

A CANNABIS MAGAZINE FOR WOMEN BY WOMEN

CANNINA

ISSUE NO. 6

Curious

FEMALE
CANNABIS
CULTURE

COVER PHOTO BY HELEN RUETE





WHY CANNABIST?

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EDITOR'S LETTER

Welcome, I'm Rosie Mattio, the founder and CEO of MATTIO Communications. I am delighted to be the guest editor for this month's issue celebrating female entrepreneurship and advocacy worldwide.

This topic is especially meaningful to me as a female founder who has witnessed women from all walks of life forging their own path in this demanding space over the past decade. When I first started my agency in the earliest days of the legalization movement, I remember often being the only woman at networking events and going out of my way to find other female peers and mentors within the industry.

Today, I have the privilege of working with numerous female investors, CEOs and advocates who have all played an invaluable role in shaping our industry's culture and reputation—but I believe there are even more opportunities on the horizon for female leaders to help cannabis reach its full potential.

CannaCurious Magazine's Spring 2022 issue highlights what is possible within the international cannabis community when women build businesses that

unapologetically reflect their vision and values. In this issue, we'll traverse across multiple continents to learn what's driving ventures like Australian fashion line The Hemp Temple, Canadian sexual wellness brand High on Love and The Rabbit Studio, founded by Argentinian cannabis photographer Lelen Ruete.

Additionally, stories about companies embracing the spiritual and mystic side of cannabis, as well as profiles on cultural tastemakers and esteemed advocates, will hopefully inspire even more women to bring their unique skill sets into this space.

I would like to thank CannaCurious Co-founder Tekisha Harvey for allowing me to connect with the magazine's dynamic community. Through my public relations firm, I have seen firsthand how cannabis has profoundly impacted sectors across North America, and I'm excited to see how these opportunities manifest across the global cannabis industry.

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Rosie's

FAVORITE PRODUCTS:



DOGWALKERS PRE-ROLLS: Dogwalkers' mini dog premium pre-rolls are perfectly dosed for a night out with friends or a casual stroll around the neighborhood. Best of all, Dogwalkers donates a portion of sales to support local animal rescue organizations in each state where the brand is available.



CANN: Cann was my go-to beverage when I cut out alcohol while training for my bodybuilding competition last year. I love how they offer canned products and discreet “roadies” so that consumers can customize their experiences. Cann is expanding into my home state of New Jersey soon, and I can't wait to stock my fridge with them.



SELECT CLIQ: Select is known across the country for its premium oil cartridges, but the brand recently launched Cliq – its proprietary vape hardware – and I've been impressed by how chic and customizable the product is. Lots of brands start coasting once they've reached a level of esteem, but Select continues to drive product innovation through technology like Cliq, which undoubtedly elevates vape experiences and standards



BEOBE PASTILLES: Beboe offers one of the most elegant edibles on the market. Their pastilles are incredibly discreet and my friends always ask me if I brought the “fancy” edibles when we're out. The flavors are tart yet balanced and it's very hard only to eat one at a time.

WYLD CBN GUMMIES: These elderberry-flavored gummies are a mainstay in my bedtime routine. It can be hard to turn off my brain after a hectic day, but WYLD's unique CBN and terpene combination has made a huge difference in helping me fall, and stay, asleep.



FASHION



PHOTOGRAPHY / courtesy of
Hemp Temple. hemptemple.org

REV OLU TION N

IN ITS
OWN
RIGHT

BY AMBER DORSEY

In the company's own words, The Hemp Temple is "a revolution in its own right."

The Australian slow fashion brand creates sumptuous, ethereal handsewn pieces that look like something out of a movie set and that you'd want to spend hours lounging in. For The Hemp Temple, community is at the core of everything they do.

They believe it is their sacred responsibility to create, buy and live consciously, and they do just that with their beautifully-made hemp clothing. The fundamental goal of The Hemp Temple is to be of service not only to people but also to the earth and other species and organisms.

Admittedly, the first thing that comes to mind when hearing "The Hemp Temple" is a space filled with crystals and candles—not necessarily a hemp clothing line. Not surprisingly, though, their ethos is aligned with the initial vision evoked by their brand name.

The Hemp Temple aims to challenge the conventional, profit-focused actions of a fashion industry that generally supports questionable environmental practices; exploitative and discriminatory labor conditions; and unsafe production processes and equipment. From how their hemp is grown and harvested to how products are packaged and sent, The Hemp Temple focuses on sustainability from start to finish. The brand offers pre-ordering, and all of their clothing is produced and sourced



CLOTHING FROM THE LATEST HEMP TEMPLE COLLECTION.

locally from seed to weave. Each collection is sewn by a family of tailors in safe, well-lit working conditions.

The brand leads with integrity, heart and humility. The Hemp Temple Co-founder Isabella Wilde truly believes in hemp as a powerful agent of change and hopes that over time its use will open more eyes to the benefits. In Australia, thanks to a current health and wellness revolution, more people are gravitating toward hemp and plant-based medicine. It is Wilde and The Hemp Temple's hope that using hemp fiber in clothing can, and will, raise awareness about the varied ways the plant can be used. They hope it will further destigmatize plant-based medicine and allow more research to be done.

At the moment, there isn't much open use of hemp or cannabis, or discussion about the benefits of using them, in the more rural parts of Australia. The uptake is relatively slow, and there are few places that allow the production of hemp or the medical use of cannabis. The Hemp Temple (and similar companies) are working to change the conversation, break down stigmas and bring about more widespread change.

As Australia better understands and opens up to hemp and its capabilities, the answer to how The Hemp Temple's future looks is clear: For Wilde, it all comes back to a focus





on sustainability and community—creating beautiful, sustainable clothing that doesn't harm the environment and creating space for more healing work.

Wilde seeks to balance a steady manufacturing flow with a sacred space for plant healing and wellness. She desires to have land on which The Hemp Temple, as a community, can create different healing temples and integrate various levels of cannabis medicine—all with a focus on healing and regeneration of the overall person.

By leading with integrity, heart and humility—something they found to be lacking in the generally male-dominated hemp industry—The Hemp Temple intends to be an example of responsible business.

TO LEARN MORE, VISIT HEMPTEMPLE.ORG. THEY SHIP INTERNATIONALLY. 🍃



AN ELEGANT LEAF

DISCOVERING THE BEAUTY OF CANNABIS WITH ANNIE TRAN

WHAT ROLE DOES CANNABIS PLAY IN YOUR LIFE? WHAT LED YOU TO START USING THE PLANT?

When I reflect on my journey with cannabis, I realize that my relationship with it has developed over the years and is constantly changing. My first experience was in high school—recreationally, of course. At the time, I didn't know much about it other than that it was something the "cool kids" were doing and something fun to do in my hometown. I enjoyed it the first time I consumed it, but it wasn't exactly the experience that everyone had described to me. At that time, cannabis was just something I did socially with friends.

As I grew older and learned more about the plant, I started realizing how beautiful it really is. I became a medical user in Canada and started my wellness journey. Cannabis was no longer just something fun to do; it had more meaning behind it.

It plays so many roles in my life. It helps me harness my creativity; relax when I'm having a stressful day; have a restful sleep at night; and much more. It's helped me in so many ways. I feel like my purpose in life is to share how beautiful it is with the world.

@elegantxleaf



HOW IS CANNABIS VIEWED WITHIN YOUR CULTURE?

Although cannabis has been recreationally legal in Canada since 2018, it's still a topic that I avoid within my Vietnamese culture out of respect for the different cultural views. My family immigrated from Vietnam to Ontario, Canada, and I was raised in a very strict household. There was always a negative stigma toward cannabis. I never thought it was welcome in my family. I found myself always hiding my consumption, even though I was using it for medical reasons.

I do feel like there are more medical articles and studies around it and that conversations have started to shift. It's also getting harder to avoid the topic of cannabis in Canada, since there are so many recreational dispensaries now. Cannabis events are also popular, and there are many unique ideas and businesses blooming from cannabis. I love being part of the culture shift by opening conversations about it.



WHAT HAVE BEEN THE CHALLENGES AS A WOMAN AROUND OVERCOMING THE STIGMA OF CANNABIS?

As a business owner and woman who loves cannabis, I was always careful about what others thought of me. It was already difficult for me to navigate the business world as a young woman, and I didn't want to add a "stoner girl" label. I always thought it was unfair that others would look down on me just because of a little plant.

Through this, I always felt like I was hiding my true self. Cannabis is an integral part of why I am successful in business, and it has aided my personal journey over the years. As I grew older and braver, I learned I need to embrace this part of my life and be proud of it. I no longer feel like I should let other people's opinions about cannabis affect my relationship with it.

I'm successful; I get shit done; and I smoke weed, too. I know there are so many women in the world that do the same. Cannabis is not a drug. It's a plant, and it's magical. It's so versatile in the way that it can help so many people. Whenever someone calls me a "stoner" or anything negative related to cannabis, I just say, "So what?" I know what cannabis does for me, and I know it's beautiful.

ANNIE TRAN

WHAT HAVE YOU GONE THROUGH AS A RESULT OF WORKING IN CANNABIS?

Years ago, I started a cannabis accessory shop that was focused on curating beautiful products for women. Through the process, I learned that my opinions and views on it are not the cultural norm and that there are still many roadblocks that can be difficult to overcome.

It would be easy to give up with so many difficulties in the industry—such as getting your payment processor taken down, your website getting banned or your Instagram page getting shut down—but I think it's important to keep pushing through. When I look back and see how much has changed over the years, I am inspired to keep going. We have come so far with the plant, but we still have a long way to go!

WHAT INSPIRED YOU TO START YOUR PAGE @ELEGANTXLEAF?

During the beginning of the pandemic, my marketing business was turned upside down because of the state of the world. I had so much time on my hands and needed a creative outlet to fill the void.

Prior to this, I unfortunately had to walk away from the booming cannabis accessory business I was once part of. Creating a new cannabis business was always on my mind, but I was scared to get back into it. There was a lot of self-doubt involved, but I always felt I was meant to be in the cannabis space.

