

A CANNABIS MAGAZINE FOR WOMEN BY WOMEN

# CANNINA

*Curious*

ISSUE NO. 9

INFUSED  
CONNECTIONS

CANNABIS  
& TANTRA

CBN-THE NEW  
MELATONIN?

*PASS*

**GEN-Z**

**A JOINT**





curaleaf

# Your Cannabis Journey Starts Here.

Daily Deals | First Time Patient Discounts | Robust Loyalty & Rewards Program

## Now Offering Delivery

GRASSROOTS™



NOBLE

JAMS

Find.



VISIT US AT [CURALEAF.COM/DISPENSARY/FLORIDA](https://www.curaleaf.com/dispensary/florida)  
TO FIND THE LOCATION NEAREST TO YOU



MEDICAL MARIJUANA IS NOT AVAILABLE TO INDIVIDUALS UNDER THE AGE OF 18 UNLESS BY A REGISTERED CAREGIVER.



## INSIDE THIS ISSUE

- 4 Editor's Letter
- 5 Canna Curiosity: What to expect when the plant magic kicks in

### FASHION

- 6 The Playful Prettification of Cannabis—Edie Parker

### BEAUTY

- 11 Your Ultimate Guide to Radiat Winter Skin

### SEXUAL WELLNESS

- 12 Transforming Sex: Cannabis & Tantra

### WELLNESS

- 16 Herbal Bliss: Exploring the Art of Infusing Herbs with Cannabis
- 20 Could CBN be the New Melatonin?

### CULTURE

- 23 Pass Gen-Z a Joint
- 26 Kristina Lopez Adduci - Founder and CEO of House of Puff

### BUSINESS

- 30 Legacy to Legal: A conversation with Loriele Alegrete of 40tons
- 34 From Buds to Brands: Higher Learning with Attorney Jessica F Gonzalez.

### FOOD

- 38 Infused Connections: Taste, Togetherness + Terpenes



PG.23  
PASS GEN-Z  
A JOINT

COVER PHOTO BY KAT THOMPSON. MODEL SIERRA ALONGI



## EDITOR'S LETTER



# EDITOR'S LETTER

In this issue, we're thrilled to bring you even more perspectives on this amazing plant.

Our feature article, "Pass Gen-Z a Joint," explores the significant shift in cannabis consumption patterns within Zoomers, providing an enlightening perspective on the plant. We also profile two women who have created groundbreaking cannabis companies that exude style and sophistication.

In "Legacy to Legal," we talk with Lorie Alegrete about her inspiring journey as she founded 40tons, a brand dedicated to freeing prisoners of cannabis-related offenses. This heartfelt conversation sheds light on the urgency of reevaluating cannabis-related convictions and the need for change.

Do you have a cannabis or CBD brand? Thinking of starting one?

We delve into the intricate world of intellectual property protection with attorney Jessica F. Gonzalez, emphasizing why trademarking is essential and how it can elevate your brand's value.

As always, we are bringing you the latest in wellness topics from CBN for sleep to how herbal blends can enhance your cannabis experience to the intersection of cannabis and tantra, a must-read for those curious about the intersection of cannabis and intimacy.

Enjoy this issue as we continue to share the multifaceted world of cannabis + women.

Happy reading!

YOUR FOUNDERS,  
**TEKISHA + DIANA**

# CANNA *Curious*

FOUNDERS



DIANA  
SANMIGUEL  
CREATIVE  
DIRECTOR



TEKISHA  
HARVEY  
BRAND  
DIRECTOR

## CONTRIBUTING WRITERS

AMBER DORSEY

ALLESSANDRA INZINNA

LEAH M. SUÁREZ

TEKISHA HARVEY

## SOCIAL MEDIA

ANNIE TRAN

## CONTACT US

### ADVERTISING

INFO@CANNACURIOSMAG.COM

### 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 TO EXPECT WHEN THE PLANT *magic kicks in*

New to the plant and want to know what will happen when you consume it? We've captured some common symptoms of what happens when the effects of cannabis kick in. Always keep in mind that every individual responds to cannabis differently, therefore, each person may experience different effects. It's important to start with a little dosage and keep an eye on how your body responds. Should you ever experience extreme discomfort, get in touch with a healthcare professional.

## DRY MOUTH

Often referred to as "cottonmouth," dry mouth is a common side effect of cannabis consumption. You can get more thirsty and feel as though your mouth is drying out.



## INCREASED APPETITE

Commonly known as the "munchies," cannabis can stimulate your appetite and food enjoyment, causing cravings and the urge to eat more.

## ALTERED PERCEPTION

You might begin to experience modifications in your sense of sight, such as brighter hues, louder noises, or a different sense of depth.



## ELEVATED MOOD

The effects of cannabis might include happiness or euphoria. It's possible that you'll see an improvement in your mood and mental state.

## CHANGES IN TIME PERCEPTION

Cannabis may cause you to see time as either slower or faster than usual. Time may seem to be going more slowly to you or you may lose sight of it altogether.

## CALMNESS OR HEIGHTENED ENERGY

The effects of cannabis can differ from strain to strain. While some may feel more energized and creative, others may feel more calm and subdued.



## PARANOIA

Heightened anxiety or paranoia can occur in some individuals, especially with higher doses or strains that have higher levels of THC. It's important to start small and choose strains with a balanced blend of THC and CBD to reduce the possibility of feeling paranoid.



# FASHION





# THE *Playful* PRETTIFICATION OF CANNABIS

BY AMBER DORSEY

When it comes to creativity in cannabis, we often see it applied to packaging and the occasional marketing campaign, but none of that is really geared toward the stylish stoner who happens to be of the fem persuasion. Cannabis is not a monolith, and neither are those who consume it in its many forms. We have since learned that women make up a large percentage of cannabis consumers. And while it feels like the majority of brands dominating the market are created and operated by men, there are several women owned and operated brands that are making waves by consistently creating new and innovative products within the industry.

## IN THE BEGINNING

Enter Edie Parker- the fun loving brainchild of Brett Heyman, a brand that began as a handbag and accessories company. As their niche within the luxury handbag space grew successful, the question of what's next came into play.



## BRETT HEYMAN

EDIE PARKER'S FEARLESS FOUNDER  
AND CREATIVE DIRECTOR



“Style is ingrained into everything that we do.”



When the cannabis industry began its big boom in the mid 2000’s the women at Edie Parker looked around and realized: no one was talking to women. Women like to get high just as much as men do, and they would like their accessories to be both functional and pretty. Innovators at heart, the team was interested in participating in the prettification of cannabis and set out to do just that.

The consensus: do not add to the oversaturation of the usual categories.

No, at Edie Parker, they were more interested in amping up the glam factor of cannabis. An accord was reached to approach development as they would barware and other home accessories: functional pieces that are so beautiful consumers would happily display them. Their aim was for normalization via lifestyle incorporation and creating lines that feel celebratory, and allowed for a bit of surprise and delight.

Looking around, there weren’t many brands that spoke to the more feminine side of things—the smokers with style—so the Edie Parker brand easily stepped in to fill that void. And fill that void, they did.



