**The Kardashians**

**CBD-Infused Food Products to Try in Honor of Kim Kardashian’s CBD-Centric Baby Shower**

By Samantha Lettieri April 6, 2019

Kim Kardashian is officially on the CBD train! The reality star, who is expecting her fourth child (a son) via surrogate with husband Kanye West, recently revealed she plans to make sure the upcoming baby shower is as relaxing as possible. Apparently the 38-year-old plans to keep her guests calm by hosting a CBD-themed affair.

CBD, which is a non-psychoactive cannabis compound, has been lauded for its ability to relieve stress and anxiety — two things the *Keeping Up With the Kardashians* cast member has in abundance ahead of her fourth child’s impending debut.

“This year, because I am freaking out so much, I just want a zen-like CBD-themed baby shower,” Kardashian told *E! News*. “I just want massages, I want to do like a tea ceremony with crystals and we’re going to have a drink at this baby shower — we’re not pregnant.”

Well aware that the upcoming event is far from a typical baby shower, the KKW Beauty founder added: “This is the massages for all, like just meditation, calm before the storm baby shower.”

The sunglasses designer has been open about her mounting anxiety around being a mother of four on this season of *KUWTK*. During the season 16 premiere last month she revealed she was “low-key freaking out” about the baby, admitting she wasn’t expecting her surrogate to get pregnant so quickly. The Selfish author and West, 41, are also parents to North, 5, Saint, 3, and Chicago, 14 months.

Though we don’t know exactly what will be on the menu at Kardashian’s upcoming baby shower (aside from the aforementioned alcoholic beverages) it’s safe to assume that given the theme of the event, there might be some CBD-infused foods in the mix.

So with Kardashian in mind, *Us Weekly* has compiled a list of CBD-infused eats and drinks worth trying. Check them out below!

**Veritas Gummies**

These heart-shaped, chewy CBD edibles are made with CBD isolate and organic ingredients, including a naturally delicious mixed-berry flavor. Veritas Farms Gummies are THC-free, and are billed as truly “farm to table” considering they come fresh from the farm to your door step. The CBD gummies are also available with added melatonin to support a healthy sleep cycle. Perhaps Kardashian should stock up on those before her baby boy arrives!
This Week's Cannabis News: The FDA And CBD, The STATES Act, Cresco And Origin House, Europe And High Times

The week brought big cannabis news, with the FDA setting its first hearing regarding CBD’s legality in food and drinks for May, and the STATES Act, which aims to protect cannabis businesses and users in legal states from federal intervention, being introduced in Congress.

“Allowing states to determine their own cannabis laws without the threat of federal interference is a key component to sensible federal cannabis policy and would give more states the confidence to move forward with legalization and start addressing the harms caused by prohibition, particularly to marginalized communities,” said National Cannabis Industry Association spokesman, Morgan Fox, commenting on the legislation.

As for the FDA's hearing on CBD, Tim Moxey, founder of edibles brand botanicaGLOBAL, said: “We think this is a huge step forward for consumers that are clearly very excited about having CBD included in everything from topicals to infused foods and beverages.”

A surge of businesses are coming out with CBD products, and FDA guidelines and rules would enable the industry to “seriously commit” to producing the hemp-derived products that are already being sold in legal states, Moxey said.

Lou Leon Guerrero, governor of the U.S. island territory Guam, signed a bill to legalize recreational cannabis.

On the markets realm, the big news of the week was Cresco Labs (OTC: CRLBF)’s acquisition of Origin House (OTC: ORHOF) for about $825 million. Debra Borchardt, CEO of Green Market Report, told Benzinga the acquisition is a continuation of the cannabis industry’s consolidation trend.

“Many of these combined companies feel they can be stronger competitors if they are bigger players. It feels as if all the multistate operators are preparing themselves for the day that state lines drop with regards to the cannabis industry. Cresco Labs has a great reputation in the industry, so I’m sure Origin House is happy to team up with them,” she said.

Veritas Farms (OTC: VFRM), a vertically integrated hemp company, launched enhanced consumer-friendly packaging that include batch-unique QR codes linking to verifiable certificates of analysis from an approved scientific testing laboratory.

“Our full-spectrum hemp oil extract products serve a broad range of consumers in the United States and internationally. As we continue the planned Veritas Farms expansion from e-commerce only into several major new distribution channels and brick-and-mortar retailers, we have taken the opportunity to enhance our labels and packaging with more information for consumers to better understand our products right at the point of sale,” Alexander Salgado, CEO and co-founder of Veritas Farms, told Benzinga.
How To Work At A Desk Without Destroying Your Neck And Back

The short- and long-term negative effects of spending your work day seated are real.

Let's face it: "Tech neck" as well as tech back, and all the other aches and pains we associate with a long day spent glued to our desks, staring at a computer for hours on end— is real.

It's not news that being sedentary isn't good for you. While we might be active on our off hours, when we spend a good portion of our waking hours sitting at our desks five days a week, there are bound to be some not-so-pleasant effects. Stress, jobs that require us to be in a seated position for the majority of our workday, whether it's eight, 10, or even 12 hours a day, can affect our bodies physically, too, and in more ways than you're probably already aware of.

We chatted with the experts—from chiropractors and physical therapists to yogis—to break down how you can make your nine-to-five much more stress-free (and painful) for your body.

What is my desk job doing to my body?

According to physical therapist and yoga instructor Lara Heimann, the physical risks that come with a desk job can lead to physical risks that include (and aren't limited to): lower back pain, forward neck syndrome, sciatica (pain that radiates from the lower back through the hips, buttocks, and legs), decreased blood flow and circulation in the lymph system, carpal tunnel syndrome, plantar fasciitis (heel pain), and general grumpiness.

Pain and strain aside, there are some scarier risks involved. According to Heimann, sitting is essentially the new smoking, due to the negative long-term effects. "When the muscular skeletal system is impaired or limited in any way, it compromises the ability to move well—and movement is the essence for all well-being," she says. "When you move, you circulate blood better, breathe better, and heal better; because your immune system will work better in addition to many other positive benefits that keep us healthy and happy for years. If you're chronically sitting, the opposite is true. You're at a greater risk for musculoskeletal disorders, cardiovascular disease, and lowered immune system."

As Dr. Tracy Peruch, chiropractor and NMD, explains, sitting for prolonged periods of time can lead to heart disease and an over-productive pancreas (which can lead to diabetes and other diseases). "There have even been studies that have linked sitting to a greater risk for endometrial, breast, and colon cancers."