After months of contemplation, I finally restarted the page in March 2021. At first, I created @elegantxleaf to hopefully restart a cannabis accessory company, but it's evolved into something even more amazing. Now, I pride myself on creating content for companies to help them thrive and also provide marketing services to them to help them succeed.

@elegantxleaf isn't just an Instagram page. It's a community and a journey. It's my creative outlet. It's a safe space to inspire and so much more.

WHAT IS YOUR HOPE FOR WOMEN CANNABIS CONSUMERS?

Cannabis is so magical and versatile. I want to see more women embrace it and not be afraid to share their journey. I hope that, by creating a space in cannabis, more women will embrace the beauty behind it. Together, let's make smoking beautiful. ✨



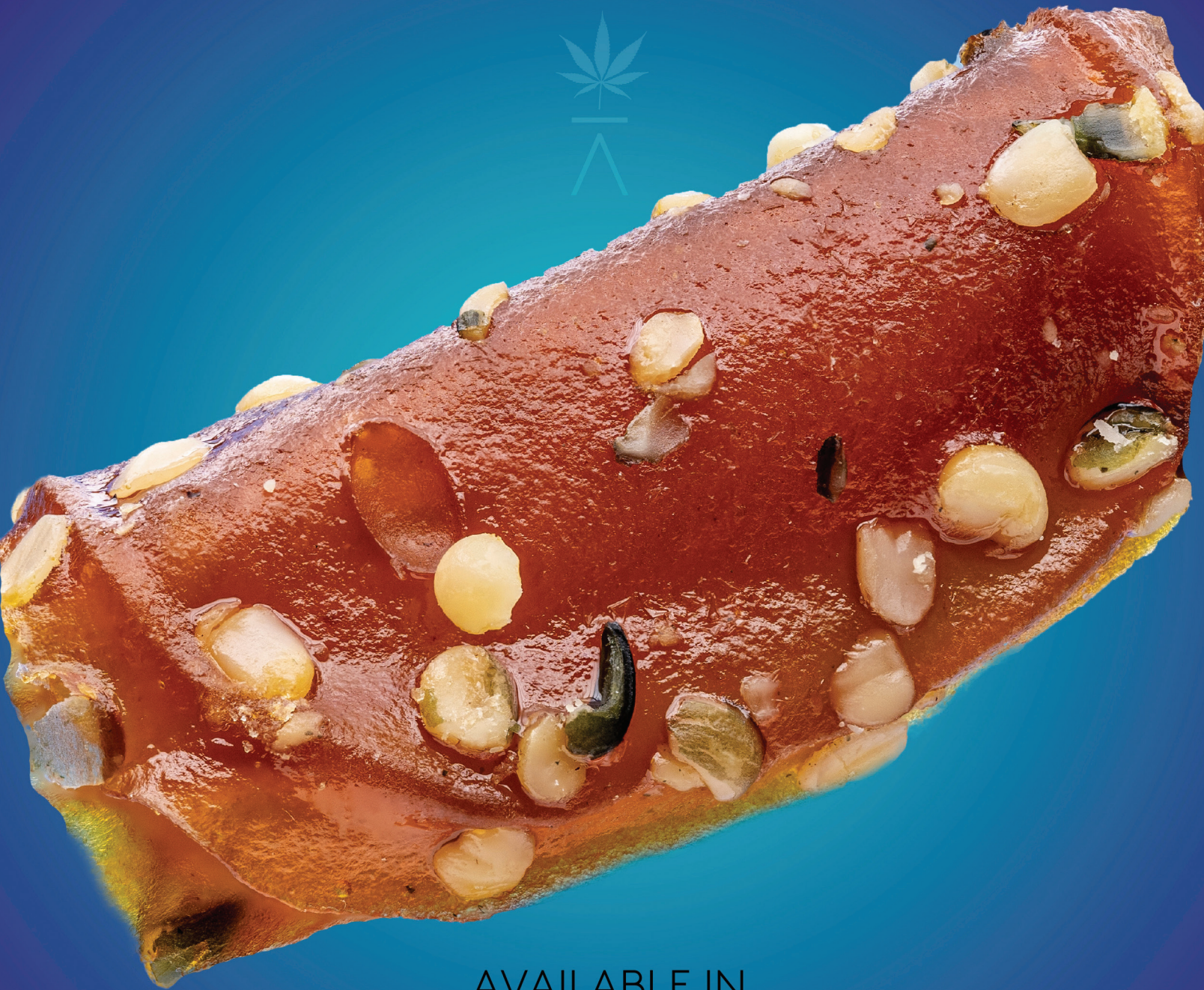
NO ADDED SUGAR

VEGAN

REAL FRUIT

DOESN'T MELT

FRUIT SLĀBS



AVAILABLE IN

CALIFORNIA

OKLAHOMA

WASHINGTON

PHOTO: @ARTOFCANNABIS.CO

ROSIE MATTIO

WITH
All Eyes On
**THE EAST
COAST**

THESE FEMALE CANNABIS LEADERS
ARE PAVING THE WAY FOR A MORE
SOPHISTICATED AND INCLUSIVE MARKET

BY ROSIE MATTIO, FOUNDER AND
CEO OF MATTIO COMMUNICATIONS



For nearly a decade, the West Coast has defined national cannabis standards and trends—but much of this clout may soon be redirected to East Coast players as more states roll out adult-use sales over the next year. The industry's infrastructure along the Northeast corridor was primarily built out by skilled regional operators who have not only kept a close eye on the industry's past mistakes but are already setting higher expectations in this emerging market.

Considering how states like New York and New Jersey are expected to generate over \$4.4 billion in annual sales by 2025, local companies have structured their operations to prioritize scale and inclusion to ensure that all communities can reap the economic benefits of legal cannabis. At the helm of many of these initiatives are a prominent group of female leaders striving to establish new operating standards that showcase how profitability and equity can work in tandem within the next great American sector.

While multi-state operators across the country are accelerating M&A activity, one New York-based operator has been especially proficient in this field. Last year, **AYR WELLNESS** added 45 new retail locations between Florida and New Jersey, an achievement largely driven by **CO-CHIEF OPERATING OFFICER JENNIFER DRAKE**, who joined the company in 2018 after gaining extensive M&A experience from Goldman Sachs and alternative investment firms.

As someone who acknowledges the role that mentors have played in her own career, Drake is also keen on making mentorship a standard practice at Ayr. As COO, she proactively recruits more women into cannabis by mentoring promising talent to leadership positions so that these leaders can pay it forward down the line.

**ROSIE MATTIO**

FOUNDER AND CEO OF MATTIO COMMUNICATIONS

BUSINESS

Concurrently, female executives at top MSOs are also pushing their organizations to create new economic opportunities for minorities and communities impacted by the War on Drugs. One of the most notable figures is **KHADIJAH TRIBBLE, CURALEAF'S SVP OF CORPORATE SOCIAL RESPONSIBILITY**. Since assuming the role in 2020, she's developed and launched Rooted in Good, one of the most comprehensive CSR initiatives in the industry.

Tribble, who also founded Marijuana Matters and earned her MPA from the Harvard Kennedy School, intends to provide accessible entry points for entrepreneurs of color in every part of Curaleaf's supply chain. Her work has earned the Massachusetts-based operator several DEI impact awards and established a CSR framework for all cannabis companies to emulate.

As East Coast companies prepare for the forthcoming influx of consumer demand, cannabis investors are proactively funding ancillary companies to power the region's operational needs. **EMILY PAXHIA, MANAGING DIRECTOR OF POSEIDON ASSET MANAGEMENT**, recently launched Poseidon's third fund, which focuses on single-state operators and cannabis technology platforms.

The fund's first round of investments included two Boston-based tech companies, Dispense and Adaviv, specializing in dispensary management and cultivation of artificial intelligence. In November, Paxhia also became the first woman to run a cannabis ETF featuring companies creating the infrastructure for American and emerging global cannabis markets.

Executives like Drake, Tribble and Paxhia showcase the unique foresight and capabilities female leaders possess in this male-dominated industry. Their collective commitment to bringing diverse talent into the space plays a significant role in increasing female representation and incentivizing skeptics to invest in more women-owned businesses. The East Coast market is a sleeping giant that will transform the cannabis space as we know it, but the industry cannot realize its full potential without more women leading the way. 🌿



JENNIFER DRAKE

CO-CHIEF OPERATING OFFICER

AYR WELLNESS

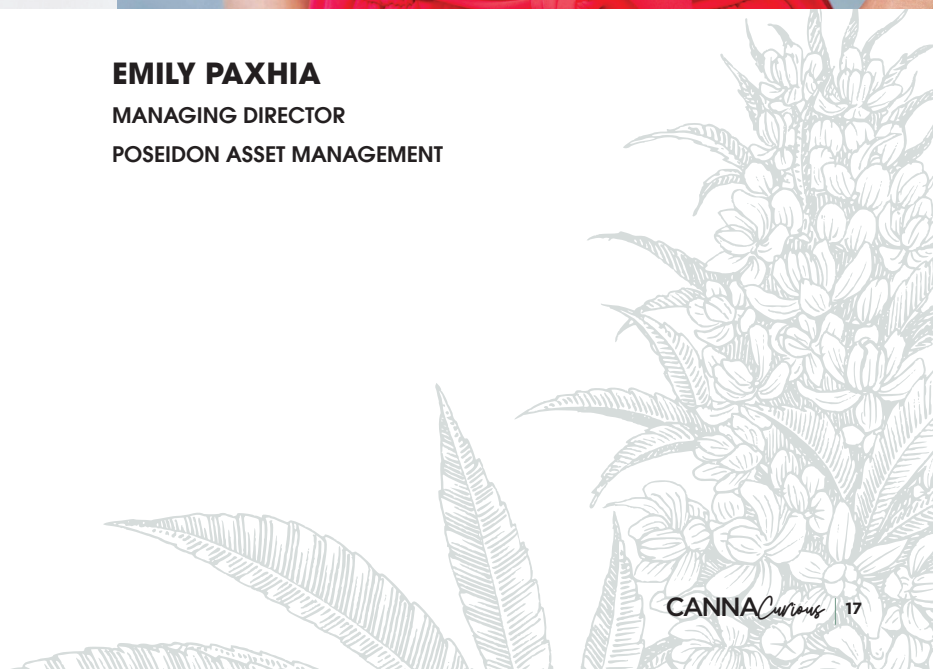


KHADIJAH TRIBBLE

SVP OF CORPORATE SOCIAL RESPONSIBILITY
CURALEAF

EMILY PAXHIA

MANAGING DIRECTOR
POSEIDON ASSET MANAGEMENT



Crypto CANNABIS CHICKS

Q&A WITH JESSICA BILLINGSLEY, CEO OF AKERNA

BY EMILY TAFFEL

The glass ceiling, the grass ceiling, the bitcoin bridge—there has always been a patriarchal mechanism for keeping women down in their careers. But the glass is cracking, the grass is smokeable and the bridge has been burnt and rebuilt as the intersection of burgeoning industries like FinTech and cannabis are bringing new innovations and new opportunities to women across the globe.