Edie Parker not only has one of the quintessential cannabis accessory lines, but they have also delved into being a cannabis flower brand. They have vape pens and cartridges, as well as beautifully appointed eighth jars of flower and crush cones. Edie Parker is embracing the industry as they grow and expand their reach.

Brett admits that the current market is tough, and the goal right now is to survive with daily optimism and the belief that **when the dust settles, cannabis will be about brands that mean things to people.** And Edie Parker is here for the people.





## EDIE PARKER

BURN HANDBAG COLLECTION

“Style is ingrained into everything that we do.”

Brett stressed that the design process at Edie Parker is evergreen and that they make it a point to tap into their audience via social media and in person pop up events, actually getting to know their consumers. They take those thoughts and conversations back to the design table.

One of their latest iterations is the ‘Burn Bag’ – an incredibly creative and unique product that incorporates a retractable lighter attached to a chain that is sure to be a hit with consumers across the globe. And that’s just the tip of what Edie Parker is about– playfully chic yet functional, beautifully designed pieces that will last a lifetime. The brand tag line and ethos is “For a good time,” and their unique designs bring whimsical and innovative design to functional pieces.

And in this age of fast fashion and over consumerism, that might seem like a novel idea, but it is one that the team at Edie Parker is determined to lean into. Uniquely positioned, the brand in both its current and future iterations is set to continue to have a market for their product as they remind us: It’s cool to just get high and have a good time, and you can do it with incredible style. 🌿



# BEAUTY

A woman with dark, curly hair is lying on her back in a lush field of green plants and purple flowers. She is wearing a white, ruffled top. Her eyes are closed, and she has a peaceful expression. The scene is bathed in bright sunlight, creating strong shadows and highlights on the foliage and her clothing.



# YOUR ULTIMATE GUIDE TO *Radiant* WINTER SKIN

CBD continues to establish itself as the go-to ingredient in skincare, gaining even more recognition for its versatility. Known for its amazing therapeutic qualities, CBD proves to be an invaluable addition to your skincare routine. It addresses a range of concerns from reducing inflammation and combating acne to supporting skin in the aging process. It's also gentle and nurturing for sensitive skin.

As the cooler months approach and the winter season sets in, CBD's benefits become even more evident. It's especially effective for combatting dry winter skin, adding deep hydration and helping to restore your skin's natural moisture barrier. Here's a glimpse of our top CBD skincare brands that you absolutely should explore this season.

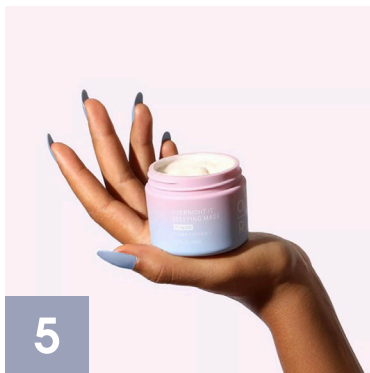
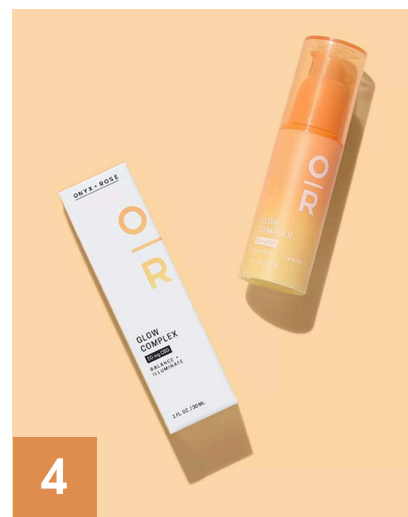
**BITCHIE HIPPIE PHYTONUTRIENT CLEANSING OIL 100MG CBD.**  
\$30. [bitchyhippie559.com](http://bitchyhippie559.com)

**ROMER SKINCARE TREAT HYDRATING + SOOTHING TREATMENT, 150MG CBD.**  
\$36. [romerskincare.com](http://romerskincare.com)

**POTENCY 710 HIGHER GOOD FULL BODY LUXURY MOISTURIZER 750MG CBD | 750MG CBG.**  
\$115. [Potency710.com](http://Potency710.com)

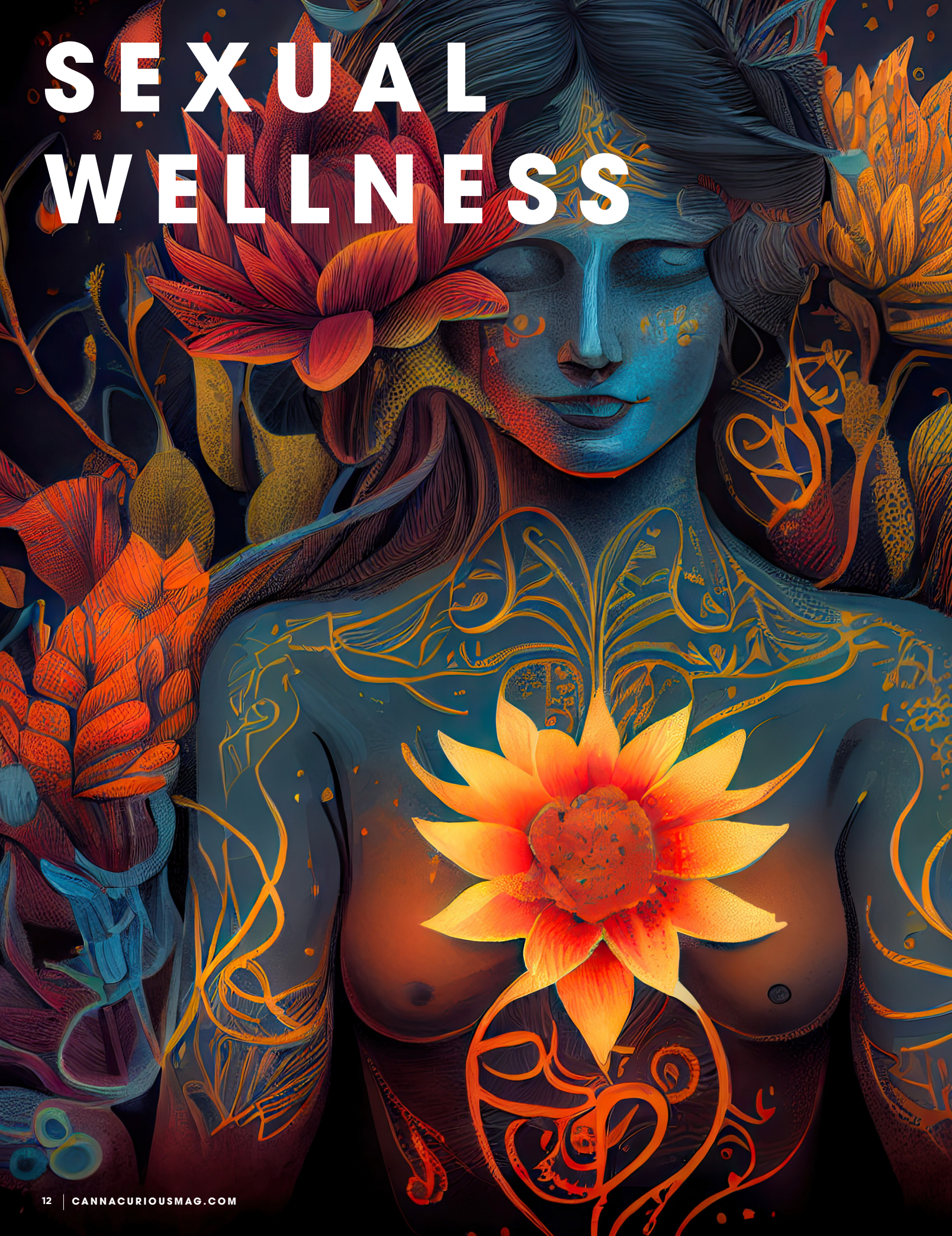
**ONYX AND ROSE GLOW COMPLEX FULL SPECTRUM CBD - 50MG CBD.**  
\$82. [Onyxandrose.com](http://Onyxandrose.com).