Okay—how didn't entirely freak you out, as these are the worst-case scenarios. Regardless, it's pretty obvious that sitting all day, hunched over a keyboard, is not the healthiest thing you can do for your body and usually doesn't feel very nice. But, don't worry, there are a ton of ways you can alleviate and prevent the aches, strains, and other not-so- lovely products of a desk job (including the scarier, more serious risks).

Standing desks: Standing desks are a great way to put lesser pressure on your spine, but it's important to make sure your computer is at an ergonomically correct position when standing. "If you have a desktop or you can be ergonomically looking straight ahead while having the keyboard at elbow length, you're good to go," she says. "The challenge is when you're constantly looking down at your laptop. So, the standing desk is better for your lower back, but if you're looking down all day, you're compromising your cervical spine.

Bicycle desks: Bicycle desks are pretty much what you would imagine them to be: stationary bikes with a desk aspect. They're good for avoiding the whole sedentary aspect of sitting at a desk all day. "Anything that creates blood flow and circulation, can increase your focus, and promotes health. I'm a fan of," says Eisenhardt. Again, however, the position of your computer and neck are also important to how effective a bicycle desk can be. "If you can create an environment where you have a desktop and the keyboard can be placed at elbow height, then it's a great device." Additionally, you are still in the seated position at a bicycle desk, which allows for spinal compression—so make sure you get up every so often.

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Treadmill desk: Again, a treadmill desk is exactly what it sounds like. Eisenhardt highly recommends them, as they keep the cardiovascular benefits of the bicycle desk while allowing the spinal compression of sitting.

There are a number of special products that you can use at your desk to help improve posture. If you need help sitting correctly, you can purchase a bottoms-up posture seat to place on your chair, which helps to support correct posture. Braces and belts can also be worn to help add extra support, such as a pelvic brace or a rib belt.

Work on your posture

Not trying to invest in new desk furniture? A solution can lie in how you sit. "An idea I tell many of my patients is to sit on the edge of the front of the chair, where it seems like you may fall off," suggests Peruch. "This causes you to piece much of the weight off your feet, as well as improves the curve in your lower back, which can relieve the muscle burden."

When it comes to good posture while sitting, Gehman suggests sitting on the 90-degree sitting rule. The means that, while seated, there should be a 90-degree angle from your ear to your shoulder, your hip to your knees, and from your ankle to your feet.

We get it, though—it's hard to not automatically slump in your chair as soon as we get into the zone. But, we can try to train ourselves to improve our posture when sitting, thus preventing the pain associated with a slumped or hunched position.

"The problem with poor posture is that we're not getting the necessary feedback from the brain when we are out of alignment," explains Heimann. "The solution? Seeking reinforcement and feedback from other sources. Use a wall. Stand up against a wall and try to move the back of your skull, the base of your shoulder blades, and the back of your ears (the area above the temple) to press into the wall simultaneously. See if you can get all of those areas to touch the wall, and when they have, walk away from the wall and attempt to maintain that upright position."

Sure, your coworkers might be confused to see you pressing your body against the wall every couple of hours or so, but your back will thank you for it.

Stretch

There are a number of stretches and exercises for the neck, shoulder, chest, and spine that can help alleviate the pain associated with hunching over your computer for hours on end. Don't just save them for the end of the day, give yourself breaks throughout the day to reap the benefits of these stretches mid-(cough) time.

We outlined a few stretches recommended by Peruch, below (though, there are plenty more to find and try, thanks to the internet).

For the neck: To alleviate neck pain, Peruch suggests trying a number of neck-release exercises, from slow-moving knots and side-to-side shakes to rolling your neck slowly from side to side.

For the shoulders: Peruch suggests shoulder shrugs and backward shoulder rolls to help release tension in the shoulder area.

For the chest: For muscle tightness centered in the chest area, Peruch suggests a chest opener, stretch, which involves pulling your arms and shoulders backward and down while keeping the chest and gaze upward.

For the back, To alleviate back and lower back pain, Peruch suggests stretches that focus on the spine, such as a seated spinal twist— which you can do in your office chair!
As Dr. Rudy Gehrman, chiropractor and founder-executive director of Physio Logic, explains, you basically want to exercise the opposite motions and positions of how your body is positioned while sitting. "Your musculoskeletal system is like clay; it will mold into whatever position you hold it in for an extended period of time," he says. "If you are in a flexed position for an extended period of time, you should offset that with mirror-image exercises that correct it through extension."

Try a holistic approach to pain

If you're currently suffering from the pain associated with prolonged sitting, there are a number of holistic approaches you can take during your time off. For Gehrman, that's getting needled by an acupuncturist, getting a deep massage by a licensed massage therapist, getting your back adjusted by a chiropractor, and just getting some exercise.

Another approach? The ever-buzzy ingredient of the moment, CBD. Dr. Steven Schwartz, chiropractor of ChiroCare of Florida, is all for cannabidiol products. "I would first recommend a topical salve or cream that can be massaged into the muscle, as well as an ingestible remedy such as a tincture that works from the inside out," he says. "Using both is beneficial as topicals penetrate the muscle to relax it, and the tinctures also work to promote anti-inflammation and to help alleviate stress and promote better sleep. I see a marked difference in using CBD products from a muscular standpoint—they're much better than many over-the-counter products that just temporarily numb the pain. CBD is long-lasting and much more effective."

Of course, you'll want to do your research on whatever brand you choose to ensure that it's clean and sustainable. Schwartz recommends Veritas Farms.

Reach for an anti-inflammatory lunch

Is it crunch time, and you find yourself sitting at your desk for hours on end, late into the night, finishing a project? Try to opt out of the pizza order (though, we know, it's tempting) and reach for wholesome, healthy anti-inflammatory foods. "The most important thing you can do to right problems that build from sitting in an office chair all day would be to eat an anti-inflammatory diet," says Peruch. "This would mainly consist of proteins and vegetables. Avoid the main causes of inflammation [-inflammatory foods], and you'll be way ahead of the rest of the office."

Get up

However, the consensus from most experts is to simply get up—simple, right? As Heimann explains, it's not really about the sitting, but more about the lack of movement. "The best thing to do is get up as frequently as possible and change position often," she says. "Stress accumulates when movement isn't happening."

So, simply put by Peruch, "get off your ass and move around." And do so, often. "Set a timer at least every hour and get up and move around, or take a walk. Get the blood flowing to pump out some of the stagnation of sitting immobile." So go outside and take a walk, go up and down the stairs, or do some side lunges and stretches around your desk area. "This will give you more energy, and that's what you can explain to your boss if they wonder why you're getting up so much," says Heimann. "But, again, to reiterate, stress in the body occurs when movement isn't happening. So, move frequently and sitting won't be the devil."
5 QUESTIONS WITH...