Women still make less than men (white women earn \$.82 for every dollar a white man earns, and less when discussing women of color), yet economic empowerment is key to gender equality. Equal participation in the markets means control over our own finances, time, bodies and lives. It's world changing.

In December 2021, only 8.1 percent of the Fortune 500 companies had female CEOs (41 of 500), yet in the same period, Marijuana Business Daily reported that in the cannabis industry women make up 36 percent of leaders, including 63 percent in high-level positions.

A 2021 survey from The University of Chicago found that 41 percent of cryptocurrency traders are women, while women typically make up only 38 percent of stock traders.

It's a start, but we can do better!

We're interviewing trailblazers in the crypto-cannabis space to discuss how more women can add their link to the (block)chain of female canna-preneurs.

Meet Jessica Billingsley, co-founder, CEO and board chair of Akerna. She also serves as the board chair for the U.S. Cannabis Council and on numerous other public and private boards.

Akerna is a leading enterprise software company



JESSICA BILLINGSLEY, CEO OF AKERNA

AN ENTERPRISE SOFTWARE COMPANY THAT HAS CREATED A GLOBAL TECHNOLOGY ECOSYSTEM FOR CANNABIS.

and the developer of the most comprehensive technology infrastructure, ecosystem and compliance engine powering the global cannabis industry—and the first cannabis company to be listed on NASDAQ.

Thank you for taking the time to talk to us, Jessica!

WHAT INSPIRED YOU TO WORK WITHIN A TYPICALLY MALE-DOMINATED INDUSTRY?

To be honest, I never really thought of my work through that lens. Ever since I can remember, I've been fascinated by how technology can reshape the way we interact with our world. My drive to enter the cannabis industry was the medicinal potential and healing properties of the plant. Upon learning of the need for safely-tracked cannabis for patients,

my idea for the company that would later become Akerna was born: creating software that ensures the transparency and safety of cannabis products. My interest in Web3 and blockchain is rooted in the same interest—blockchain is poised to fundamentally change how we store and trust information in our world.

WHAT ARE YOUR THOUGHTS ON THE LACK OF FEMALE REPRESENTATION IN THESE SPACES?

The more significant issue is retaining women once they do enter these industries. There is a smaller percentage of women in technology careers today than there was 25 years ago—and of those who enter the field, 56 percent drop out in the first 10 years of their career. Many of those dropouts are due to feeling undervalued, receiving lower pay than men, not having a seat at the leadership table and struggling with a male-dominated culture at work.

There have been countless studies showing the proven ROI of having women in all-level positions, yet it is still an uphill battle for gender equality in business, a fact that is only escalated for BIPOC women.

Four years ago, I launched One Woman Challenge as a way to combat gender inequality in business. The challenge tasks businesspeople to find small ways to support women in business. Micro-level changes can lead to macro-level differences.

WHAT DO YOU BELIEVE THE FUTURE OF CRYPTO AND CANNABIS WILL BE?

Blockchain technologies will fundamentally change how we interact with our world: last-mile challenges, access to banking, healthcare and more. This will help support those of us in the cannabis industry. The potential is there; we just need mass mainstream consumer and government adoption to see these changes through.

Separate from my work at Akerna, I

recently joined my fellow technology enthusiast, Jay Steinback, CEO & owner of Vue Enterprises, on a new recurring podcast discussing Web3, decentralized online ecosystems and their application to various markets, including the cannabis industry.

WHAT IS SOME ADVICE YOU CAN OFFER TO WOMEN LOOKING TO TAKE A FIRST STEP INTO CRYPTO OR CANNABIS?

In both fields, begin by researching trusted sources and best practices. There are so many opinions out there that it's essential to focus on the fundamentals and ignore the clutter. Keep your mind open to new technologies and ideas like Web3. Otherwise, you will risk losing out on innovation. Make sure you approach every situation with an entrepreneurial mindset and the courage to fail.

It's also important to note that the technologies available today are just the beginning, so jump in! Lead the way, advocate and mentor and empower other women to do the same. We can only create change when we support one another. ✨

MARA GORDON

A Cannabis Champion with a Heart for Patient Advocacy

BY AMBER DORSEY



For many activists, advocates and educators in the cannabis space, the science behind the plant is just as fascinating as the high. Aunt Zelda's Co-founder Mara Gordon is one such cannabis advocate, entrepreneur and researcher.

When I connect with Gordon for this story, she's frustrated. It's mid-morning, and she's spent the better part of her morning desperately trying to identify the proper medicine for a cancer patient across the country—with no luck.

Unfortunately, this happens more often than not and is just one facet of what Gordon does in her everyday work. As she expresses her frustration, I can feel how passionate she is about this work. Gordon is a true champion of the plant with a heart for patient advocacy.

More than 10 years ago, Gordon launched Aunt Zelda's, a data-driven organization that specializes in strain-specific, full-spectrum medicines

with high concentrations of cannabinoids, terpenes and other beneficial compounds for those in medical need. Aunt Zelda’s also launched their own oil brand for patients to have access to for their medicinal needs. Now, as it continues to grow, Gordon operates Calla Spring Wellness, a clinical and telemedicine service platform that gives physicians and nurses access to data to guide them on incorporating cannabinoid-based medicines into their standard treatment plans.

Gordon’s experience with cannabis dates back to the 1970s—and the “hippie” or “stoner” stereotype that accompanied the plant. As Gordon became an active consumer, her view shifted. She realized she’d used the term “stoner” in a pejorative way and even went so far as to apologize to those she had scandalized for their use.

“Anything can be abusive,” Gordon says. “Anything you can consume you can abuse, and that’s why I think dosing is so important.”

Gordon is data-driven in her research and incredibly passionate about providing quality products in addition to knowledge. That’s where she finds true joy. So how does she feel about what’s currently happening in the cannabis space on a global scale? Frankly, she’s horrified.

“The dearth of products on the market available to sick people is pathetic,” Gordon says.

There are so many multi-state operators (MSOs) entering and taking over the market. Gordon would love to see legacy brands provided with the resources they need to expand their current methodologies and existing product lines. Unfortunately, at the moment, MSOs are bringing legacy brands in, using their names, incorporating their licensing facilities and destroying the legacy brands’ original products.

Gordon’s other issue with the cannabis space? It’s all individual to the state. When it comes to the product, there’s no consistency. It’s generic, lousy and, therefore, seems like the same product everywhere. Put simply, MSOs are turning legacy brands into Starbucks. They are creating mass-produced, mediocre products that seem acceptable to those who don’t know any better.

That’s why Gordon is so passionate about the data, providing quality products to her patients and equipping them with the knowledge to help themselves. She was one of the few advocates against Proposition 64 in California, which

“legalizes specified personal use and cultivation of marijuana for adults 21 years of age or older; reduces criminal penalties for specified marijuana-related offenses for adults and juveniles; and authorizes resentencing or dismissal and sealing of prior, eligible marijuana-related convictions.”

Early on, Gordon saw the writing on the wall with Proposition 64 and knew the wrong people were at the table, pushing an agenda that put profits before patients. As a result of Proposition 64, we now have a recreational market that has a few players, is over-regulated in some areas and is more lax in others.

Gordon feels we need a redo. Enter the Council for Federal Cannabis Regulation (CFCR), a 501(c)(3) non-profit organization—of which Gordon is a member—with a mission

to “assist the government and federal regulatory agencies in rethinking, developing and implementing evidence-based cannabis regulations.” The CFCR’s overarching goal is the de-stigmatization, normalization and legitimization of cannabis on behalf of consumers and the professions, organizations and businesses who support and serve them.

With regard to what’s next in the cannabis space, Gordon would like to see a more standardized way of doing things, similar to what’s been

achieved in Canada, with a centralized registry of products. “With the rest of the world opening up, you’re going to have more imports and exports, and the U.S. is just missing the boat,” she says.

In a perfect world, Gordon would like to have Aunt Zelda’s available around the world, but as of right now, there is no consistent way to locate and track what dispensaries and delivery services are carrying across the board.

Gordon currently resides in Mexico and is in the process of deciding whether to bring Aunt Zelda’s back to the California market—while simultaneously manufacturing in South Africa, exporting to Brazil and looking to expand to other countries while maintaining the same quality products.

Gordon is a force in the cannabis industry. Her passion for cannabis medicine motivates her to keep creating solutions for people who are in severe pain. Though there is much work ahead, Gordon remains grateful for the journey she’s on and occupying an impactful role in this ever-evolving industry. 🌿



“Anything you can consume you can abuse, and that’s why I think dosing is so important.”