**ONYX AND ROSE FULL SPECTRUM CBD SLEEPING MASK - 70MG CBD.**  
\$68. [onyxandrose.com](http://onyxandrose.com).





# SEXUAL WELLNESS







## TRANSFORMING SEX: CANNABIS & TANTRA

BY AMANDA FISHER-KATZ-KEOHANE

It's no secret that cannabis and sex are increasingly overlapping industries. And it makes sense why. Cannabinoids can quiet our minds, allowing us to tap into our senses and relax into our bodies. When this happens, we're able to fully experience and enjoy sex and lean into our sexuality. Because of this, the connection between sex and cannabis is often highlighted in the context of sexual tantra.

The word "tantra" has been used and referenced in many ways and contexts throughout history. According to Imma Ramos for the British Museum, "Tantra is a Hindu and Buddhist philosophy that affirms all aspects of the material world as infused with divine feminine power." While tantra is an ancient concept, it's made a fairly-recent surge into the western zeitgeist, particularly in the sex-positive movement.

Tantric sex is a transformative act. Being present in our bodies, tapping into our divine feminine, and connecting deeply with ourselves and our partner(s) can allow us to clear our minds and embody our sensuality, thus transforming ourselves. By reframing the goal of sex from reaching orgasm to slowing down and focusing on the experience itself through a heightened awareness of the senses, Tantra transforms the act of sex itself into one of ritual and sacredness.

I recognize that this all sounds a bit hokey and bombastic, but it's actually quite simple. When we engage intentionally and enthusiastically during sex (both partnered and solo), we are tapping into a core part of what makes us human.

But, of course, that's easier said than done.



## SEXUAL WELLNESS

You're not alone if, as a woman, you've struggled to relax into sex. The dishes are piling up, you haven't shaved in weeks, and you need to pick up the kids in an hour. Minds wander during sex. It's inevitable. And that's where cannabis comes in.

Cannabinoids have been used to enhance tantric practices for millennia and have long been considered one of the best aphrodisiacs (Moser et al., 2023). This is because it can ease anxiety, quiet those nagging thoughts, and, most importantly, heighten the senses. Incorporating cannabis into your tantric experience makes it much easier to slow down and stay present. And, thanks to the recent surge in cannabis-infused sexual wellness products, there are many ways you can use this plant during tantric rituals.



### 1. MASSAGE

Use a THC- or CBD-infused oil, salve, balm, etc. during a sensual massage to enhance relaxation and intimacy. Tantric massage can be a powerful ritual tool and a perfect entryway into tantra. Focus on the erogenous zones, move slowly, connect with the breath, and remember that the goal isn't an orgasm; the goal is connection to yourself and your partner(s).

### 2. INHALATION

Taking a moment to indulge in some inhalants can be the key to getting to the right head space quickly. Even if recreational cannabis isn't legal where you live, there are many brands of CBD roll-ups and herbal cigarettes that can help you relax into your body, calm the noise in your mind, and heighten your awareness and sensations.

### 3. INGESTION

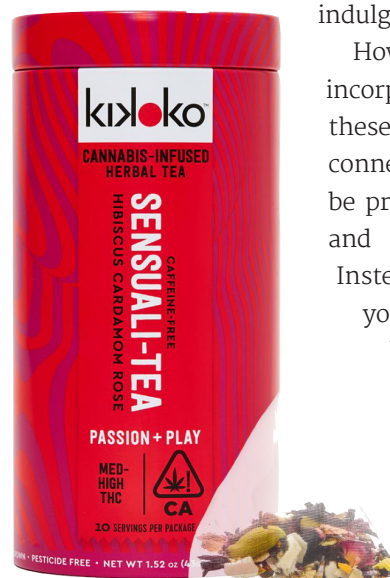
There are many edible cannabis-infused sexual wellness products out there these days, from gummies and tinctures to chocolate body paint. Ingestion is a slower onboarding process than inhalation and can

be the key to a slow, sensual build or delayed kick-in depending on your schedule or ritual. Try splitting a cup of Sensuali-Tea from Kikoko with your partner during a candlelit date night to get things going. Making the tea, itself, can even be an enjoyable, slow, and sensual experience.

### 4. SOAK

There are even cannabis bath bombs out there. What could be sexier than some tantric massage while taking a warm, calming bath? Dim the lights, put on some soft music, and indulge with your partner.

However you choose to engage in tantra or incorporate cannabis, the key is to remember these few things: try to quiet your mind, connect with your body and its sensations, be present with your partner, move slowly, and don't make orgasm the end goal. Instead, focus on appreciating your body, your partner's body, and the connection between you all. Building rituals can help with that presence and connection, but more than anything, it's about surrendering and embracing the moment. 🍁

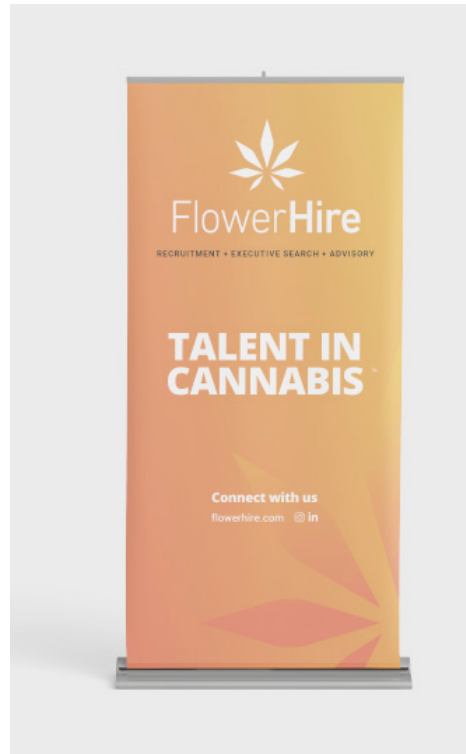




# CREATIVE + MARKETING SERVICES

## ELEVATE YOUR BRAND

Pitch Deck Design  
PowerPoint Presentations  
Flyer Design  
Print Layout Design  
Media Kit Development  
Brochure Design  
Corporate Sales Materials  
Brand Development  
Brand Story  
Logo + Visual Identity  
Marketing Strategy Planning  
Marketing Campaign Development



# 1926G

1926group@gmail.com  
CONTACT US FOR DETAILS



# WELLNESS





# HERBAL *Bliss:*

## EXPLORING THE ART OF INFUSING HERBS WITH CANNABIS

BY AMBER DORSEY

As a long time cannabis consumer and somewhat of a flower purist, the concept of incorporating anything other than cannabis flower and its derivatives to my smokeables had me scratching my head. ‘Now why would I want to add anything else?’ was my whole vibe. I was quite the loud skeptic and would turn my nose up at the offer of an herbal infused joint when offered.” I’m not trying to smoke herbs, I want the full THC!!”