Derek Thomas
VICE PRESIDENT OF BUSINESS DEVELOPMENT AT VERITAS FARMS

BY ANDREA CARNEIRO

CBD may be the buzzword at the moment, but those familiar with the wellness ingredient know that not every CBD product is alike. In fact, unlike many other companies popping up thanks to passing of the Farm Bill (which legalized CBD, made from the non-intoxicating compounds of the hemp plant), Fort Lauderdale-based Veritas Farms is one of the few fully vertically integrated companies in the industry, operating their own 140-acre farm and production facilities in Pueblo, Colorado. We spoke with the company’s VP of Business Development, Derek Thomas, to learn more about the company and the rise of the product of the moment.

There are a ton of CBD products out there now, how are they different and what should a consumer look for?
Everyone should be conscious of the products they use, especially for things that go on or into our bodies. Consumers should first decide if full-spectrum, broad-spectrum, or CBD-isolate products are right for them. Veritas Farms recommends full spectrum hemp oil if possible, to ensure consumers benefit from the entourage effect of all the beneficial cannabinoids, terpenes, flavonoids and plant materials. Consumers should always ask for a COA. They should review it fully, confirming the cannabinoid content and purity, as well as the batch code on the COA to the batch code on the product. Finally, they should do some due diligence into both the third party lab providing the test, and into the company itself. The lab should have state certifications easily available and the manufacturer of the CBD products should have easily accessible COAs, a well-developed website, active social media, reachable sales and customer service personnel and a transparent supply chain.

You differentiate yourselves by owning your own farm, giving you control over the ingredients. What does that mean in terms of the final product?
At our farm, we control all of our growing, extracting, manufacturing, and bottling to ensure the quality, potency, and freshness of its products. Our products come straight from the farm to your doorstep. This means you’re going to receive one of the most fresh, transparent, quality products.

What spurred the entrance into the CBD market and how long has the company been around?
Five years ago, our CEO, Alexander Salgado, recognized the huge opportunity in the CBD market. Not just to enter the space and become a sales and marketing company — a route that would have been easier and paid off bigger in the short run. But Alexander had the vision to see that quality and transparency would be lacking in the market, and moved in to establish a fully vertically integrated company that would capitalize on that opportunity.

What are your most popular products?
Our most popular product is our 1,000 milligram peppermint tincture. Equally as popular is our 400mg cooling menthol salve and 400mg lavender eucalyptus salve. Our gummies are also incredible and a huge hit! We also offer capsules, lotions, lip balm and even products for your pet!

CBD is becoming a major buzzword in health/wellness and only continues to gain popularity. Where do you see the industry going next?
The CBD industry has potential for incredible breakthroughs in health and wellness. If we can move people away from NSAIDs and opioids and into healthier more holistic options, it would be life-changing for countless people.
Chowhound
The Best CBD Items You Can Buy Online

BY DAN KODAY APRIL 20, 2019

All featured products are curated independently by our editors. When you buy something through our retail links, we may receive a commission.

Everywhere you look, it seems like CBD is popping up as an ingredient in health, wellness, and beauty products—and now even your food, too. The benefit of ingesting cannabidiol, or CBD, the non-psychoactive chemical compound found in cannabis plants, is that it’s calming and promotes relaxation. There are many claims about how it improves sleep, stress, anxiety, can clear up your skin, and treat rheumatoid arthritis, amongst many other things. But with a plethora of products hitting the market, it’s also important to do a little bit of detective work in what you’re buying.

All CBD is not the same, and neither are CBD products or companies. When choosing a product, be sure to look for a brand that offers independent third-party lab results for pesticides, heavy metals, mold, and other impurities in their raw materials,” says Joel Greengrass, CEO of Theramu, which makes quality CBD elixirs. “Also check that the final products are lab tested for potency to ensure they have retained the claimed CBD content throughout the production process, and you are getting what you paid for,” he says. Here are some of our favorites CBD items on the market today:

CBD Gummies in Mixed Berries, $34.99 at Veritas Farms

You might not be able to find them at Dylan’s Candy Bar, but Veritas Farms’s CBD-infused Gummies are a very worthy addition to your next online shopping spree. For one, they come in both a regular formulation, containing high quality cannabinoid in a mouth-watering mixed berry flavor. Even better: You can buy a version with melatonin, which combined with CBD’s soothing properties, will quickly help you to sleep at night.
CBD may be the new health, beauty, and wellness buzzword, but understanding if it's safe for you and your loved ones comes with finding products that fit your lifestyle, application, and intake preferences. Denver Style Contributing Writer, Wren Duggan, got to the bottom of our basic questions about using nature's not so new stress reliever.

THE ABC’S OF CBD

PHOTOS COURTESY OF VERTAS FARMS
WRITTEN BY WREN DUGGAN @wrenabrid

Cannabinol, known more commonly as CBD, has become all the rage across the country over the last few years. CBD products are everywhere: dispensaries, flea markets, and even small boutiques are doing over CBD products to their customers. Chances are you’ve probably seen 1 or 2 businesses selling Cannabidiol in recent months, but you also might be unsure about what it really does. While CBD is becoming increasingly popular for people and pets, we wanted to take a deeper look into what CBD does, how it’s used, and where you can get it from.

So, what is CBD? Cannabidiol is a chemical compound found in marijuana. Unlike THC, CBD is not psychoactive, making it one of the more popular natural remedies intended to assist with ailments and mental health disorders. Recent studies show that CBD can help relieve chronic pain, reduce the volume on anxiety, and assist with gut health without the mind-altering effects associated with THC and some medications. Additionally, although CBD has been proven to be effective for a multitude of conditions, some of the most celebrated health benefits are for anxiety/stress, pain and tension, sleep, anti-inflammatory properties, and overall wellness.

CBD has become more widely available since the passing of the 2018 Farm Bill. It can be found in both retail stores, online, and in brick and mortar shops or restaurants, including food and beverage establishments. Finding the right product, especially online, can be tricky to navigate as there are a plethora of products available. Oils, salves, lotions, bath bombs, and gummies are just some of the many CBD products you can choose from. Finding a product that has total transparency of their ingredients and is third-party tested and shows their COAs is an important step in helping find the right CBD product for you.

Many people are drug tested for work, and there’s a lot of debate surrounding whether or not CBD can be utilized under these circumstances. CBD comes in various forms:

Full Spectrum CBD products do have trace and legal amounts of THC in them, so it’s not recommended to take if drug tested.

There are isolate-based products available that are THC-free, which would be a safer route. Additionally, products certified “THC-free” fall below the 0.3% THC limit, so it is unlikely for CBD to show up on a drug test. However, the results of a drug test cannot be guaranteed unless the product is certified at 0% THC.