BEAUTY & WELLNESS



WHAT ARE TRANSDERMAL *patches?*

BY DIANA-ASHLEY KRACH

When shopping for cannabis products that offer pain relief or relaxation, the options can be overwhelming. Beyond understanding the complexities of the plant, it's important to get comfortable with the different types of application methods. While there are reasons for every type of application, the skin offers a delivery system that bypasses many complications.

Because skin is the largest organ of the human body with a surface area, it is the best way to administer CBD or cannabis. The bioavailability (the degree to and rate at which a substance is absorbed in the body) of a product becomes more potent when it enters the bloodstream, which is why a consumer must understand the difference between topicals and transdermals.

WHAT ARE TOPICALS?

Topicals—which are often lotions, creams, balms and bath products—don't break the skin-brain barrier. What that means is that topical lotions and creams only sit on the skin, which is fine if you are only searching for beauty products or light pain relief. Topicals don't offer systemic exposure of cannabis to the body.

In fact, topical products are meant for a targeted area or specific problem, such as a rash or skin irritation. Because topical products don't enter the bloodstream, they don't create a psychoactive effect, regardless of the presence of THC.

WHAT ARE TRANSDERMAL PATCHES?

If you are looking for deeper, full-body relief, transdermal is the approach. Often in the form of patches, a transdermal application is a beneficial way to quickly and effectively medicate. Because it bypasses the metabolism in the liver, it doesn't put people with certain medical conditions at risk.

Additionally, transdermal patches release specific doses over a length of time, traveling through your bloodstream and body. Transdermal patches also bypass the lungs and stomach. This allows people with digestive problems to avoid any adverse effects from cannabis being processed in the digestive system. Moreover, for people wanting to avoid smoking, transdermal patches make it possible for an inhalation-free approach. 🌸



Patches to Try

Mary's Medicinals

(marysmedicinals.com) offers special formulations like 3:2:1 (15mg THC, 10mg CBD, 5mg CBN) that work on the venous area of an arm (where the veins are visible) for deeper and faster absorption.

The Good Patch (thegoodpatch.com) has a long line of patches with specific targets, such as B12 Awake, Be Calm, Hemp Queen, Nite Nite and more. Working with the venous area of your arm, the patch works for as long as it is applied to the skin.

MORE THAN A PATCH

Transdermal delivery can also come in the form of a lotion or balm. Brands like **Doctor Solomon's** (doctorsolomons.com) and gLeaf (gleaf.com) offer lines of lotions and balms formulated to enter the bloodstream. These lotions target deep relief when applied in small doses and broader relief when applied in bigger doses. Unlike patches, transdermal lotions can be layered, but the dosage is less precise.

WHICHEVER TRANSDERMAL PRODUCT YOU CHOOSE TO EXPERIMENT WITH, TEST A SMALL SECTION OF YOUR SKIN TO START TO AVOID ANY ADVERSE REACTIONS.



Yvonne Perez Emerson

OF MAKE & MARY

BY DIANA-ASHLEY KRACH

Having a family business means a lot to Make & Mary Founder Yvonne Perez Emerson. A desire to provide her daughter with safe, alternative health and body products drove Emerson to become familiar with folk herbalism. Leaning on her family background in alternative wellness, Emerson made her own concoctions for years before making a professional foray into the cannabis space.

Emerson's familial and cultural background is reflected in the formulation of her products. When originating her line, she called on her memories of her abuela finding alternative cures. When she is formulating, she also calls on her Scottish ancestors, who were healers.

Calendula (a herbaceous plant in the daisy family) is often used in Mexican culture and is an ingredient in many Make & Mary products. Marigold flower, which also plays a large role in Mexican culture, also plays a major role in Emerson's product formulation.

"They're used in ritual. They're used for bringing in positive energy and for cleansing," says Emerson of the marigolds.

The majority of the hemp oils used for Make & Mary products are sourced from her husband's family's agricultural hemp farm. With a goal to honor her heritage and family history, Emerson worked constantly to create a space for the local community to learn about plant medicine.

In the beginning of her journey, Emerson was unable to obtain traditional loans or funding. Being a self-funded Mexican woman meant working nonstop to create a sustainable business that serves her community. To best do that, she set quality control



YVONNE & HER DAUGHTER CARLEE ARE THE WOMEN BEHIND THE MAKE & MARY BRAND.

expectations for the business, like avoiding selling to dispensaries or grocery stores.

Furthermore, Emerson put a lot of thought into the aesthetic and design of her product line. “All of our stuff is recyclable or comes from recycled material,” Emerson tells CannaCurious.

Make & Mary’s Soulshine Ritual Essential Oil candle has an airtight lid, so it can be used as a stash jar (and the essential oils burn clean). The Make & Mary tea bags are compostable, and the packaging has lettering that is done in-house. Even the bath bombs come with packaging that includes an outer band that you can use in a bath ritual by lighting it.

These particular design details are the result of Emerson working with her daughter, Carlee Emerson, head of production at Make & Mary, to create a more environmentally-conscious product line. The decision to make more mindful products came during



the pandemic, which is also when Carlee began taking a more active role in the company.

“It has been so wonderful having my daughter work here,” Emerson says.

“When the pandemic happened, she had to come home, and it was just really hard on her emotionally.”

It took some convincing, but Emerson convinced her daughter to try working for the company. Ultimately, the experience has been really great, Emerson says, because Carlee is so creative while also being good with numbers and spreadsheets. In addition to illustration and design work, Carlee



is in charge of all production work.

“I’m definitely teaching her to take more risks, and she’s helping me slow down,” Emerson says.

Carlee is helping her mother become more focused because, as Emerson jokes, being a Pisces and a creative can often have her jumping from one idea to the next.

“It’s nice to be able to say now we are definitely a family business,” Emerson says. “It just really makes my heart feel really good.”

TO LEARN MORE ABOUT MAKE & MARY AND SHOP THEIR PRODUCTS, VISIT MAKEANDMARY.COM. 🍁

CANNABIS WELLNESS WITH

The Plant Department

BY ALESSANDRA INZINNA

Weed's reputation is riddled with misinformation. But where there's a wound, there's a remedy, and for all of Valerie Lollett's clients, that remedy is The Plant Department.

The Plant Department offers coaching sessions for those wanting to explore what weed can do for them, whether in terms of individual advancement or business practices. They preach using cannabis intentionally and responsibly.

They offer consulting sessions for those wanting to break out into the exploding cannabis market and launch a brand. In their \$300 to \$350 sessions and \$150 follow-ups, they offer how-to's on reaching a market audience with their product, which tends to be in the Latinx community for the Miami-based business.

Lollett, founder of The Plant Department, got into the cannabis space after attending a medical cannabis

convention in 2017. She had already opened a consulting agency for brands looking to create innovative projects at that time and noticed her clients struggling financially.

It was enough to get her moving. The facts and figures of the plant's healing abilities lit a fire under her in a time where passion was lacking.

Lollett, originally from Venezuela, already knew that the plant was a good friend to her through personal use. However, in Venezuela, the government is not a good friend back to the plant.

"There's a very, very bad reputation for cannabis [in Venezuela]," Lollett says. "It's very overlooked. It's considered a heavy drug."

Lollett says countries with strict

**“EDUCATION IS CRUCIAL
BECAUSE WE NEED TO CHANGE
THEIR MINDS...”**

-VALERIE LOLLETT



VALLERIE LOLETT

cannabis laws are missing out on piles of potential. Proper education on the plant is lacking, and that's where The Plant Department comes in.

"Education is crucial because we need to change their minds," Lollett says.

"We need to educate people in order to change the perspective about the plant as a medicine and as a tool for wellness and for health in general."

Those with legal access to cannabis, in whatever form, schedule an appointment to learn how it can help them reach a goal. Some come to Lollett wanting to connect with a partner, sleep better, lower anxiety or just relax in general.

But Lollett doesn't push a joint on her clients. Before recommending cannabis, she delves into each patient on a personal level.

"I'm always presenting facts," Lollett says. "I try to be balanced. I try to offer different perspectives. I always talk about responsible use, intentional use, knowing your body and using the plant under the guidance of an expert and professional."

Her clients don't come in solely to maximize their highs. Her clients—who range in age and gender—come in with an interest in truly learning about what the plant and all its components can do for them.

"It's not about smoking; it's about getting to know the plant," she says. "The components, all the cannabinoids, work with their own bodies to get to the best place for their health."

LEARN MORE AT [THEPLANTDEPT.COM](https://theplantdept.com) 🍀



**"IT'S NOT ABOUT
SMOKING; IT'S ABOUT
GETTING TO KNOW
THE PLANT"**

We are shaping the future.



The women of FlowerHire (left to right): Liz Lynch, *Talent Success Executive*; Melissa O'Brien, *CareersinCannabis.com Community Manager*; Tekisha Harvey, *Director of Marketing*; Karen Meshkov, *Partner/FlowerHire Senior Advisors*, Sarah Raeke, *Talent Success Executive*; Lauren Ryan, *Content Writer*; Samantha Harrington, *Managing Partner*; Kelsey Barton, *Director of Client Services*; Amirose Eisenbach, *Director of Client Services/Creative Producer*; Olivia Doherty, *Operations*. **Not pictured:** Julia Swensen, *Director of Cultivation Practice*; Aisha Alves, *Client Services Manager*; Elle Lichte, *Client Services Manager*; Eliana Zwirn, *Sr. Talent Success Executive*; Herlena Harris, *Talent Success Executive*.

And wait till you meet the women we're placing.

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ASK *Dr. Lyn*

Dr. Safiya Lyn-Lassiter graduated with honors from Trinity University (Washington, D.C.) with a bachelor's degree in physical science. She completed her medical training and earned her medical degree at Meharry Medical College in 2010. She received her postgraduate emergency medicine training at Morristown Medical Center, a Level I Trauma Center in New Jersey. Dr. Lyn-Lassiter has proudly served the South Florida community since 2013. Recently, she joined the interesting debate focusing on the effectiveness of medicinal marijuana (MMJ) use among Florida residents. As an advocate of MMJ, she created a user-friendly website (askdoctorlyn.com) to identify, evaluate and recommend MMJ for qualifying patients. We spoke with Dr. Lyn-Lassiter to answer some frequently asked questions about MMJ and cannabis.

