the cultivators supplying them.

If visiting Spain, be sure to go to a region where they tolerate cannabis clubs. Non-Spanish visitors and tourists can have a membership, but some areas have tighter regulations and may require a waiting period before you can partake in the club's activities. It would definitely be in your best interest to plan ahead.



5

JAMAICA

It's not a cannabis vacation unless we put Jamaica on the list!

There's usually some confusion surrounding the legality of cannabis on the island. To be clear, cannabis is decriminalized, but not fully legal. The laws can be rather relaxed, allowing for medicinal and religious consumption, but not recreational.

Even though, technically, smoking in public is prohibited, it's so prevalent in society that people can be found everywhere smoking. Officially, though it is allowed in licensed dispensaries. One amazing perk for tourists with medical cards is that Jamaica allows you to apply for a permit that gives you access to the country's medical marijuana market. 🌿

OUR JOURNEY THROUGH THIS CRAZY PANDEMIC HAS DEFINITELY EARNED US SOME MUCH-NEEDED R & R... SO, LET'S GRAB OUR BOWLS, ROLL UP A FAT ONE, AND START BOOKING CANNABIS-FRIENDLY DESTINATIONS FOR ALL UPCOMING HOLIDAY CELEBRATIONS AND VACATIONS!

start low, GO SLOW

What makes a great cannabis edible brand?

We think of things like flavor, onset, duration, packaging and most importantly, a consistent dosage experience. Here are a few delightful THC-fueled brands to try. Remember, if you're new to cannabis, start low and go slow! (We suggest starting with 2.5mg of THC.)

One last thing...

THESE BRANDS ARE ONLY AVAILABLE IN STATES WHERE ADULT-USE CANNABIS IS LEGAL. SO, IF YOU'RE NOT IN THESE MARKETS, JUST TAKE NOTE FOR WHEN YOU ARE!

1. MINDY'S GLAZED CLEMENTINE ORANGE GUMMIES

\$25 // MINDYSEDIBLES.COM

AVAILABILITY: CA, IL, MA, MI

2. KIKOKO POSITIVI-TEA, CAN OF 10

\$44 // KIKOKO.COM

AVAILABILITY: CA

3. KIVA LOST FARM WATERMELON FRUIT CHEWS

\$20 // KIVACONFECTIONS.COM

AVAILABILITY: CA, IL, MI

4. 1906 MIDNIGHT DARK CHOCOLATE FOR SLEEP 3-PK

\$14 // 1906NEWHIGHS.COM

AVAILABILITY: CO, IL, OK

5. PLATINUM BIRTHDAY CAKE GUMMY COINS

\$20 // HOUSEOFPLATINUM.COM

AVAILABILITY: CA, MI, OK

6. FLURESH GOOD VIBES DRINK ENHANCER

\$38 // FLURESH.COM

AVAILABILITY: MI

7. RIPPLE PURE QUICKSTICKS

\$18 // STILLWATER.LIFE

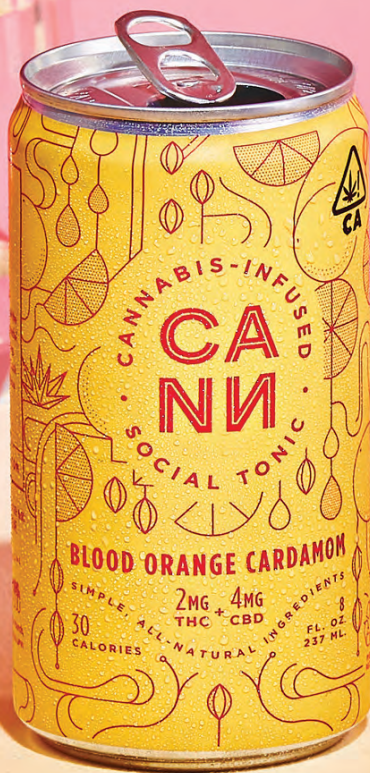
AVAILABILITY: CO



CBD
DOES
NOT
MAKE
YOU
HIGH



FOOD



SAY GOODBYE TO THAT GLASS OF WINE & HELLO TO CANN!

BY JOY DAVIDOVITS

Amid daily Zoom classes and cooking three maybe not-so-delicious meals for my three kids under six years old, I've found the perfect excuse to escape chaos... Have a glass of wine.

But, my body and mind haven't been feeling it... and truthfully, I'd prefer to break that routine and revamp my lifestyle.

Well, thank goodness, I finally found Cann!

A GROWING TREND

Cann is an award-winning, micro-dosed social tonic, touted as the number one selling cannabis beverage in California. Embodied in a cute Cann variety pack is a new promise for mom-escapes and social drinking experiences everywhere.