Currently, you do not need a specific license to sell CBD products in the state of Colorado. You do, however, need standard wholesale or resale licenses that are specific to each state, on the condition that the CBD products are sourced from industrial hemp and contain less than the 0.3% THC limit.

The usage of CBD is a very personal decision. It’s important to remember that CBD impacts each person’s body differently, which should be taken into consideration when
choosing the right CBD product for your needs. Many people use CBD as part of their daily regimen to benefit overall health and wellness. However, using CBD is not as cut and dry as using it in replacement of medications or another supplement. CBD can be very effective as a standalone solution, while other times it is best used in conjunction with other medications or supplements. For example, recent findings show that many people are able to use fewer anti-inflammatory medications when taking an effective dose of CBD. Remember, results vary from person to person and are anecdotal.

When purchasing CBD oil, it is best to choose a reputable company that provides organically grown hemp-derived CBD full-spectrum CBD oil, because this ensures that you will receive the benefits of the hemp plant in its entirety, and one that is cruelty-free, THC-free, and free of any chemicals, preservatives, or emulsifiers.

As of now, there are some jurisdictions around CBD usage for those under the age of 18. However, many parents have had tremendous success using CBD to address various conditions in children like anxiety, ADHD, stress, and epilepsy. There have been several studies regarding treatment for epileptic seizures and many more studies and trials are expected in the near future. Consulting your child’s physician before using CBD is recommended.

If you’re familiar with CBD, you’ve probably heard that many people use it to help treat their animals. CBD has been proven to help treat a variety of health issues in pets including anxiety, arthritis, cancer, anticonvulsant properties, pain management, and immune and digestive health support. Full spectrum hemp oil can be great for arthritis and other joint/inflammation-related issues, anxiety and neuroticism, even improve your pet’s coat.

Veritas Farms offers a plethora of CBD products for both humans and animals. Their full-spectrum pet tincture is available in both bacon and tuna flavors. For humans, their peppermint tincture is one of my favorite products of theirs (and there are so many favorites to choose from). Derek, their VP of Business Development, focuses on producing superior quality full-spectrum hemp oils and extracts made on its farm in Pueblo, Colorado. Derek says, “Not all CBD is the same. Veritas Farms grows and manufactures its own full spectrum hemp oils and products. Our full spectrum oil contains ample amounts of CBD, but it also contains all of the other beneficial cannabinoids, terpenes, and flavonoids.” Their Cannabinoid Rich Hemp Gummies are not only packed with nutritional value, but also taste more delicious than any other dietary supplement on the market. Additionally, their Cooling Menthol Salve is a topical remedy that uses advanced extraction techniques to get the best hemp oil using both the flowers and leaves. You can purchase Veritas Farm’s products state-wide in independent pharmacies, health food stores, chiropractors offices, they ship from our website to anywhere in Colorado.

PAMPA APOTHECARY

The wild and organically grown ingredients in PAMPA Apothecary’s new Adaptogen CBD Sparkling Water "empower the body to adapt to the stresses of modern life while promoting long term resolution of body, mind and spirit," but the no sugar and no calorie makes it the perfect refreshing drink to sip and savor. The Daily Routine

PRESS PAUSE PROJECT

Founded by two women who are learning to embrace imperfections, Press Pause babes, oils, and supplements are designed with organic ingredients to help you when life starts to spin wildly out of control.

Dawn and Torrey, founders of the Press Pause Project in Denver, started their company as a way to acknowledge that women are disproportionately affected by stress and anxiety, but that it’s okay to take an intermission. Their motto, “when life starts
accelerating wildly out of control, press pause,” is inherent in the products they sell. The best part? All products will be received in just a couple of days—right to your doorstep! The Petes Pause Project also has products in several retail locations around the city and are constantly expanding that channel. Currently, you can purchase their CBD products at Oracle’s Boutique, LilaDon Flowers, Whi Gifts and Wish Boutique, and several functional medicine practices.

Dawn and Tomry want their customers to know that CBD is safe and does not have psychoactive side effects or a “high.” Unfortunately, there is still very much a stigma around CBD, and they want to continue to educate consumers around this issue.

Can CBD be used while breastfeeding? The reality is that there have not been enough studies or support around this issue and the effects on breastfeeding mothers or their babies. Steering clear of this until research can support this is the safest option at this time. Additionally, be sure to speak with your physician regarding CBD usage while breastfeeding.

Sonder Grace is based out of Fort Collins, CO. They do a spectacular job of explaining why the Endocannabinoid System is why CBD works in our bodies. They say, “We are hard-wired with a system of cannabinoid receptors throughout our brains and bodies. When these receptors are activated, they enable two-way communication between body systems.”

Without this communication, something previously thought to be impossible. They source organically grown, full spectrum (whole plant), non-GMO plants, and also wanted the latest extraction technology in place. Additionally, their products are vegan, cruelty-free, and gluten-free, and GMP certified. Elaina, co-founder of Sonder Grace says, “there are many benefits of supplementing with CBD oil. According to research, our bodies contain a whole signaling system that is comprised of cannabinoid receptors and other enzymes that are involved in an increasing number of pathological conditions. As more and more research emerges, it is believed that we will find even more benefits to supplementing with CBD oil, proving to be effective for a wide range of conditions.” Sonder Grace’s THC-free CBD products are available online at www.sondergrace.com and in select retail stores in Fort Collins, CO. They are continuing to expand their retail presence, so be sure to check their website for periodic updates.

It’s best not to think of CBD in “doses” because everyone’s bodies are different. Dosing varies greatly depending on the individual and the severity of the condition CBD is being used for. Starting at a low dose of around 15mg and increasing daily until desired results are achieved is the best way to uncover how much CBD to utilize.

CBD is used to treat a host of medical problems, and the benefits include, but aren’t limited to: anxiety relief, pain management, improving symptoms of post-traumatic stress disorder (PTSD), helping improve sleep quality, anti-seizure, immune support, weight loss, anti-seizure, and anti-acne. Additionally, CBD acts as a neuroprotective which is important for individuals suffering from Alzheimer’s disease, multiple sclerosis (MS), and Parkinson’s disease. CBD is a popular industry in the state of Colorado but is also getting lots of attention nationwide. CBD’s associations with wellness come from the natural remedies and health benefits it provides. While there is still room for research, the world of CBD is moving fast in the direction of becoming one of the world’s most popular health aids.

Great Gift

JL ESSENTIALS

These all-natural products are handcrafted by local Boulder spa owners who are sensitive to the needs of clients.

Raw Complete CBD Skin Serum. $145.
Peppermint 250 CBD Tincture. $100.
Jlessentials.com/jl_essentials

VERITAS FARMS

The organic 100% grown in Colorado ingredients help restore cells in both humans and pets.