However, after joining a cannabis focused book club I took the time to deepen my study of the plant and began to learn more about the endocannabinoid system, cannabinoids and all the different terpenes in my revered flower and how the addition of specific herbs or herbal blends could actually enhance my experience. Merging herbs & floral blends in with my cannabis?

I was intrigued. Skeptical as hell, but intrigued nonetheless.

Mixing cannabis flower with other florals and herbs did kind of make sense. After all, they are all plants. So when the opportunities were presented to me to try different blends, I went for it.

My first foray into herbal blends was with women founded and owned brand **Barbari (barbarishop.com)**, well known for their herbal blends so I began my experimentation with them and opted for their



“It’s up to us to make the effort to understand why and how so many different herbs have been used in ancient healing modalities and how important they can be in healing ourselves.”





Airplane Mode as I liked what the name implied – a relaxed and elevated state of mind and body.

Imagine my delight when I discovered that blend was sub labeled Relax/Restore/Revive , it was like the Universe was in full support of my journey and placing exactly the right things in my path as often happens with this plant. Upon opening the jar I was struck by how pretty the mixture was bright, bold and aromatic. The herbs invite the consumer to dive in head (or nose) first to experience an all new extension of the sacred smoke. A fusion of raspberry leaf, lavender sage rose and blue lotus, Airplane Mode enhances the ritualistic process of my cannabis consumption.

Of course they offer a variety of blends such as Period Daze, Car Sex, Free Time and Muse and encourage consumers to try them and figure out which blend works best for them. The incorporation of other herbs into my practice, reminded me that this plant is sacred and medicinal and that rolling up is more than what I do to consume. It’s a ritual and can be a very spiritual practice.

During my research I learned that herbal blends have been smoked and burned as incense for thousands of years and it seemed we were the ones late to the blended party. It’s up to us to make the effort to understand why and how so many different herbs have been used in ancient healing modalities and how important they can be to healing ourselves.

Not too long after my initial foray into adding herbal blends to my joints I discovered the **Drew Martin (drewmartin.co)** brand and fell hard for their perfectly integrated herbal infused pre-rolls. They combine an amalgamation of known herbs & florals and incorporate them with a low dose THC flower for the perfect easily accessible smokable blend and quality aromatic. This is great for those of us who are new to herbal blending and relieves the pressure of getting the ratio of THC flower to herbs just right. Drew Martin takes immense pride in sourcing quality ingredients to add to their pre-rolls and enhance the overall user experience.

Who knew that this was going to suddenly be my thing? As a cannabis purist, I definitely didn’t see that coming.

They have a rose petal and peppermint blend that absolutely rocks my socks and a chamomile yerba santa and calendula blend that is my go-to for bubble baths and my self care weekends where I want to elevate but not be too buzzy or need to chill on the THC percentage. The herbs perfectly balance that high while still feeling like you’re elevating.

It’s been an absolute delight, delving deeper into herbalism and learning about the multitude of herbs that are good for incorporation and can actually enhance the overall cannabis consumption experience. And it is this writer's belief that the addition of herbal blends is something that everyone should look into no matter where they are in their cannabis journey.

I implore those who are curious about blending to give it a try and see how it can enhance their ritual and deepen their relationship with the plant. You never know what you might discover! 🌸







# Lioness

GRAPHIC STUDIO

Contact us to transform your vision into **POWERFUL** designs that get noticed!

Brand Identity • Event Branding • Sales Sheets • Corporate Communications • Social Media Graphics • Packaging Brochures  
Flyers • Media Kits • Editorial Design • Presentations

[www.lionessgraphicstudio.com](http://www.lionessgraphicstudio.com)  
954.261.8335 @lionessgraphicstudio



## COULD CBN BE

# the New Melatonin?

BY LEAH M. SUÁREZ

### HAVE YOU LOST COUNT OF YOUR SHEEP? YOU'RE NOT ALONE.

With an average of up to two-thirds of U.S. adults experiencing occasional to moderate trouble sleeping, it comes at no surprise that the market for sleep aids is on a steady rise, with CBN (Cannabinol) gaining traction as a formidable forerunner. CBN is sometimes referred to as "the new melatonin" due to its potential role in promoting sleep, but it's important to recognize that these substances, CBN and melatonin, are distinctly different in terms of their origins, mechanisms of action, scientific research, and legal status. Melatonin remains a widely accepted and extensively studied sleep aid, while CBN's role in sleep regulation is still a topic of ongoing research and debate.

Melatonin, the hormone naturally produced by the pineal gland in response to darkness, helps to regulate the body's internal clock and promote the wondrous natural medicine that is sleep. It is also commonly available as a synthetic supplement available over-the-counter to treat sleep disorders and jet lag. In contrast, CBN is a cannabinoid found in

the cannabis plant that is believed to have sedative effects and appealing to those seeking a plant-based remedy or a more natural sleep aid. CBN comes packaged in forms like tinctures, capsules, or gummies, and it may also be combined with other sleep aids such as melatonin.

The case for CBN is garnering well-earned support, filling in the gaps where melatonin may be less effective. It has been proven that some individuals may develop a tolerance to melatonin over time. On the flip side, CBN, as a different compound, may not lead to the same level of tolerance, making it a more viable and sustainable option for those with chronic sleep problems.

CBN is also often associated with potential sedative and relaxing effects, similar to other cannabinoids found in cannabis. Many individuals with sleep difficulties regularly experience anxiety, pain, and inflammation disrupting any chance at a good night's sleep. CBN's anti-anxiety, analgesic (pain-relieving) and anti-inflammatory properties may offer additional benefits for them, directly promoting better sleep and, in turn, a longer, happier life.





While melatonin has been extensively studied, there is less scientific evidence available regarding the specific sleep-inducing properties of CBN. Additional high-quality research is needed to understand the potential effects of cannabinoids on sleep, though with its gain in popularity and accessibility, expect to see a shift and more evidence in favor of CBN. Of course there's also the question of legality and accessibility, nothing new to those in the canna-curious world. The legal status of CBN varies by location, and it's essential to be aware of the laws in your area regarding the use of any cannabis-derived products.

If you are considering using either melatonin and/or CBN to address sleep issues, it's advisable to consult with your healthcare professional to determine the most appropriate and safest approach and dosage for your specific needs. Cannabis products like CBN show great promise for helping you find your body's natural rhythm, fall asleep quicker and stay asleep through the night, hopefully soon putting any debate, and you, to rest. 🌿



# CULTURE

A close-up, artistic photograph of a person's face, focusing on the nose and mouth. The person has vibrant red lipstick. A thick plume of white smoke or vapor is being exhaled from the mouth, partially obscuring the lower lip and chin. The lighting is dramatic, highlighting the texture of the skin and the intensity of the red lipstick.