This a drink that has no next-day hangover, and provides a real mood-elevating feeling... exactly what we all need these days.

Cann is definitely shifting trends and breaking down stigmas. A slew of celebrities praise the THC and CBD



infused drink, consuming it regularly, and even putting their money where their mouths are as investors... Yep, Gwyneth Paltrow, Ruby Rose and Rebel Wilson, to name just a few, are all financially committed to the Cann dream.

SMARTER THAN WINE

I had the opportunity to talk to Chelsea Bedard, Chief Revenue Officer at Cann. Chelsea was once an outsider of the cannabis business until a sip of Cann changed her lifestyle and social drinking. She became an avid user, swapping out glasses of wine for Cann as a lower calorie option.

"My day-to-day life was becoming much more healthy and more sustainable for me," she tells me. She explains that Cann creates a similar buzz as a glass of wine, without the headache, brain fog or hangover.

She fell so much in love with the drink that she

"THERE'S NO SUGAR ADDITIVES, PRESERVATIVES OR HIGH FRUCTOSE PRODUCTS INCLUDED. IT'S A NATURAL AND MORE CONSCIOUS DECISION ABOUT WHAT YOU'RE PUTTING IN YOUR BODY."



eventually left the tech industry to join the Cann team.

"I got an opportunity to invest in the company, and then a few months later, Luke Anderson, a co-founder at Cann, asked me to help them figure out sales and how to get into the market," Chelsea recalls. With mental health issues and alcohol consumption on the rise during these challenging times, Chelsea knew Cann was a viable product.

Cann has come to innovate the way people socialize by not only providing an alternative to alcohol, but also making cannabis a more approachable, shareable experience.

"Our consumers are generally women, but men are also very comfortable with it. It's a very discreet beverage that takes about 15 minutes to feel the buzz. It gives you almost instant gratification.

"Every ingredient is sourced from the best places on Earth," Chelsea continues. "There's no sugar additives, preservatives or high fructose products included. It's a natural and more conscious decision about what you're putting in your body."

CHANGE FOR A BETTER WORLD

For me, personally, Cann's Roadies are simply genius. It's a great version of Cann, without the can. You throw a little sachet of 2mg of THC + 4mg of CBD in your bag, and go for a hike, dinner, or to a friend's house. Mix these packets into a seltzer, add them to your beverage of choice, and enjoy the rest of your day. Perfection!

According to Chelsea, word of mouth has been Cann's best marketing tool. "People are starting to identify the brand as a new category, and as a real option... Once you see other people experience the product, it makes you realize that this is creating real change for a better world," she says.

Cann currently operates in California, Nevada and Rhode Island, and will be launching in Illinois next, with a few other states being added in the near future. [LEARN MORE AT SHOP.DRINKCANN.COM.](https://shop.drinkcann.com) 🌿

farm to table

CANNABIS EXPERIENCE WITH ONE PLANT



One Plant gives you the cannabis version of a farm-to-table experience – where ‘table’ here offers up anything from a selection of tinctures, to concentrates and pre-rolled joints. This rapidly expanding company operates a whopping seven, soon to be eight, dispensaries throughout Florida, Canada and New Orleans.

Laser focused on giving people the best in cannabis, One Plant’s product is grown under immaculate conditions, never once touched by a machine. Then, it’s served via pick-up or delivery, by a team of highly knowledgeable budtenders.

More than just servers, these budtenders are fully trained, and are most likely much smarter than your local physician on the right strain and dosage for each customer.

“The One Plant experience is not one size fits all. It’s a very different experience for each individual. It is a personal experience,” Connie Woolsey, the Director of Retail Operations at One Plant explains. “It’s not about getting you in and getting you out; it’s about really understanding what you’re looking for – that connection.”



CONNIE WOOLSEY,
DIRECTOR OF RETAIL OPERATIONS

One Plant is anything but corporate, Connie also says. The team behind the business lives and breathes cannabis.

“Constant pheno-hunting, running down rare cultivators, driving cross country, pulling favors, calling old friends... Anything it takes to cultivate premium flower,” the One Plant website cites.

From its farm to its many dispensaries, One Plant goes to great lengths to ensure that when you smoke what they grow, you’re consuming the very best. VISIT ONE PLANT ONLINE AT ONEPLANT.US. 🍃

“THE ONE PLANT EXPERIENCE IS NOT ONE SIZE FITS ALL. IT’S A VERY DIFFERENT EXPERIENCE FOR EACH INDIVIDUAL. IT IS A PERSONAL EXPERIENCE.”



CANNA *Curious*

A CANNABIS SPACE CREATED
FOR WOMEN, BY WOMEN.

JOIN THE CONVERSATION