CBD Tablets, $39.99.
veritasfarms.com/veritasfarmscafe
CBD products from Broward company now available at national retailer

By Ashley Parker — Reporter, South Florida Business Journal
Apr 3, 2018, 4:08pm EDT

CVS Pharmacy shoppers across the U.S. can now purchase products CBD products from Fort Lauderdale-based Veritas Farms.

Veritas Farms utilizes hemp oil and extracts to manufacture a range of cannabidiol (CBD)-infused tinctures, salves, capsules and lotions. Headquartered in South Florida, Veritas also owns a 140-acre farm and production facility in Pueblo, Colorado.

Co-founder and CEO Alexander Salgado said Veritas Farms is launching a new line of labels and packaging products in preparation for its entrance into brick and mortar retail locations.

"As we continue the planned Veritas Farms expansion from e-commerce only into several new distribution channels ... we have taken the opportunity to enhance our labels and packaging with more information for consumers to better understand our products right at the point of sale," Salgado said in a statement.

The redesigned labels and packaging will include additional information about ingredients, flavor and aromas in the products, and will feature QR codes linking it certifications that validates the products potency and purity.

Derek Thomas, director of business development for Veritas Farms, said the company's products are available at more than 1,000 independent retailers, in addition to CVS. Those retailers including independent pharmacies, health food stores, spas and doctors' offices.

Thomas said Veritas Farms products stands out from other CBD competitors because they contain a full spectrum of hemp oil. Full spectrum hemp oil, according to its website, contains a plethora of cannibinoids, instead of only CBD, which enhances its potency.

It's also a vertically integrated businesses, doing all of its growing, extracting, manufacturing, packaging and research and development on-site.

"That gives us transparency and quality control that a lot of brands buying from commercial farms aren't able to provide," Thomas said. "We're a unique business model within the industry."

In March, CVS and competitor Walgreens both announced they would begin selling CBD products at select locations. CBD is a non-psychoactive cannabis compound that advocates say can treat ailments such as anxiety, insomnia and body pain. It's currently a hot consumer product, with dozens of businesses selling products infused with the compound.

The U.S. Food and Drug Administration reports CBD cannot be sold as dietary supplement.
The CBD craze could soon hit the aisles of your local Kroger store.

Veritas Farms, a vertically integrated agribusiness, is supplying its full spectrum hemp extracts topical products across 945 Kroger Family of Stores in 17 states.

"We are trying basically to provide consumers a healthier alternative to what's currently out there," Veritas Farms CEO Alexander Salgado told FOX Business' Stuart Varney on Friday.

Cannabidiol, or CBD, is the non-psychoactive compound found in hemp plants. It has been classified as a promising remedy to help treat many common conditions like pain, insomnia, and anxiety.

Veritas Farms said it will supply Kroger with CBD oil topical products in the form of salves, moisturizing lotion and lip balm. With CBD legal in all 50 states, it is projected that the hemp extract could reach $16 billion in sales by 2025, according to a report by New York-based investment bank Cowen.

Salgado said his partnership with U.S. retailers will help his agribusiness double its first-quarter revenue of $1 million for the remainder of 2019.

"We are also working with major big-box chains, drug chains and retailers all over the country. So we are also adding companies like CVS and other major retailers as well," he said.
**A Day at the Cay**

Royal Caribbean International’s CocoCay in the past was a great relaxing way to spend a day in the sun and enjoy a barbecue brought over from the ship. That’s changed radically with a $250 million makeover of the Bahamian island. The **Perfect Day at CocoCay**, as Royal Caribbean is branding it, has opened with North America’s tallest water slide at 135 feet and the Caribbean’s largest wave pool. The Up, Up and Away helium balloon will take visitors 440 feet up in the air via a zip line course going 1,600 feet. ([www.royalcaribbean.com](http://www.royalcaribbean.com))

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**The Good Life**

**Star Quality**

If you book your next vacation through Couturista, be sure to bring along an empty suitcase—or three. Just-launched, the tour operator founded by South Floridians offers curated travel experiences designed for the fashion-obsessed. Its inaugural trip, Tuscany Couture (with all-inclusive programs planned in August and October this year), will include accommodations at the FerrariMiura court Gallery Art Hotel and VIP access to Prada, Emilio Pucci, Gucci, Cavalli and numerous other coveted brands. ([couturistatravel.com](http://couturistatravel.com))

**Shred Water**

Thinking ahead by searching for the hottest luxury toy of the summer? Don’t worry. We found it for you. Swedish sports label Radaran introduces the G2X electric jet board, which started as a student project when founder Alexander Lind integrated an engine into a surfboard. The easy-to-reach deck propels water sport enthusiasts, especially those who crave the wave, to new speeds. Approximately $11,152. ([radaran.com](http://radaran.com))

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**Bumper Crop**

Using whole hemp oil and high-quality ingredients, **Veritas Farms**, headquartered in Fort Lauderdale, practices sustainable farming at its 140-acre farm in Pueblo, Colorado. It’s one of the few “farm-to-table” brands using broad-spectrum, phytocannabinoid-rich industrial hemp oil products, which many find help with anxiety, stress, sleeplessness, inflammation, pain and other ailments. ([theveritasfarms.com](http://theveritasfarms.com))
Chill Out, The Holiday CBD Gift Guide Is Here

Kit Stone - Dec 13, 2019

As far as wellness trends go, CBD remains at the top of the list for many people. Since CBD popped on the scene, it’s been seen in everything from lotions and face creams to sparkling water and candles. Here are the quick facts to make sense of the CBD hullabaloo. CBD stands for cannabidiol, the second most active ingredient of cannabis. CBD comes straight from the hemp plant and by itself doesn’t cause a "high." Consider CBD marijuana’s straight-laced cousin that does their homework in advance with the optional extra credit assignment. Although these benefits have not been supported or approved by the FDA, it’s become the go-to for people looking for an alternative method to manage chronic pain, decrease anxiety and promote balance in their everyday lives. So tell your loved ones to chill TF out by gifting them with mellow holiday vibes.

Veritas Farms CBD Gummies ($35)  Full Spectrum CBD Massage Oil ($55)
The Week In Cannabis: Colorado Hits $1B In Sales, Harborside In Canada, Kroger Embraces CBD, And More

Javier Hasse, Benzinga Staff Writer  
June 16, 2019 9:11am  |  27 min read  |  Comments

It was a mixed bag in the cannabis-related news world this week.