WHAT IS A GOOD DOSE TO FEEL LESS ANXIOUS? WHAT IS A GOOD DOSE TO HAVE MORE PATIENCE?

Start low, and go slow! The benefits of cannabis are not always felt immediately. Starting low and going slow allows patients to become familiar with the beneficial effects of the medication and also minimizes the potential side effects. I recommend gradually increasing your dose every week until you identify your ideal therapeutic outcome. Dosing is patient specific. So many factors influence tolerance, including dosage amount, strain, delivery method, personal metabolism, coingestants, etc.

A typical dose for a THC-naive patient is 5–10mg per dose (tincture, oral and edible) with an average daily dose ranging between 30–100mg per day. Indica, sativa and hybrid strains have specific qualities and targets depending on your intention with consumption. There is no specific dose that will minimize your anxiety or increase your patience level because there are many factors that need to be considered when recommending medical cannabis. Your prescriber should work with you to customize a recommendation that will optimize your goals.

Studies have shown that lower doses of THC combined with higher doses of CBD are more beneficial for pain relief than higher doses of THC alone. This is partially due to the “entourage effect” that enhances the therapeutic properties of cannabinoids in the body.

CONSIDERING IT'S STILL FEDERALLY ILLEGAL, AM I PROTECTED UNDER ANY MEDICAL LAWS FOR CONSUMING?

On a federal level, all marijuana remains illegal. The federal government classifies marijuana, along with heroin and cocaine, as a Schedule I drug with a high potential for abuse and little to no medical benefit. As a result of the conflict between federal and state laws, residents in some states can find themselves using marijuana for medical purposes in compliance with state law while simultaneously violating federal law. As it stands today, federal and state medical marijuana laws conflict.

Being completely informed about your decision to medicate with cannabis, and the potential consequences, is the first step in making an informed choice about your health. Private corporations have the right (under the guidelines printed in their employee handbooks) to decide how to address drug testing for employees and individual cases of cannabis consumption on their property. Cannabis use continues to remain illegal on federal properties, such as national parks, public schools (K–12), post offices, federal housing, etc. The location of your consumption is important because it can have long-standing implications on your career and safety.

I JUST GOT A NEW JOB, AND THE HIRING MANAGER ASKED ME TO TAKE A DRUG TEST. THE MANAGER REQUESTED A HAIR SAMPLE TO CHECK FOR MARIJUANA USE. THE LAST TIME I

SMOKED WAS 30 DAYS AGO. HOW LONG DOES MARIJUANA LAST IN HAIR SAMPLES?

Corporate America is smarter than you think! A drug test for marijuana specifically tests for THC (tetrahydrocannabinol), the psychoactive component in marijuana. Low-grade medicinal marijuana should have less than one percent of THC. Marijuana consumed by smoking the bud / flower has a variable amount of 20 to 30 percent of THC. For those who have smoked in the last 30–45 days, you may fail a urine drug test; 60–75 days, you may fail a blood drug test; 90 days, you may fail a hair follicle drug test intended to detect moderate to high levels of THC.

Can a drug test distinguish how much THC is in your sample? For workplace testing, the usual cutoff is 50 nanograms per milliliter. Two direct factors that affect THC concentration are body fat and dehydration. The greater the amount of body fat, the longer it takes to remove THC because THC is lipid soluble and likes to hide in the fat reserves. The more dehydrated you are, the greater the concentration of THC in your urine.

In summary, hair follicle drug tests can identify drug use up to 90 days prior to the test date because chemicals from the drugs that end up in your bloodstream become part of the hair cells as your hair grows.

Commercial CBD is unlikely to result in a positive drug test because there are minimal to no detectable levels of THC (less than 0.3 percent).

DOES CANNABIS AFFECT YOUR SEXUAL PERFORMANCE?

Marijuana is a great sex enhancer, but microdosing is the key. Cannabis is designed to lower anxiety and stress levels. Many report that smoking prior to intercourse can improve the experience by increasing libido, heightening orgasms and decreasing pelvic pain during intercourse. Cannabis can boost your confidence in your sexual ability, slow down your perception of time and heighten sensation. High doses of cannabis can lead to temporary erectile dysfunction. I recommend vaping or smoking cannabis to achieve immediate effects of sexual enhancement. Also, consider engaging your partner in the activity if they can benefit from cannabis' medicinal properties. 🌸



Selling Sexual Wellness

How Canada's
Cannabis Regulations
Are Playing Into Taboo

BY AMANDA FISHER-KATZ-KEOHANE

I'm not sure what I was expecting before my interview with Angela Mustone, but for some reason, I felt surprised by the exuberance and down-to-earth attitude I was met with.

Mustone is the founder of High On Love, a sexual wellness brand that highlights luxury, femininity and, of course, cannabis. She got her start in the sexual wellness field when she was an international representative for one of the largest adult toy manufacturers in the world, California Exotic Novelties. "I'd been in that world for such a long time and loved it," Mustone says.



ANGELA MUSTONE
FOUNDER OF HIGH ON LOVE.

She'd also long loved the cannabis plant, with its many self-care applications, but noticed that none of it felt welcoming to beginners. It wasn't attractive or approachable. That's when she saw an opportunity. "The whole premise of High On Love was to take the stigma away from cannabis and the stigma away from sex," she says.

Mustone got to work exploring how CBD and sexual wellness could come together in a brand that would support women and women's sexual health. This was in 2018, and Canada, where Mustone is based, was on the verge of federally legalizing marijuana.

“I was working on a stimulating CBD oil,” Mustone says, “and figured, ‘Why not try it with THC?’” So Mustone developed her first product: a cannabis-infused stimulating oil. “I was like, ‘Oh my God! This is incredible,’” she recalls. She offered it to her friends, who felt the same way—and the rest was history.

Selling in Canada, however, didn’t pan out as expected. “I have three versions of my line,” Mustone says. “I have hemp seed oil, THC and CBD.” The country’s rigid guidelines have only provided space for High On Love’s hemp seed line.

“CBD is still a class-one drug [here], and if I were to be in the THC space, I would have to stop selling my hemp seed oil ones, since they don’t want the brand associated with it in the mainstream with pretty packaging,” Mustone says.

“Regulations on cannabis in Canada are nothing like the U.S. It’s horrible. I say horrible because everything from the branding to the warning labels is regulated,” she says. “It’s never going to be pink and pretty like High On Love. It’s too sexy. They don’t want to entice clients. It’s all very political.” The government would even have regulated her prices, meaning she’d be making as low as \$2 (CAD) per bottle for some products.



These federal regulations went against everything High On Love was born out of: a brand that welcomed newcomers to the cannabis space and spoke to a luxury lifestyle that rejected taboo.

“I wanted to make them unique. They almost don’t look like they belong in a sex store or a dispensary, you know what I mean?” Mustone says, as she holds up one of her products to show me how even the child-resistant caps fit into this high-end feel, with its sleek, gold packaging.

“I was on the verge of launching my THC products in Canada when all those regulations came out, and I said, ‘There is no way.’” Mustone has stuck to selling her THC line in U.S. states like California and Colorado, where she’s been able to embrace the power of cannabis and sexual health.

“I want women to experience their womanhood and to enjoy themselves,” she says. “It’s important, and there are many women who experience issues

regarding their sexuality. I want to make sure that women have a choice over their bodies, especially when it comes to pleasure.”

Cannabis has been shown repeatedly to support sexual health. But with regulations keeping brands like High On Love down, such benefits are continually dismissed.

“I really would love for the governments to pump more research into cannabis research through grants offered to universities and other such entities,” Mustone says.

“Not just in terms of pleasure, but also getting grants that research how cannabis can support women’s overall sexual health.”

For now, Mustone doesn’t see a future where High On Love’s THC line is sold in Canada. But perhaps it is only a matter of time before the research is indisputable. SHOP THE COLLECTION AT HIGHONLOVE.STORE 🍁



CULTURE



THE CANNABIS FORTUNE TELLER REVEALS A FUTURE PERSPECTIVE FOR WOMEN IN CANNABIS

'AINE BODEN

BY MAGGIE WILSON



'AINE BODEN IN HER HOME IN FLORIDA

When I first met 'Aine Boden, I was taken aback by her incredible art cascading behind her on our virtual interview and amazed by her fascinating story. Dubbed “The Cannabis Fortune Teller,” Boden tells me, in 10 years or so, she sees she is going to have a cannabis paint brand that’s going to be hemp and will replace acrylic, which is plastic and doesn’t biodegrade. She says the same type of paint could be made out of hemp.

Boden was raised in Africa, but went to boarding school in Scotland. She recalls the nuns there did not

encourage art and said she was really bad at it. It was only after she retired that she would pick it up again. Now, she thinks she’s good but wants to go back to art school and pursue it more officially.

“Honestly, I am a child of the universe, I believe,” she says. Boden has dual citizenship. She’s Irish-American, but she only spent about eight-and-a-half years in Ireland.

“My heart is in Africa,” she says. “It was from the day and hour I went there. There’s something about the [African] countries that is so spectacularly beautiful. But America

is what made me. I came here as a 17-year-old. If I’d been in Ireland, I wouldn’t have had any opportunities like the ones I had here.”

In Ireland, Boden feels women are seemingly “stuck” in traditional roles. She says her mother was very progressive, so Boden was fortunate to leave Ireland at a young age and go to Africa (at her mother’s choosing). She never felt she had to lead a traditional lifestyle, such as being married with kids, and felt free to grow up and pursue other endeavors.

When it comes to stigmas about cannabis, Boden feels she doesn’t



fit in anywhere. She says she never fit in when she worked for the aviation company because they would always put her in business positions but would never allow her to be creative in those positions.