# Pass

# GEN-Z

# A JOINT

BY ALESSANDRA INZINNA

Every generation swings the cultural pendulum to and fro.

One builds the suburbs, one escapes the suburbs, all witness varying levels of political unrest and react accordingly. While past generations may have believed or been victimized by the villainization of weed, Generation Z largely isn't buying it. In fact, they're heading in the opposite direction.

Zoomers, or those currently aged 10–27, are the first adults to have widespread legal access to the plant. The oldest of them grew up on the domino effect of state-by-state legalization, the youngest of them born into it already. Nearly 70 million Gen Z kids roam the U.S., and of those aged 18–24, nearly 70 percent are choosing weed over alcohol, according to a 2022 New Frontier Data survey.

It's staggering when compared to older folks. Weed consumers up to age 44 prefer weed at a similar rate, according to Bloomberg, but Gen Z have only recently earned enough years under their belt to have disposable income.

The kids want to relax, sleep, have fun and release their pent up emotions, the survey found. They

want to improve their health and decision-making by ditching alcohol.

**KAE KENZI (@KAEDABS), 25**, a cannabis influencer and Zoomer, admits that she smokes a lot. Like those surveyed in the New Frontier Data survey, she uses the plant to help her relax. As opposed to drinking, which would get her in trouble sometimes, smoking helps ease the everyday annoyances for her.

**“I could stand people, I could stay home, I could relax without that back of my mind thought of getting irritated,” she said.**

Gen Z seems to be challenging the historically accepted half-truths about the plant and figuring out for themselves where cannabis fits in their life.

“You can't associate cannabis with someone that procrastinates a lot, because then they're gonna assume oh, well, it's because of weed,” Kenzi said. “But it's not, because I know plenty of people who smoke weed and still could run a business smoothly.”



## CULTURE

**SIERRA ALONGI** (@SIERRAALONGI), 25, is cannabis influencer, digital marketer and fellow Zoomer. She's one of those who smoke weed and run a business smoothly. Alongi started dabbling in the plant when she was in high school--and hated it. It wasn't until she came back to it years later that she found it an impactful addition to her work and wellness routine. Unlike the stereotype that depicts weed smokers lazing on the couch (though, it's a perfectly viable freetime option), the plant ignites her creativity and focus.

**“Some people can handle it throughout the day, every day. It's not for everyone and that's okay. Just like anything else.”** Alongi said. **“But then there's a whole other side of it, where for me, it helps me go right to sleep. I'm up at 6 a.m. and going, so, I definitely just think it's based on the person and how their lifestyle is.”**

Alongi understands why young people may choose to smoke. Attitudes toward the plant are changing. Movements against mass incarceration and police brutality highlighted the unjust truths of The War on Drugs. New medicinal uses for all its compounds are being studied and the results are promising.

Like everything, however, cannabis has its downsides. Regular smoking of the plant can contribute to the declining health of your oral and respiratory systems. Cannabis use for teens and adolescents may lead to mental health and cognition issues. But while these downsides exist, the new generation is realizing that its effects are not as villainous as historically portrayed.

The young people, as Alongi put it, are “not with the bullshit anymore.”

“We're more open minded,” she said. “We're feeling a little bit more free to be ourselves.” 🍀







# FEEL THE DIFFERENCE

For centuries Kratom has been used as a natural pain relief, mood and energy booster in traditional Asian medicine.

Our Kratom products are made with all-natural ingredients, lab tested for quality, cleanliness and potency.  
**Try it today and get 10% off your first order!**



**10% OFF**  
ON YOUR FIRST ORDER



[MITRAGAIA.COM](http://MITRAGAIA.COM)



# KRISTINA LOPEZ ADDUCI

BY LEAH M. SUÁREZ



We spent a little time with the down-to-earth, spirited Latina powerhouse, Kristina Lopez Adduci, founder and CEO of **House of Puff (houseofpuff.com)**. On a mission to transform, destigmatize and “chicify” the cannabis world, she equally champions a just world through the lens of art, beauty and the power of community.

**CC:** ¡HOLA, KRISTINA! WHAT’S LIGHTING YOU UP TODAY?

**KLA:** Ha! I’m big into astrology, so my nodal return, along with this new moon, new vibe and new energy all around!

**CC:** TAKE US ON YOUR JOURNEY TO CANNABIS AND HOW HOUSE OF PUFF WAS BORN, IF YOU WOULD, PLEASE.

**KLA:** I grew up in a Puerto Rican household, nervous and scared around any drug-related activity. My parents and grandparents instilled the literal fear of God in me. I didn’t try cannabis until I was about 27 years old. I was living in New York City, experiencing the great joys of New York, but also the great pains of the city – anxiousness, feeling unsettled, not sleeping at night. I was working at the Michael J. Fox Foundation at the time and was learning about the therapeutic benefits that came along with cannabis for patients with Parkinson’s. I wanted to do more digging on the magic of this plant. What I loved about my first experience was the way it made me feel. It unlocked this part of my brain that I never knew existed. The downside was the consumption

device itself: a gross bong.

It was around the time of the Green Rush, seven years ago. I was also starting an art magazine at the time. People started to become a little more discerning in their tastes. If I couldn’t find things for my specific tastes, or for those of my friends, I asked myself if I could tap into this space. And that’s how House of Puff was born: in my love of art and artists and supporting the community. Wanting a device for myself that I could leave out without my abuela freaking out, something I could show off, not something that I’d have to hide in my closet. Something that is easy to use.







KRISTINA PROUDLY SUPPORTING "CLITERACY" AT THE NEW YORK CITY DYKE MARCH, JUNE 2023

**CC:** WHY DO YOU SHOW UP THE WAY THAT YOU DO AND WHY IS THAT IMPORTANT, AS IT RELATES TO HOUSE OF PUFF?

**KLA:** We start with art. We work with artists in their studios to create our products. Giving a leg up and opportunities to artists in marginalized communities is very important to me. Everything we do is all proprietary: conception design and production. Keeping art in our brand is just in our DNA. Another differentiating factor is that we cross into other lanes besides cannabis. We believe in multi-use. A great way to normalize the plant is to reach people outside of the cannabis bubble, my mom, included! She uses the Barrow Street Herb Bowl as a salt and pepper set.

**CC:** HOW DOES BEING LATINA IN THE CANNABIS SPACE WORK TO YOUR ADVANTAGE?

**KLA:** My mother is the fiercest woman I know. Learning that tenacity and cultivating that fighting spirit early on from my mom, especially, definitely carries over as an entrepreneur and as a Latina. It shapes the way I do business. I am used to overcoming challenges. I think every Latina loves a good challenge. It has shaped me to become more of an advocate for those currently in the space and for future generations. It really is at the heart of who I am. I wear my Latina badge with honor.

**CC:** HOW DO YOU AND HOUSE OF PUFF CONNECT WITH WOMEN, MORE

SPECIFICALLY WOMEN OF COLOR?