Colorado announced that since the state legalized adult-use cannabis sales in 2014, $1 billion worth of marijuana were sold, while Oregon’s Congress passed a bill that would allow it to trade cannabis with other consenting states. In Canada, a committee in the House of Commons called for the decriminalization of the possession of small amounts of drugs, while the U.S. House of Representatives rejected an amendment that Rep. Alexandria Ocasio-Cortez (D-NY) had introduced, which sought to make it easier for scientists to study Schedule I controlled substances like psilocybin – found in mushrooms, MDMA and cannabis.

We saw Harborside, the iconic cannabis brand founded by activist Steve DeAngelo, start trading on the Canadian Securities Exchange and Kroger Co (NYSE: KR) announce it would start selling CBD products in its stores in 17 states. The Church of England said its £8.3 billion ($10.5 billion) Church Commissioners for England fund would start investing in cannabis, cannabis CPG company Coda Signature closed a $24.4 million Series A funding round, and Medicine Man Technologies, Inc. (OTC: MDCL) announced the acquisition of Colombian company Green Equity S.A.S. – marking its third deal this month.

Commenting on Harborside’s IPO, Debra Borchardt, CEO of Green Market Report, told Benzinga this is “a sign of how far the cannabis industry has come... From his early days as a member of the Yuppies, which fought for legalization in the 60’s, to being one of the first dispensary owners in California, Steve DeAngelo has always been on the front lines. It’s exciting to see a cannabis company with real revenue and strong leaders hitting the public markets.”
The amount of money, in billions of dollars, that Colorado has generated in cannabis sales revenue since recreational sales began in 2014: 1 (Source: CNBC)

The number of cannabis-related bills that Gov. Jared Polis signed in late-May: 3 (Source: The Colorado Sun)

The amount of acreage owned by Colorado-based Veritas Farms, which will supply Kroger grocery chains with hemp-derived CBD products: 140 (Source: Westword)

**By the Numbers**

The estimated percentage of people participating in a study who said that cannabis' medical benefits are a very important reason for legalization: 86 (Source: Gallup)

The number of votes from the Louisiana House of Representatives, out of 82, that opposed a bill that would allow medical cannabis patients to inhale cannabis, but not smoke it: 8 (Source: The Advocate)

The approximate number of hemp cultivators that have been licensed in Tennessee by the Department of Agriculture in 2019 as of mid-June: 2,900 (Source: WREG)

Maggie's Farm Festival

**When:** Sat, July 27

**Where:** Maggie's Farm Pueblo North, 4803 N I-25, Pueblo

**Website:** maggiefarmmarijuana.com

Is it time for a new spin on cannabis festivals? Maggie's Farm Festival features everything from sungrown cannabis to a car show, a beauty contest, live music and food trucks. The Cannabis Vendor Pavilion will allow consumption and is strictly for adults 21 and over. There will be free popcorn and snow cones. Those who enter the classic car show will get a limited-edition grab bag valued at $50. A beauty contest will crown the next Miss Maggie's Farm, and the winner will receive a $300 prize. Live musical performances will feature Last Rhino, Reno Divorce, MF Ruckus and The Atomic Drifters, and KILO 94.3 will be broadcasting live from the event all day! Maggie's Farm is one of Colorado's leading medical and recreational cannabis companies, with a focus on sungrown, slow-cured and hand-trimmed cannabis.
Once upon a time, drugstores were the place to pick up a prescription and maybe grab a face wash or a mascara while you were at it. Not anymore. The latest batch of drugstore beauty products can fulfill every last one of your routine needs, making the drugstore a veritable beauty shopping destination in its own right. Sure you can still get your face wash and mascara (and totally revamped versions from L’Oréal Paris and CoverGirl at that), but there are now way more goodies to play with: totally innovative (and time-saving) new styling products unlike any we’ve ever seen before, hard-working skin-care creams chock-full of dermatologist-approved ingredients, makeup that we’d easily mistake for the fancy stuff if we didn’t look closely. And, as expected, everything rings up with budget-friendly price tags.

Translation: Go ahead and add all of these fabulous finds to your shopping list without having to worry about buyer’s remorse. Check out our 46 new favorites, here.

**Veritas Farms Full Spectrum Hemp Oil Salve**

It’s easier than ever to find quality CBD products now that they’ve made their way to drugstore shelves. Veritas Farms is one of the brands you’ll find at CVS — as long as you’re not in one of the handful of states where CBD is still a no-no — and its salves are a must-have for topically addressing inflammation. The protective, soothing formula comes in lavender-eucalyptus, menthol, and unscented varieties.

$40 *(Shop Now)*
BUMPER CROP

Using whole hemp oil and high-quality ingredients, Veritas Farms, headquartered in Fort Lauderdale, practices sustainable farming at its 140-acre farm in Pueblo, Colorado. It's one of the few “farm-to-table” brands using broad-spectrum, phytocannabinoid-rich industrial hemp oil products, which many find help with anxiety, stress, sleeplessness, inflammation, pain and other ailments. (theveritasfarms.com)
Pueblo Hemp Company Supplying Kroger and CVS With CBD

THOMAS MITCHELL | JUNE 17, 2019 | 9:38AM

Grocery giant Kroger recently revealed plans to sell CBD products in 945 stores throughout seventeen states, and many of those products will come from Colorado. For starters, Veritas Farms, which operates a 140-acre hemp farm in Pueblo, will supply Kroger grocery and convenience stores throughout the country with CBD salves, moisturizing lotion and lip balm.

Veritas currently supplies hemp-derived CBD products to national chains such as CVS Pharmacy, Fruth Pharmacy, Neiman’s Family Market and Bartell Drugs – but Kroger, the country's largest network of grocery stores, is a huge step.

“Kroger is a recognized retail leader, and we are excited to partner with them on this product launch,” Veritas Farms CEO Alexander Salgado says in a statement announcing the deal. “Their commitment further signals the growing importance of this significant new category for consumers and retailers.”

Since industrial hemp became federally legal in late 2018 via the 2018 Farm Bill, CBD products extracted from the plant have exploded. Veritas reported a 361 percent increase in revenue from the first quarter of 2018 to the first quarter of 2019, rising from $331,416 to over $1.52 million.

None of the chains will carry CBD-infused food, drinks or vaporizer products, however; those types of hemp and CBD products are currently banned by the federal Food and Drug Administration while it figures out how to regulate hemp and CBD consumables. Despite federal legalization of hemp, not every state allows the sale of hemp-CBD products, either, as state governments must opt in to hemp legalization language, and not all of them have done so. States that have explicitly legalized hemp or recreational marijuana, such as Colorado, Oregon and Washington, allow state-legal CBD companies to sell infused food, drinks and other consumables within state borders.