When she came to the U.S., Boden had 30 years of experience in aviation and had worked on multiple government contracts. Then, she worked at a well-known aviation company for over a decade. This was all in Washington state, and throughout most of it, she couldn't smoke cannabis because there was consistent drug testing for her at work.

In 1999, she met the man who would become her husband. He was French and a big cannabis smoker. Every day, he started his day with it and used it for irritable bowel syndrome. "And all of a sudden, it was just everywhere," Boden recalls. She noticed that, the more they smoked cannabis instead of drinking, the better they felt. She says it very quickly became a no-brainer for her.

Eventually, Boden began to form a partnership with a dispensary in Washington. The aviation company started giving her a hard time. They

gave her an ultimatum: She had to choose between staying with the aviation company or severing ties and continuing her partnership with the dispensary. So she chose to keep her interest in the dispensary and retired early in Florida, one of the biggest emerging cannabis markets.

“Cannabis saved my life. It really did. I would have had a severe drinking problem if I had stayed where I was.”

Boden thinks women in cannabis should have a bigger presence in the cannabis space. This “boys’ club,” as she calls it, has a lot of women who are coming into it that have new ideas and everything will change. Boden founded

her own line of THC-V pre-rolls, SKNY WKND.

She says, “Cannabis saved my life. It really did. I would have had a severe drinking problem if I had stayed where I was.”

“Life is great, and cannabis has done that for me,” Boden adds. “I think that it's really important that we do get way more executives to talk more about how we women have replaced wine and other things that were not good for us. So much of it is attitude, and cannabis gives you a great perspective and a really great attitude.”

Boden's life today is a culmination of utilizing her creativity and going with her gut, so it's only natural she predicts the future of cannabis is destined to be a more inclusive space for women. From her time at the aviation company, Boden knew cannabis was going to be bigger than expected, and her work as “The Cannabis Fortune Teller” is clearly just beginning.

Stay tuned for more from 'Aine Boden, as she continues to peer into the future of a constantly growing and evolving industry. VISIT AINEBODEN.COM TO SEE MORE OF HER ART. 🌿

CANNACURIOS, MEET INDUSTRY INSIDERS

What cannabis secrets can you learn from the women working in weed?

intention productivity wellness
focus connection
spirituality creativity fun
patience relaxation

Wondering what else the women working in cannabis have to say?
Learn more about Cannabis Industry Insiders at womenincannabis.study

WOMEN IN CANNABIS
a Living History



NEW *Beguine-Ing*s

WHERE NUNS, WEED & ACTIVISM INTERSECT

BY ALESSANDRA INZINNA



If a full moon is shining bright over California's Central Valley, the Sisters of the Valley are conducting a harvest ceremony over their weed crop.

The Sisters of the Valley is an international enclave of women who grow, harvest and sell products containing cannabidiol (CBD), a non-intoxicating chemical found in cannabis. They start their batch on a new moon and close the batch on a full moon. Spiritual practices follow each of the products, even into the shipping process.

Following in the footsteps of the Beguines, an all-female religious order that dates back to the Middle Ages, the self-identifying sisters

resist organized religion, live communally and support themselves by healing others. Much like their ancestors, the Sisters of the Valley are largely uninterested in getting their clientele stoned. Rather, they want to heal them.

In 2011, the Obama administration failed in an attempt to get the U.S. Department of Agriculture to disqualify pizza sauce as a vegetable serving. Following this, Sister Kate decided that, if pizza sauce can be labeled a vegetable, she can be labeled a nun.



THE WOMEN OF SISTERS OF THE VALLEY

"SO MUCH OF WHAT RELIGION IS BUILT ON TODAY IS BUILT ON MYTH,"

—SISTER KATE SAYS.

SISTER KATE, who founded the Sisters of the Valley in 2014, ran a cannabis collective prior to growing her first fateful crop in California's Central Valley. She delivered CBD to terminally-ill patients in her local community.

Sister Kate, 62, explains that, while a "regular" person can relieve a few terminally-ill patients of pain at a nearby hospital and go home feeling pretty good about themselves, she felt unsatisfied. She believed more people needed healing and realized cannabis could help with that. So in 2014, she started crafting her first line of products underneath the harvest moon.

Much has changed—or rather, grown—since that first batch. For one, the Sisters of the Valley now sells CBD capsules, oils and soaps as well as topical salves and tinctures. In addition to CBD, they sell mushroom tea, white sage, books and more. Their reach has expanded from California to other parts of the U.S. as well as Mexico, the U.K. and India.

Like their ancestors, the sisters grow and make their medicines alongside the cycles of the moon. In relation to this, their nun uniform serves a dual purpose: It connects them to their ancestors while also keeping skin flakes and hair out of their products.



Sister Kate began protesting and found support in people who wanted her to formalize her set of beliefs into a religion. She resisted that, and to this day, the Sisters of the Valley are not related to any patriarchal religion—"which happens to be all of them," she adds. The enclave is independent of traditional dogma, aside from the rules they set themselves. The sisters' vows are service, obedience to the cycles of the moon, living simply, activism, chastity and ecology.

"So much of what religion is built on today is built on myth," Sister Kate says. "We're built on real stuff, like compassionate activism."

Sister Kate believes the key to a peaceful society is letting women own and run everything. In reflecting on past and current states of society, she says she doesn't understand why anyone would leave men alone in a room together to make decisions.

"We got so much violence and so much war and so much ridiculousness," she says.

Sister Kate believes healing industries call to women in particular. Sister Quinn, who joined the Sisters of the Valley in 2019, is one such woman. She received her bachelor's degree in economics from the University of California, Merced—and now lives on a farm growing cannabis. The connection between the two is clear to Sister Quinn: The intersection is microeconomics or the study of independent economic decisions.

"I think the best way to have an impact on the individual is for individuals to be helping each other in small communities," she says. In healing the individual, Sister Quinn says, you heal the collective. "That's what we're doing here. It's a sustainable community, where we live together, work together and help each other." 🌸

AINE BODEN

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



"Life is not a dress rehearsal"

WWW.AINEBODEN.COM

RECLAIMING THE HEMP PLANT TO
EMPOWER THE
Muslim Community

BY HOUSE OF PUFF, A CANNABIS LIFESTYLE BRAND BASED IN NYC



HEALER, TENGGU CHANELA JAMIDAH
PREPARES FOR A SOUND HEALING CEREMONY

HEALER TENGGU CHANELA AMIDAH BRINGS THE HEMP PLANT BACK TO ISLAM

Societal acceptance of cannabis has come a long way in the 21st century. But the hemp plant is still taboo to many. For Muslims, the stigma of cannabis can still be especially strong. But that isn't stopping Tengku Chanela Jamidah. She founded Halal Hemp to reclaim cannabis within Islamic culture. Through education and her own practice, she empowers Muslim and BIPOC communities to reap hemp's healing benefits.

WHAT INITIALLY PROMPTED YOU TO BRING HALAL HEMP TO LIFE?

It was my discovery of the fatwa by Shaykh Mustafa that cannabis can be permissible in Islam for medical purposes. Then, came the first halal CBD certification by a regulating body—The American Halal Foundation. Finally, I had a lightbulb moment that made me realize how significant this knowledge would be to push the needle forward for Muslim communities. I want to help my people accept and adopt the hemp plant. And I knew they'd do that far more quickly once they knew it was permissible in Islam. I also hold a unique position to deliver this beautiful plant to the people of color who have been terribly impacted by its prohibition. I was raised in the East. But I've been at the intersection of the West through pop culture. My personal mission is to bring medicine to the people who need it the most: children, the elderly, the sick, and the suffering. We all deserve to benefit from hemp without feeling guilty about it because we think it goes against our faith.

TELL US ABOUT THE 5 PILLARS OF HALAL HEMP'S MISSION

The 5 pillars of our mission are: Education, Policy, Community and Collaboration, Sustainability, and Economic Decolonisation. Bringing hemp to Islamic communities is no easy feat. So we take a holistic approach. There are so

many facets of this industry. We always start with education to help destigmatize the plant and educate our audience. We believe education lays the foundation of our mission. Then, the rest will follow suit.

WHAT'S THE HISTORY OF THE HEMP PLANT WITHIN MUSLIM CULTURE? WHAT WAS YOUR FIRST EXPERIENCE WITH THE PLANT?

There's a manuscript from 18th-century Malaysia called the "Kitab Tib", which is a medical pharmacopeia. It lists Indian Hemp as a method for treating headaches. Influenced by the Hanafi school of thought, the text states that, when no other alternative is available, medical cannabis is permissible for Muslims. In fact, cannabis is also intertwined with Sufism. Sufis used hashish to reach a higher consciousness and to be closer to god. I was quite young when I initially experimented with the hemp plant. But I never became much of a consumer until I returned to the United States several years ago. With advancements in technology and new forms of cannabis, it's far easier now to identify how the hemp plant can be useful to you and the ailments you seek to treat.

WHAT ARE THE BIGGEST CHALLENGES THAT THE HEMP PLANT FACES IN CONTEMPORARY MUSLIM CULTURE?

Lack of understanding and miseducation, which lead to fear. Because it's illegal in our culture, policy needs to change in order for us to erase the impact of these inhumane laws. In Malaysia, possession of over 200 grams of cannabis can lead to capital punishment. Because cannabis is still classified as a schedule 1 drug, many other Muslim countries have these absurd laws, too. Despite having a negligible amount of the THC that causes intoxication, they still lump the hemp plant into the same category as high-THC cannabis.

YOU'RE ALSO A CERTIFIED SOUND HEALING THERAPIST. WHAT'S ONE THING WE COULD ALL DO TO IMPROVE OUR DAILY LIVES WITH SOUND?

We're essentially made up of sound. Sound is a vibration, and your voice is powerful. Spoken words, like affirmations as well as the way you speak to yourself and others, shifts vibrational states. Every emotion has a vibration that correlates to it, and that can be measured in hertz like



TENGGU CHANELA JAMIDAH, FOUNDER OF HALAL HEMP

sound. So speak kind words to yourself and others. Additionally, listen to binaural beats, or even recordings of sound bowls to bring about a calm meditative state that induces healing. I also like to compliment sound healing with cannabis. You can experience this through my JIWA rituals.