**KLA:** We have a 50/50 mix right now of artists for our Artist Series Rolling Papers. It's definitely my favorite product to work on right now. We license the artwork from the artists and put them on rolling paper. We support the artists with every pack of papers sold and we give back by teaming up with a non-profit in the community. It's a win-win for everyone. That's very important to House of Puff, but, quite frankly, it should be to anyone in cannabis. If you're not giving back to marginalized communities, what are you even doing?

We use our platforms, The Drawing Room (our editorial site) and social media, to promote and amplify women and BIPOC-led





KRISTINA AT A CANNABIS COLLECTIVE EVENT IN NYC IN SUPPORT OF THE JUSTUS FOUNDATION, A NONPROFIT DEDICATED TO ENSURING AND FACILITATING THE ENTRY OF LEGACY CANNABIS OPERATORS INTO THE LEGAL MARKET.

companies. We believe in education and awareness, especially in communities that are historically targeted.

**CC: WHAT OTHER UNIQUE ARTISTIC ATTRIBUTES SUPPORT YOUR BUSINESS AMBITION, PRODUCT DEVELOPMENT AND THE WAY YOUR BRAND SHOWS UP IN THIS SPACE?**

**KLA:** My co-founder and I both ran art businesses; content marketing is something that we have dug into. Most content that exists works to capitalize on trends. It doesn't necessarily help people understand the basics of use. Our core principles are rooted in community building, strength and empowerment and trust in our brand.

**CC: WHO ARE YOUR CUSTOMERS?**

**KLA:** It used to be 80% women, 20% men. This past year, we've seen a shift to 60% women, 40% men. They are generally gay men or buying for the female person in their life. Many of our buyers are "canna-curious." They are coming

to cannabis due to health problems, so they're looking for affordable and stylish consumption devices. My job is to ensure that the cannabis space is equitable.

**CC: TELL US A LITTLE BIT ABOUT THE MISSIONS YOU SUPPORT. HOW DO YOU ENGAGE WITH THESE COMMUNITIES?**

**KLA:** Representation matters. Different perspectives and experiences must be taken into account and that starts with our hiring practices and being intentional about the diversity of our team and makers. We also give fiscally. It's all built into our business model.

**CC: HOW IS EAST COAST SPACE DIFFERENT FROM OTHER MARKETS?**

**KLA:** The MRTA (Marijuana Regulation and Taxation Act) is an iconic bill, the first of its kind. NY has promised to be heavily invested in the war on drugs, dedicating funding to the fight. We're going to be the Cannabis capital of the world, it will just take a little time and we're

here for it!

**CC: WHAT DOES THE FUTURE HOLD FOR HOUSE OF PUFF?**

**KLA:** We want to be synonymous with mainstream consumers in cannabis. We want to show the world how chic cannabis can be.

**CC: WHAT ADVICE WILL YOU PASS ALONG TO YOUR DAUGHTERS?**

**KLA:** My mom always told me, "con ganas," do it with spirit. Hustle, follow your passions. Everyone has the opportunity, but it's not always easy. Whatever you do, whatever makes you happy, go do it, "con ganas."

**CC: WHAT ARE YOU ROLLIN' NEXT?**

**KLA:** We have a lot of ideas percolating. 2024 will be a big year for House of Puff! Personally, I'm looking forward to diving into a little more self-care and grounding. I'm intrigued to be on that journey, combined with cannabis.

Muchas gracias, Kristina. ¡Adelante, con ganas! 🍀



# AINE BODEN

#ARTIST #WRITER #ENTERPRENEUR #LIFEBEGINSAT50  
#ARTTHERAPY #CANNABIS #THERAPY



*"Life is not a dress rehearsal"*

WWW.AINEBODEN.COM



# BUSINESS





## LEGACY TO LEGAL:

*A conversation with*

# LORIEL ALEGRETE OF 40TONS

BY ALESSANDRA INZINNA



**PICTURED L TO R:**  
ANTHONY ALEGRETE,  
CORVAIN COOPER,  
LORIEL ALEGRETE

While her husband sat in jail, Loriel Alegrete stepped in as both mother and father to their sons. She was the provider, she was the nurturer, she was the cheerleader.

She was tired.

It seemed to her that every time she and her husband, Anthony, had a baby, he went to jail. He spent years ripped away from his family for nonviolent cannabis offenses. He and his long-time friend, Corvain Cooper, supported their families with their business practices.

“Everything was good until it wasn't good,” Alegrete said.



## BUSINESS

Anthony served years for his crimes. A light sentence compared to Cooper, who was sentenced to life for a nonviolent conspiracy to ship cannabis from Los Angeles to North Carolina and a money laundering conspiracy. Even the judge voiced his discomfort on the decision, but a three strikes policy tied his hands. Cooper was just 34 with a family back home.

Alegrete maintains that repaying a debt to society after committing a crime makes sense, however, it's the crushing severity of the sentences handed down that spurred her to found **40tons (40tons.co)**, a social impact brand focused on freeing prisoners of cannabis-related offenses. The vertically integrated brand also hosts conferences and supports women in the same position as she once was.

Tens of thousands of prisoners sit behind bars because of a plant that inflates the economy and its lucky, legal participants by billions. Alegrete set off to become a voice for those behind bars and those left behind.

## A LEGACY INDUSTRY

Federal restrictions on the use and sale of the plant date back to 1937, but weed obviously didn't disappear after laws became progressively stricter. For as long as it's been unlawful, people have moved it throughout communities. The legacy industry, or the illegal sellers and manufacturers in the cannabis industry, has been around much longer than the friendly neighborhood dispensaries popping up legal markets.

Participating in the legacy market has always had its consequences.

The unforgiving hand of law comes down hard on families, communities and individuals who depend on illegally selling. More than 40,000 inmates are jailed for cannabis-related offenses, according to the Last Prisoner Project. In 2018, 40% of drug related arrests were related to the plant.

People deal for a variety of reasons. Some have little to no choice. Some want to feel powerful or thrilled. Anthony wanted to heal his community and feed his family while doing it. So, despite his wife's hesitance, he moved forward with it. He felt his work innovative, rebellious, akin to the bootleggers of the Prohibition Era.

"People wanted it, they needed it, for whatever reasons, and he was going to supply it," Alegrete said. "He was going to provide it for them, he was going to come and



help save them, whatever that meant."

But once that market switches to legal, that illicit market must fade into oblivion... right?

Wrong. In fact, according to Rutgers Center for Alcohol and Substance Abuse, the illicit market is alive and thriving. In some cases, it's better than ever.

**"FOLKS WHO ARE IN THAT LEGACY MARKET, THEY MAY HAVE SOME REAL FEARS OF COMING TO THE LEGAL CANNABIS SPACE, BECAUSE OF ALL THE REGULATIONS AND ALL THE TAXES AND ALL OF THE RED TAPE THAT HAS BEEN SET FORTH BY THE GOVERNMENT," ALEGRETE SAID.**

In California, arrests for cannabis related offenses have risen by 166% since legalization in 1996. There's a few reasons for this. Most of it comes back to money.

On the street, weed is much cheaper. State governments tax the sale and manufacturing of the plant to high heaven. Colorado taxes both cultivators and consumers 15%. Oregon goes even higher, taxing consumers a whopping 17%. Washington takes it a little too far, charging a mindblowing 37% tax on all sales for



recreational weed.