“Like many retailers, we are starting to offer our customers a highly curated selection of topical products like lotions, balms, oils and creams that are infused with hemp-derived CBD,” Kroger communications and media relations director Kristal Howard said in a statement last week. “CBD is a naturally occurring and non-intoxicating compound that has promising benefits and is permitted within federal and state regulations.”

Thanks to Colorado voters legalizing recreational marijuana in 2012 and subsequent state legislation that protects and defines industrial hemp, Colorado hemp and CBD businesses have been able to create a relatively large national footprint compared to their peers in other states. Louisville-based Bluebird Botanicals supplied Carl’s Jr. with CBD oil for a CBD-infused sauce promotion on April 20, while Broomfield-based Elixinol made headlines for Times Square advertisements in New York on New Year’s Eve.
HOTLIST
Topical CBD for Pain Relief and Pampering

BY KAREN HENRY

CBD (cannabinoids) are the non-psychoactive medicinal components of hemp. Full-spectrum hemp products contain an array of cannabinoids. Useful for pain relief, these powerful anti-inflammatory agents have healing effects. According to Certified Cannabis Coach and Mosaic Wellness Center Karen Clarke, “Topical CBD is absorbed through the skin to interact with cannabinoid receptors.”

Ayurvedic Practitioner Dr. Seria Narwal adds, “One of the Sanskrit names for cannabis is sara-ruhita, meaning ‘healer of all diseases,’ and that’s good news for Vedics because it gave it such an ominous name. Total application is especially beneficial for calming pesky Petra symptoms such as joint pain, muscular aches, inflammation, and swelling. I recommend people with strong yoga or exercise practices to add some CBD oil to their daily abhyanga to hasten muscle recovery and prevent injuries.”

1. CHARLOTTE’S WEB HEMP-INFUSED BALM
www.charlottestheday.com
This family-owned and run company grows their own in Colorado and is one of the pioneers of CBD products. Their Hemp-infused Balm applies smoothly to skin and offers soothing anti-inflammatory benefits and pain relief.

2. SAINT JANE MICRODOSE LIPSTICK
www.saintjanebeauty.com
Microdose your full spectrum CBD throughout the day with a pop of color—seven different fashionable pigments available. Added moisturizers include avocado, citrus, and jojoba oils.

3. VERITAS FARMS
LAVENDER EUCALYPTUS SALVE
www.veritasfarms.com
Veritas Farms controls the growing and manufacture of all products which even contain a batch-unique QR code linking to a verifiable certificate of analysis. Take your practice to the spa with this salve that combines full spectrum hemp oil with lavender and eucalyptus.

4. SUMMER SOLACE TRAUMA BALM
www.summersolacealoha.com
Megan Bre Camp is a believer in the #SlowBody-Care-Movement and her handcrafted artisanal line of products contains organic CBD in a healing balm that also includes organic calendula concentrated for its skin-healing powers. The formula reduces inflammation and provides soothing pain relief.

5. SHANTI WELLNESS
SOOTHE PREMIUM HEMP BODY BALM
www.shapshani.com
LA-based Shanti Wellness products feature full strength of the highest density of active ingredients including nano particle hemp CBD oil. The balm is in a soothing beeswax base with anti-inflammatory coconut, lavender, and eucalyptus oils.
DIARY
6 December 2019

Turn on and tuna out at Art Miami

Given how stressful art fairs can be, it’s no surprise that Art Miami’s official health and wellness sponsor for this year is the CBD supplier Veritas Farms. The Colorado company has set up a modest bar-boutique between Context and Art Miami to serve fairgoers with a little something to take the edge off the encroaching chaos of a culture-packed week: cannabidiol-infused tinctures, lotions and salves are all currently for sale. “It’s a wonderful opportunity to unite people of varying interests and cultures,” says Pamela Cohen, VP of marketing and sponsorships for Art Miami. For the more experimental cannabis enthusiasts, Veritas Farms is offering CBD edibles including pesto, pizza and tuna salad – best eaten separately.
GLAM DAY READY

THESE LONG-LASTING BEAUTY HACKS WILL MAKE GALA SEASON A BREEZE

By Melissa Puppo

AURAGLOW teeth whitening kit; $39.99, available at auraglow.com

ANASTASIA BEVERLY HILLS skintone body oil; $30, available at anastasiabeverlyhills.com

ESSIE "foul worthy" nail polish; $9, available at essie.com

GRANDE COSMETICS "matureslay" plumping lipstick; $20, available at grandecosmetics.com

VERITAS FARMS full spectrum CBD salve; $39.99, beat the discomfort of high heels by applying this salve to the bottoms of feet before strapping on stylish shoes available at theveritasfarms.com

FULL SPECTRUM HEMP OIL

MADE TIME TO PREP

Detox and De-stress

One of the best ways to prepare for a big event is by hitting the spa for a lymphatic drainage massage. If you're unfamiliar with the trending treatment, it's a gentle massage that reduces swelling and improves circulation throughout the lymphatic system. Doing so helps detox the body and filter out toxins to promote a healthy immune system. It also reduces excess water weight. Book a one-hour session at Spa at Eau Palm Beach Resort & Spa. ($215 / 100 S Ocean Blvd., Palm Beach, 561.540.4960 / eups.palmbeach.com)

Glow Up

Head in for a facial about one week before festivities so your skin will look and feel its best without residual redness or "purging" breakouts. Book a treatment at the new Skin Laundry at Town Center at Boca Raton for an instant zep of near perfection. Try one of three programs, including the Laser & Light Facial, which first uses a YAG laser to penetrate deep into the dermis, stimulating collagen production, targeting unwanted pigmentation and deep-cleaning the skin by vaporizing debris from the surface. Step two includes an Intense Pulse Light (IPL) that targets redness, inflammation and bacteria. Additional services include the Carbon Peel Facial and the Ultra Fractional Facial. (From $75 / 6000 Glades Road, Ste. 1097, Boca Raton, 561.393.5440 / skint uneasy.com)

Nailed It

Add a killer splash of color to your nails at The Royal Palm's now open Nail Lab, a one-stop-shop for all manicure needs. Pick an eye-catching fall shade to apply using polish, dip or gel on acrylic or natural nails. (Prices vary / 8500 S Ocean Blvd, Ste. 503, Palm Beach, 561.839.9050 / naillabpalmbeach.com)
Veritas Farms

Last week, we spoke with Veritas Farms Vice President of Business Development, Derek Thomas, about the new partnership with CVS, the continued rapid growth of the hemp industry, and the benefits of full spectrum CBD oil. In his role at Veritas Farms, Derek Thomas wears many different hats; he oversees sales and marketing initiatives for the company, with a special focus on new product development and strategic partnerships. Headquartered out of Fort Lauderdale, Florida, Veritas Farms prides itself on being vertically integrated, with onsite quality testing performed for each and every batch of hemp produced. The entire CBD production process happens all in one piece: on the farm, in Pueblo, Colorado.