TOPICAL OR EDIBLE? FAVORITE PRODUCTS YOU'RE CURRENTLY USING?

Topical for sure! I love my Papa Barkley CBD body oil. It has amazing scents like eucalyptus and lavender. And it moisturizes, too. The oil works by soothing and lessening your aches and pains. I'm also obsessed with Muri Lelu Indica Face Oil for my dry, eczema-prone skin. It's whole flower cannabis extract mixed with other essential oils.

HOW DO YOU HOPE TO CHANGE PEOPLE'S RELATIONSHIPS WITH THE HEMP PLANT?

I hope to change people's thinking so that you're no longer seen as a drug addict or a criminal if you use hemp products for healing. I also want to help people recognize that the hemp plant enhances your wellbeing—not just medically but also as a sustainable product. It sequesters carbon and can be used in the replacement of gas and plastics. The hemp plant is intelligent.

CAN YOU EXPLAIN THE PROCESS OF HOW HEMP, OR ANYTHING, BECOMES CERTIFIED HALAL?

Typically the product must not be derived from pigs, like gelatin. It also can't contain above a certain percentage of alcohol. For

CBD, specifically, it must contain no more than 0.2% THC. It's also important that the product isn't contaminated. The American Halal Foundation appoints someone to audit each manufacturing facility. Once we have ensured that everything meets these standards, the factory earns a halal sticker for the product. It's like how you see kosher or organic stamps on products. If you want your product to be certified halal, reach out to us and we'll walk you through the process.

WHAT'S YOUR FAVORITE WAY TO INCORPORATE THE HEMP PLANT INTO YOUR DAY?

Tinctures! I love Onda's Hemp CBD. It's also made with regenerative practices and is broad spectrum. I take one dropper full before I go to bed at night. I also love Bace's Daily Capsules for maintaining wellness. And Papa Barkley's CBN Gummies for when I need a deep, restorative sleep.

HOW CAN WE KEEP UP WITH HALAL HEMP? AND WHAT'S NEXT FOR YOU?

I'm in the thick of my seed round and will be growing my team at Halal Hemp as well as organizing some international conferences this year. I'll also be launching a B2B and B2C platform. It's going to be a very exciting year for us.

FOLLOW HER ON INSTAGRAM @WEAREHALAHEMP OR HER PERSONAL PAGE @TCJAMIDAH. 🌿

Talking WITH TSEHAITU ABYE

ETHIOPIAN-AMERICAN CANNABIS ADVOCATE & ENTREPRENEUR

BY DASHAYNA BROWN

From living on a legal cannabis farm in California to advocating for adult use of cannabis in the state of Pennsylvania, Tsehaitu (say-hi-tu) Abye has had a dynamic experience with the plant. Being a Black woman of Ethiopian heritage has made this relationship beautiful yet complex.

Tsehaitu is a Philadelphia-based cannabis advocate, entrepreneur and singer/songwriter. She is the founder of Black Dragon Breakfast Club (BDBC), a lifestyle brand and creative marketing agency. The mission of BDBC is to change the perception of cannabis through disruptive marketing practices, community outreach and engagement advocacy.

WE SPOKE WITH TSEHAITU TO EXPLORE THE ORIGINS OF HER CANNABIS AND WELLNESS JOURNEY.

HOW DO YOU IDENTIFY CULTURALLY?

Ethiopian-American. But to be quite honest, my Ethiopian heritage and getting familiar with that is all new. It's been a journey, so I kind of cherish it in that way where I'm still learning about myself. My father is Ethiopian. My mom is Black American.

IN YOUR OPINION, HOW IS CANNABIS VIEWED WITHIN YOUR CULTURE?

My mom came from an alternative hippie family. I knew she consumed, but I never saw her consume when we were in Philadelphia. When I first visited Ethiopia, I was not allowed to tell anybody that I consumed cannabis because of the stigma. Whatever stigma or assumptions exist in the U.S. about cannabis, in a place like Ethiopia, it's way more heightened because they're obsessed with the Western world, white people and the U.S. At the same

time, there's one small town in Ethiopia called Shashamene Zuria with a lot of rastas living there and where people consume cannabis.

HOW DO YOUR VIEWS ON CANNABIS DIFFER FROM YOUR FAMILY?

We're not on the same page about cannabis medicine. I'm probably the first person in my family who is really approaching it like medicine, and I need it for things like PTSD and anxiety. It's definitely still taboo.

HOW DO YOU NAVIGATE PEOPLE TREATING YOU DIFFERENTLY BECAUSE OF THE STIGMA?

I make an assessment of how much information I think a person knows about cannabis and then decide how much I plan on revealing to them because I'm not here to debate with people. I know how I feel about this plant, and I will not sacrifice myself because of somebody's lack of information and misunderstanding. I'm ultimately going to defend myself, but I also don't always feel like defending myself.

WHAT HAS SHIFTED THE PERCEPTION OF CANNABIS FOR THE COMMUNITIES YOU'RE PART OF?

Storytelling. People using their voice, sharing their experiences, working through their trauma and working on their relationship with cannabis.

HOW DID STORYTELLING LEAD TO YOU BECOMING AN ENTREPRENEUR IN THE CANNABIS SPACE?

I've created a business and a community around my personal experience with cannabis. That's why we do marketing specifically. We didn't want to just tell our stories and just market our stories. We wanted to market cannabis in a way that's very disruptive.



TSEHAITU ABYE
PHILADELPHIA-BASED CANNABIS ADVOCATE,
ENTREPRENEUR AND SINGER/SONGWRITER.

IN WHAT WAYS HAS WORKING IN CANNABIS OR USING IT IMPROVED YOUR LIFE?

Cannabis is my go-to alternative medicine solution. It helps me "get into my feelings," like music. Indica-dominant strains always put me to sleep, and I stick with sativa for daytime use. It helps with my PTSD, anxiety and daily stress. When it comes to managing stress, I was raised very anti-Western medicine and more Eastern and Indigenous, so I'm more comfortable with plant remedies, like cannabis, and herbal supplements and roots, such as garlic and ginger.

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THE BEAUTY OF CANNABIS THROUGH

THE EYES
OF LELEN
RUETE

BY NEASHA HODGE

Cannabis, as we know, is used in many forms. However, have you ever taken a moment to really observe the plant in its natural form? Explore the beauty of the cannabis plant through the eyes of Argentine artist Lelen Ruete. Currently based in Uruguay, this 34-year-old mother, freelance photographer, producer and founder of The Rabbit Studio uses her passion for art and creative mind to bring exposure to the artistic side of cannabis to people around the world.

Though Ruete comes from a background in the fashion and commercial industry, she became intrigued with the beauty and history of the cannabis plant after her first shoot in 2017.

“I feel both a fascination toward the plant itself as a living being; how it works and lives as a system; the colors it develops; and the way it relates to the world,” she says. “Also, it being part of our same nature; the way it ‘looks’ at me and poses when I photograph it; and the passion and love the growers put into their job.”

Ruete draws her inspiration for her art from various photographers, nature, fashion and stories.

While, in many places, there is still a negative stigma around the cannabis plant, including Ruete’s home country of Argentina, it is widely accepted in Uruguay which was also the first country to legalize cannabis for recreational use.



@lelenruete



LELEN RUETE

Being a part of that community herself, Ruete shares a little about the current climate of cannabis there: “The growers are exceptional, and the know-how is amazing. The events are rich in culture, and the camaraderie inside the 420 community is very established. We all help each other!”

Ruete hopes her art will inspire others to open their minds about cannabis and serve as a bridge to educate people around the world about the many uses of the plant by showcasing it in a more elevated way. “I will be very happy when a non-cannabis company hosts an art exhibit that holds cannabis together with fashion and when cannabis becomes part of the culture like any other plant,” she says.

**FOLLOW RUETE’S ART JOURNEY ON INSTAGRAM
@LELENRUETE, AND PURCHASE HER ARTWORK AT
WWW.LELENRUETE.COM.**

PHOTOS COURTESY OF LELEN RUETE

PLANT PHOTO

GELATO BY CLUB CANNABICO DEL OESTE

MODEL PHOTOS

MODEL: ANA GARCIA

STYLING: GONZALO GUIGOU

ART DIR: ANTONIO ALZA + DANIELA LAPORTA

MAKEUP: CATHERINE CLULOW

HAIR: BRIAN PAVAN

PH ASSIST: MATEO GONZALEZ





FOOD



RECIPES & REINVENTION WITH *Christina Wong*

BY ALESSANDRA INZINNA

Fruit + Flower Co. is the stoned love child of Christina Wong, who is taking back ownership of her creativity after a difficult split from her business and romantic partner.

In 2019, Wong started Baking with Chickens, a recipe site and YouTube show about baking with eggs from her backyard chickens, with her ex-partner. When she and her ex split, they came to an impasse due to creative differences. If Wong were to continue with the brand, her ex wanted half of what she made from the company for as long as it existed. That didn't sit well with Wong.

So she decided to let it all go. She didn't need that brand anymore. Baking with Chickens didn't hold the power; Wong did.

"My ideas, my voice and my creativity are what hold value. Not the name or concept," she says.

For trees to yield delicious fruit that we harvest and eat, their flowers—arguably the most beautiful part of the plant—have to wither and die to make way for the fruit. Then, as the fruit ripens, it fills with seeds to grow more plants that bloom beautiful flowers and produce fruit to continue the cycle for another season.

With this cycle in mind, when

Wong and a friend brainstormed the name Fruit + Flower for her business, Wong thought, "Oh, damn, that's it."

As she worked to create a new life for herself, Fruit + Flower Co. unfurled and blossomed into a creative media company that brings together cannabis and food in intriguing and sometimes unexpected ways.