Your local curbside surfer would never. Although legal dispensaries might be more convenient for the average consumer, legacy dealers sell their product at more affordable prices.

Roadblocks for legacy folks to transition to legal seem to take up the whole highway. There's the time consuming and frankly daunting process of obtaining permits, licenses, and capital. There's predatory lenders who drive newly licensed owners into closing their doors.

"I've seen someone spend millions of dollars on licenses, build out permits," Alegrete said. "It just seems like there's predators everywhere."

Abinette Chandler runs JACKFO, or 'Just a Couple Kids from Oakland,' with her husband. It's another vertically-integrated social equity cannabis company. The couple waited four years in the process of obtaining licensing in dispensary, manufacturing, distribution and delivery.

The couple even purchased a warehouse for cultivation and were unable to legally operate it for 26 months. It just sat there, bleeding money.

Not everyone can put aside two years worth of rent on a brick and mortar storefront or cultivation center. Part of what makes staying legacy so attractive is that lack of red tape and exorbitant expenses.

"It does start to feel like, 'why are we doing this?'" Chandler said. "[But] you don't want to be looking over your shoulder all the time."

It's worth it, both Alegrete and Chandler agree. Anyone with a car knows that speeding may get you to your destination faster, unless you get caught. Or worse.

"Staying legacy, you're still running this risk that you are going to go to jail eventually, right?" Alegrete said. "It's just a matter of time."

Risk is everywhere, Alegrete said, the question remains if the reward outweighs it. 🌿



**Risk is everywhere, Alegrete said, the question remains if the reward outweighs it.**



# FROM BUDS TO BRANDS:

HIGHER LEARNING WITH ATTORNEY JESSICA F GONZALEZ.

Tell us a little about yourself and your journey into working in the cannabis space. Is there a specific impact you want to make in the cannabis industry?

I'm an Ecuadorian immigrant raised in Jersey City Heights. I am an attorney, advocate, adjunct professor, and consultant. I've been in the cannabis industry for over six years. I started in cannabis in late 2017, when the governor of New Jersey ran on a campaign to legalize cannabis.

As a longtime consumer of cannabis, I was obviously excited and decided to get involved. I educated myself on the history of cannabis, the laws and regulations from other states, and the challenges Black, Latino, and Indigenous communities were facing as a result of cannabis prohibition. Leveraging my legal acumen, I began advocating for legalization and lowering barriers of entry while at the same time assisting cannabis brands with trademark protection. Six years later, I've had the honor of playing a hand in shaping legislation and regulations in New Jersey and I've advised on equity efforts in multiple states.

**How has your personal experience with cannabis influenced your approach to practicing cannabis law?**

I am grateful to work with a plant



I deeply respect. At the same time, its criminalization impacted the communities I grew up in. Knowing its complex racial history, I consider myself an advocate first and an attorney second. Whether it be a trademark client or an applicant applying for a state license, I lead with a community focused vision. I learn from my clients challenges, their mistakes, and their heartache, and I transmute that information into

policy solutions for the betterment of the community as a whole.

**As a long-time supporter of the cannabis industry, what is your latest project? How did it come about, and why should people/operators get excited for it?**

Keeping me busy these days is the New Jersey Business Action Center Cannabis Training Academy (NJBAC CTA). In December 2022, I was awarded the first state contract





## YOUR TRUSTED PARTNER FOR STRATEGIC SUCCESS

We connect wellness brands to consumers. We specialize in driving business growth through expert marketing consultancy services. With a proven track record of helping businesses of all sizes, we deliver tailor-made solutions to meet your unique needs.

From target audience identification to marketing communications to sales material development, we are here to uplevel your business!

**VISIT US AT [TEKISHAHARVEY.COM](https://www.tekishaharvey.com) TO FIND OUT MORE.**



## BUSINESS

to be the first consultant to build the NJBCA CTA. I've advocated for technical assistance for over 5 years, so to be a part of this program is a dream come true. It's a no cost technical assistance program to assist those looking to get involved in the industry through education and mentorship. The purpose of the CTA is to arm people with the knowledge they need to make informed business decisions about entering this industry and provide support for those going through the application process.



## TRADEMARK TIPS FOR CANNABIS/ CBD BRAND OWNERS

**Why is trademarking particularly important in the cannabis and CBD industry, and what unique challenges do businesses face in protecting their brands in this space?**

Cannabis plant touching goods and services are not eligible for federal trademark protection, but they are eligible for protection on the state level (depending on your state). Due to cannabis's federally illegal status, the United States Patent and Trademark Office (USPTO) has taken the stance that a federally illegal good/service cannot satisfy the requirements needed for trademark registration. As such, cannabis companies must be creative and trademark their goods/services that surround their plant touching goods/services to provide a halo of protection for their plant touching business. Once federal prohibition is lifted, it will be a different story, and when that time comes, you better hope your trademark is protected.

**How can trademarking benefit a cannabis or CBD business beyond the basic protection of their brand name or logo? Are there other aspects of intellectual property that they should also consider?**

Trademarks are assets, so the more valuable your trademark is, the more valuable your company is. Your trademark can be licensed, it can be sold, and it protects your company's goodwill. Strong trademarks decrease your marketing costs, your SEO costs, your PR costs, etc. It's a consumer shortcut, and it's whole purpose is to let the consumer know who you are, not what you do. In addition, copyright protection is available for original works of authorship, and trade secrets are a great tool for any other proprietary information that provides a company with a competitive advantage.

Despite hemp's legality, the USPTO, looking to the FDA, will not register trademarks for nutritional supplements, pet products, food, or beverages with CBD. Once again, CBD companies must also be creative and adhere to FDA guidelines.

**What advice would you give to cannabis or CBD entrepreneurs**

**who are considering trademark registration but may be hesitant due to the industry's complex legal environment and the cost? Are there any strategies to overcome these concerns and proceed with the process effectively?**

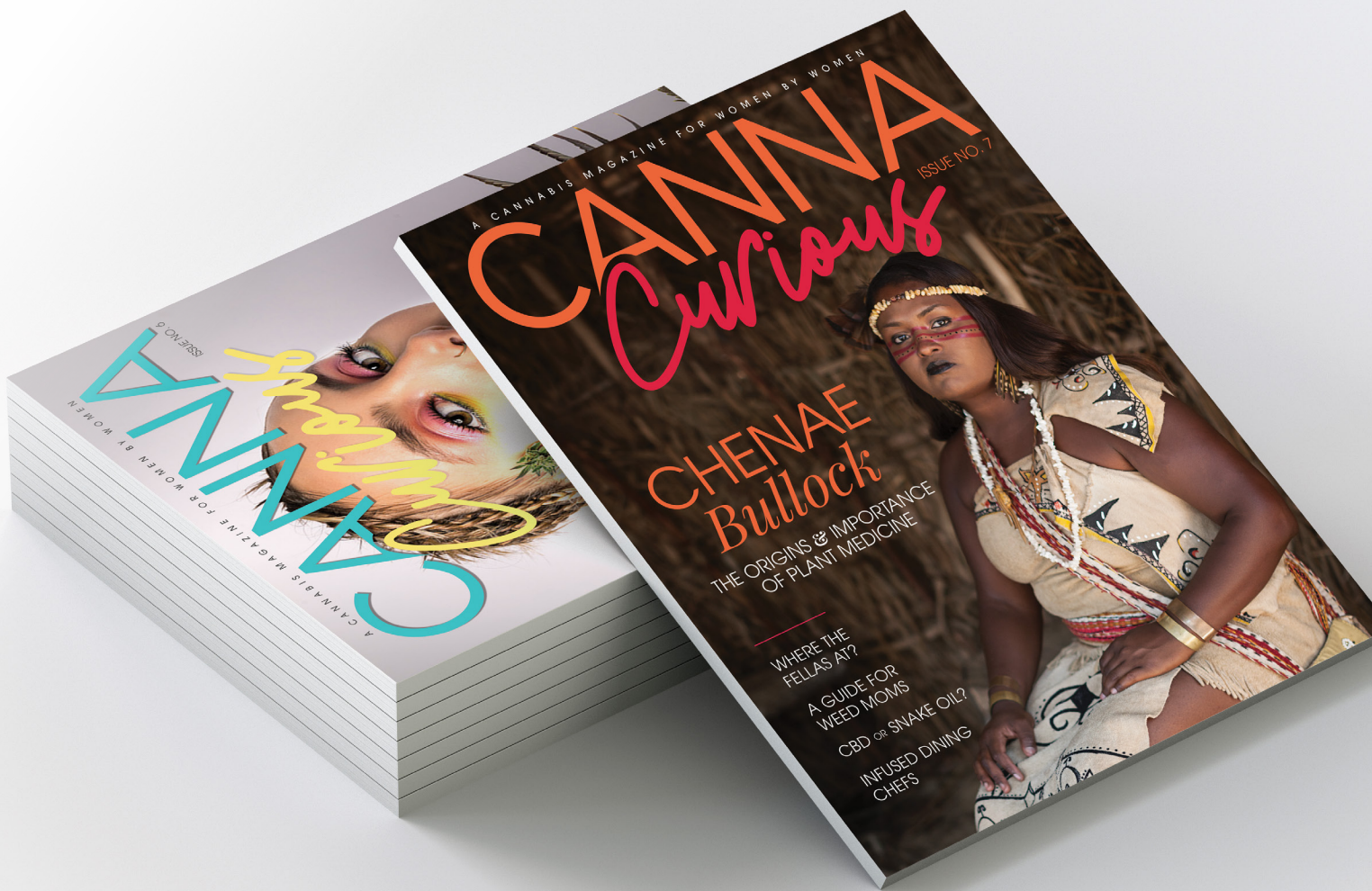
You either pay now or pay more later; either way, you're paying. Most won't believe me until it happens, but if you have a vision for your company and you're serious about it, then building a company on a shaky brand name is a bad business practice.

If you're going to invest time, energy, and money into creating a good or offering a service, then why not protect it? For most small businesses, their trademark is their most valuable asset, and while the process can be lengthy and expensive, the peace of mind is worth it to know that you can build comfortably without having to look over your shoulder. Without trademark protection, you put your entire company at risk. Find a good trademark attorney, conduct a proper clearance search, and file your trademark. Protect your rights and your ownership. 🍁



THERE ARE APPROXIMATELY  
14 MILLION FEMALE CANNABIS  
USERS IN THE U.S.

GET YOUR BRAND  
IN FRONT OF THEM



ADVERTISE WITH US

INFO@CANNACURIOSMAG.COM



# FOOD





# *Infused* CONNECT IONS

## TASTE, TOGETHERNESS + TERPENES

BY AMBER DORSEY

Food is such a pillar on which the cannabis community leans, and it can be a really fun way to foster community, conversation, and further advocacy for the plant. Being that a lot of stoner activities involve or require food at some point, most cannabis consumers can tell you about a meal that they had while stoned that was soooo incredible and had a profound impact on their lives. But is it the actual food or the experience shared among individuals? The fact that cannabis enhances the flavors of the food we're consuming only enriches the dining experience and creates a core memory in our minds.

We've all had that one food high that blows our minds, and we are subconsciously chasing that "taste" from whatever meal for the rest of our lives because that particular feast was so profoundly etched into our psyche and attached to this beautiful memory. It doesn't necessarily mean that the actual food was amazing. Sometimes it has more to do with the company with whom we broke bread and the conversation that followed than the actual food itself.

Now, let's incorporate infused dining experiences into the conversation. The combination of cannabis and incredible cuisine breeds the same type of energy



but elevates it a notch. Gathering with a group of individuals who may or may not know each other, who are interested in food, and who can appreciate flavor profiles takes the dining experience to a whole new level. And isn't that what we're all secretly looking for in our lives—people to share experiences with and create lasting core memories with?

The moment the terpenes and cannabinoids begin to work their magic and you take the most scrumptious bite of your life, turn to the person seated next to you and proclaim that to be the most incredible thing you ever had in hopes they are feeling similar. Upon





The way the food tasted, the laughs that were shared, and the overall joy we felt being outside, stargazing, and sharing this collective experience created food memories to last a lifetime.

seeing the complete euphoria wash over their face, you smile, knowing you are having similar experiences.

Your tablemate, a mere stranger only hours before, is suddenly the only person in the world who can understand what you are feeling and tasting and could possibly articulate how the terpenes have combined to light up your palettes. It is a truly magical experience that is worth sharing with strangers.

A few years ago, I was invited to my first infused dinner, and it was one I'll never forget. It happened to coincide with my birthday and the summer solstice, so that added another layer of enchantment. I will never forget that night. It was an evening under the stars with a menu that included a heaping platter of infused pulled BBQ chicken sandwiches, a deliciously bright salad made more unique with pink pineapple, and a unique dessert of infused caramel sauce topping homemade beignets. I can still taste the way the pink pineapple lit up the inside of my mouth while I downed an infused beverage that complemented it perfectly.

The way the food tasted, the laughs that were shared, and the overall joy we felt being outside, stargazing, and sharing this collective experience created food memories to last a lifetime. It wasn't about how 'high' we could get during the meal; it was truly about savoring the flavors and building relationships with those around us at the table.

We discussed every topic imaginable in between courses and genuinely connected with one another in a way that wouldn't have happened had we just met up for a random dinner at a friend's house. (Side bar- I'm still in contact with the majority of guests who attended.) We shared a sacred experience together and had our taste buds collectively wowed by the food the chef lovingly prepared for us.

There is something transformational about infused dining experiences that resonates deeply within the soul and stirs up feelings that have often been dormant. They offer a new way to consume cannabis while exchanging personal anecdotes about life, love, and the pursuit of happiness. They can be life changing for all who attend.

Food memories are already important, and the addition of cannabis gives us access to a completely different way of feeling, thinking, and interacting with the people and environment around us. To think that it was all brought about by the addition of a few milligrams of THC. ✨





CBD  
DOES  
NOT  
MAKE  
YOU  
HIGH





# CANNA *Curious*

A CANNABIS SPACE CREATED  
FOR WOMEN, BY WOMEN.

JOIN THE CONVERSATION