"Cannabis and plant medicine absolutely got me through the hard, emotional shitstorm when it felt like my life was crumbling around me," Wong says. "It gave me intense clarity, creativity, community and mental space to dream new dreams and consequently turn those new dreams into reality."

She adds, "Rather than dwell in my emotional swamp, cannabis helped me redirect and focus my emotions into creating art—with sugar and weed as my medium to tell a story and empower others."

In Fall 2021, Wong competed as a baker on Hulu's baking competition show "Baker's Dozen" and made her original "Black Sesame Rainbow Crinkle Cookies" in the style of "Depressed Cake Shop" to raise awareness for mental health through baking. She has since become friends with Depressed Cake Shop



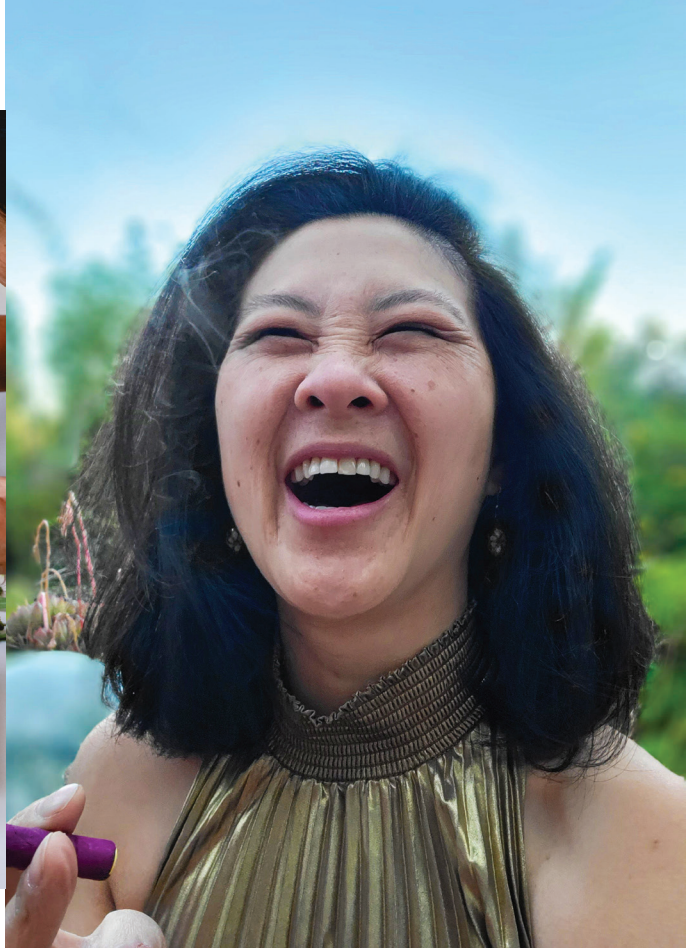
WONG SHARING ONE OF HER DELECTABLE GOODIES AT AN EVENT

Foundation CEO Valerie Van Galder and will join the foundation's board this year to continue raising awareness around baking and mental health.

Wong is an award-winning "baked baker," recipe creator and a first generation Chinese-American. Her success in the cannabis industry happened despite growing up during



WONG APPLYING HER CREATIVITY TO A PHOTOSHOOT FOR A CANNABIS BRAND.



“Anything can be used inappropriately and abused,” Wong says. “But when used in the right way—used for good—it can be incredibly helpful.”

the 80s and 90s. She cracked eggs into sizzling pans, visualizing her brain on drugs. Weed was taboo and frowned upon, especially by her parents.

“Cannabis is very bad in all Asian cultures because that’s what they were taught: ‘Drugs are bad; these are bad for you; and you will be a loser if you do them,’” she says.

The school announcements and infomercials worked for a while, as a young Wong focused on

studying and keeping away from the devil’s lettuce. While that attitude dissipated for Wong, her parents took longer to catch on to the plant’s benefits.

But like a lot of the older generations who survived the systematic villainization of cannabis for several decades, it’s the spiked oils and balms that shifted their tides toward a more weed-friendly attitude. After a bit of convincing, Wong’s mother tried a balm for her pain. Now, she often asks her daughter, “Do you have any more?”

Beyond the bad press, the use of weed for pain management, anxiety, sleep or a whole host of other medicinal uses falls in line with traditional Chinese medicine. The use of cannabis in Chinese medicine dates back nearly 2,000 years, according to a 2017 study by *Frontiers in Pharmacology*.

“[Cannabis] just kind of got lost over time, and we forgot,” Wong says.

Cannabis offered her mom pain relief. It entertained her high school stoner friends. It helped give her clarity during a rocky year, and now, it’s one of the focal points of her brand.

“Anything can be used inappropriately and abused,” Wong says. “But when used in the right way—used for good—it can be incredibly helpful.” 🌿



AS SEEN ON HULU'S "BAKER'S DOZEN"
SEASON 1, EPIODE 5***

Black Sesame Rainbow Crinkle Cookies

Time needed: 30 minutes
Makes: 21 cookies

Note: This recipe makes two types of cookies - half the batch will be crinkle cookies with rainbow jimmy sprinkles in the batter, the second half will be cookies with rainbow nonpareils on the outside. To make all of the same type of cookie, just double the amount of rainbow sprinkles for the style of cookie you're making.



PHOTO CREDIT: FRUIT + FLOWER CO.

INGREDIENTS

- 1 cup (120g) all-purpose flour
- 1 cup (150g) black sesame seeds, finely ground
- 2 teaspoons (9g) baking powder
- 1/2 teaspoon (3g) salt
- 1/2 cup (113g/1 stick) unsalted butter room temperature
- 3/4 cup (150g) granulated sugar
- 2 large eggs
- 1/2 teaspoon (2g) vanilla extract
- 1/4 cup (45g) rainbow jimmy sprinkles (long skinny)

FOR ROLLING:

- 1/2 cup (100g) granulated sugar
- 1/2 cup (50g) powdered sugar
- 1/4 cup rainbow nonpareils (small round balls)

INSTRUCTIONS

1. In a medium pan on the stove, lightly toast black sesame seeds in a pan over medium-low heat for 2-3 minutes to bring out the nutty flavor. In a food processor or coffee grinder, pulverize the black sesame seeds into a coarse powder.
2. In a medium bowl, whisk together 1 cup black sesame seed powder, 1 cup flour, 2 teaspoons baking powder and 1/2 teaspoon salt. Set aside.
3. In the bowl of a stand mixer fitted with a paddle attachment, cream together 1/2 cup butter and 3/4 cup sugar on medium speed until fluffy. Add the 2 eggs one at a time until incorporated, scraping down the sides of the bowl as needed. Add the 1/2 teaspoon vanilla extract. Mix until well blended.
4. Turn the mixer to low, and slowly add the flour mixture until just combined. Split the cookie dough in half, put half of the batter in a smaller bowl and cover the bowl with plastic wrap. These will be for the cookies with rainbow

nonpareils. In the stand mixer bowl with the second half of the cookie dough, mix in 1/4 cup of rainbow jimmy sprinkle by hand with spatula. Cover stand mixer bowl with plastic wrap and refrigerate both bowls of cookie dough for 3-4 hours. Refrigerating the dough for a few hours stiffens the cookie dough and makes it easier to scoop into balls and roll in the sugar.

5. Preheat oven to 350 degrees F. Line two large baking sheets with parchment paper. Pour 1/2 cup granulated sugar into a small bowl, 1/2 cup confectioner's sugar into another small bowl, and 1/4 cup rainbow nonpareils into another small bowl. Remove both bowls of cookie dough from the refrigerator.

6. RAINBOW NONPAREIL COOKIES: Starting with the small bowl of plain cookie batter (with no added sprinkles), scoop dough into 1 1/2 tablespoon sized balls. Roll each ball in the rainbow nonpareil sprinkles, and smash it slightly flat so it's like a hockey puck shape. Place on the prepared baking sheet 2 inches apart. **DO NOT** roll in granulated sugar or powdered sugar or the nonpareils won't stick to the cookie dough.

7. RAINBOW JIMMY CRINKLE COOKIE: Scoop the second cookie dough with the added rainbow sprinkles into 1 1/2 tablespoon sized balls. Roll each ball first in the granulated sugar, then in the powdered sugar (be generous with the powdered sugar, it'll have a better crinkle when it bakes), and smash it slightly flat so it's like a hockey puck shape. Place on the prepared baking sheet 2 inches apart.

8. Bake in the oven for 9-11 minutes, turning the pan halfway through baking to evenly bake both sides.

9. Remove from the oven and let cool on the baking sheet for five minutes, then remove cookies to a rack to cool completely. Repeat with remaining dough. Store in an airtight container.



PHOTO CREDIT: FRUIT + FLOWER CO.

BY CHRISTINA WONG + CHEF MERI B.

Bourbon Hot Fudge

Servings:
Makes six (6) 8oz. Jars (6 cups)

CANNABIS:
Recipe uses 600mg THC potency cannabutter
100mg per jar / ~5mg THC per tablespoon

- INGREDIENTS:**
- 2 cups (400 grams) sugar
 - 2 cups (200g) cocoa powder
 - 2 cups (16 oz.) heavy cream
 - 2 sticks (1 cup/226g) unsalted cannabutter | 600mg total
 - ¼ cup bourbon
 - ½ teaspoon vanilla extract
 - 1 generous pinch of flaky sea salt

INSTRUCTIONS:

In a medium saucepan, gently whisk together sugar and cocoa powder until no lumps remain. Add heavy cream, cannabutter, and bourbon into the saucepan. Over medium heat, heat the mixture and whisk constantly to melt the butter and combine ingredients into a smooth, glossy sauce. Simmer and heat for a 2-3 minutes until thickened and no lumps remain.

Transfer into a mason jar and store in the fridge until ready to you. To warm, simply reheat over the stove or microwave in 10 seconds intervals and stir until the consistency is runny.



A CANNABIS SPACE FOR WOMEN BY WOMEN.

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