Patients across the country are eager for access to quality CBD products. Veritas Farms is one of many companies competing to bring their high-quality hemp-based CBD to the forefront of the industry. According to the Veritas Farms website, full spectrum hemp oil is "more than just CBD." It contains a diverse set of cannabinoids found naturally occurring in the hemp plant, such as cannabidiol (CBD), cannabigerol (CBG), cannabinol (CBN), flavonoids, and terpenes, each of which are thought to have their own medical benefits.

The 2018 Farm Bill

Hemp-based CBD contains less than 0.3% tetrahydrocannabinol (THC), the main psychoactive component in marijuana. Unlike cannabis, hemp is now legal in all 50 states. In December of last year, Congress passed H.R.2, titled the Agriculture Improvement Act of 2018, the bill effectively removed hemp from its previous classification as a Schedule I drug. According to the federal government, Schedule I drugs have no recognized medical benefit.

The change in federal classification was a huge win for the hemp industry. With the passage of the 2018 Farm Bill, H.R.2, CBD went from being under the jurisdiction of the Drug Enforcement Agency (DEA) to being placed under that of the Food and Drug Administration (FDA). As part of this process, Veritas Farms has emerged as the "standard bearer for the rest of the industry, at least until federal guidelines and state guidelines [can] come into play. But that was really the goal - to build a company that would build the right type of products and knowledge to the industry, and of course, dominate a considerable part of the market share. And that's really what our farm-to-table model has allowed us to do."

Not All CBD Is Equal

The CBD market is in the midst of a period of rapid growth and is expected to be worth as much as $22 billion by 2022. Following the successful passage of the 2018 Farm Bill, more companies are now poised to enter the CBD industry than ever before. Not all CBD is equal, however, and Veritas Farms remains an industry leader, paving the way for those intent on producing medical quality full spectrum hemp oil.

"We don't just grow hemp, we don't just manufacture products. We don't just extract, we do it all. And we do it all right on the same farm." From growing the hemp, to extracting the CBD, to independent 3rd party testing of each batch for safety, each step is carefully monitored to ensure that customers receive a quality product in the end. "No one can be as quick and nimble and transparent as we can...our model allows us that level of detail and transparency for each product, and that is correlated to a lot number, that is correlated to the batch that we are able to trace back literally to the individual clone itself."

"One of the biggest challenges right now," says Thomas, "is a lack of quality supply, and then additionally, a lack of transparency around quality, and around ingredients, and around compounds in the products...there has been an explosive growth in demand, and there are probably closer to 2000 CBD companies operating in the United States, the majority of which likely don't own their own farms, like Veritas Farms does. These days, quality and transparency are pretty important to consumers, and companies that don't produce their own products are more likely to rely on multiple sources, making the process of ensuring product consistency much more difficult for wholesalers. According to Thomas, "While there are some really quality hemp oil suppliers, there are a lot out there who are providing definitely questionable quality oil and isolate."

If you're ever near Puerto, Colorado, Thomas highly recommends taking a tour of Veritas Farms. The 140-acre property, once "raw cattle land," is now home to Veritas Farms' large scale hemp farm and production facility. Located just a 20-minute drive outside of Pueblo, Thomas describes the experience of visiting the farm, saying, "You feel like you're in the country, you have the big red barns, and the greenhouses, and then beyond that where you're looking at the Rocky Mountains, which are a couple miles in the distance. For tours of the hemp farm are open to the public, and when you go, you can tell the tour, you start with our little baby clones, and you go through the entire process...you start with the little baby clones, and by the time you finish the tour, you're holding the product that the little baby clones made. It's completely vertically integrated on our farm. It's such an educational, immersive experience, there's nothing else like it."
The Manliest Holiday Gift Guide 2019

It’s the holiday season! It’s time to show the men in your life how much you love and appreciate them by giving the hottest gifts of the year. We have listed some of 2019’s trendiest gift ideas to help you beat the holiday rush. Then you can sit back and spend quality time with those you adore. (2018 gift guide here)

Veritas Farms Starter Kit

Veritas Farms – This is the perfect gift for any man that wants skin products that make skin glow. These products contain full-spectrum hemp oil extracted from the flowers and leaves of hemp plants grown on the Veritas Colorado farm — never from an isolate. Our full-spectrum hemp oil products are produced with the highest safety and consistency standards — and are third-party lab tested for quality assurance.
The Big Chill

For months, we at INDULGE experimented with various CBD-based products in the marketplace that promise clearer skin, reduced fine lines and a relaxed, overall look. While CBD may not be your average beauty ingredient, its effective anti-inflammatory properties and healing benefits make the demand, well, high.

Lab to Beauty – The Recovery Oil
A few drops go a long way when it comes to this potent CBD facial oil. Loaded with marula, amora, ginkgo and calendula, your skin seems magically baby-soft flawless after the first use. Available exclusively at Lapis Spa at the Fontainebleau, Miami Beach.

Gahdlescope Labs – Glow Capsules
This chic capsule within a capsule assists with the improvement of the health of beauty hair, skin and nail growth. The layers of the pill seem to seamlessly digest the BodyGo Collagen, PMD, Xata and 30 mg of full-spectrum CBD extract. gahdlescope.com.

Lab to Beauty – The Recovery Oil
A few drops go a long way when it comes to this potent CBD facial oil. Loaded with marula, amora, ginkgo and calendula, your skin seems magically baby-soft flawless after the first use. Available exclusively at Lapis Spa at the Fontainebleau, Miami Beach.

Mira Cinca – Bath Bomb
Solid in each, the Japanese CBD line of bath bombs now in three scents — eucalyptus, lemongrass and lavender. Each one equally as soothing when added to a warm bath. A good night’s sleep is almost assured. miracinca.com.

Camau Natural Brands – Massage Oil
This petite oil with a cooling effect is the opinion of convenience. You need a quick personal massage? If not, say, blemishes appear small acne bumps on skin. You’ll swear by the lavender scent. camau.naturalbrands.com.

Yoyo Botanics – PM Formula
Add ten drops to the ampoule-flavored oil under your trophy, which we recommend you keep for 15 minutes. Swallow and let this formula — made with organically grown hemp — do its job. yogomarche.com.

Hera – Overnight Exfoliating Mask
In this sleek mask purifies CBD, which helps to exfoliate the skin, improves cell turnover and promotes even the skin tone. Perfect for reducing breakouts after a good-fun night out. herakincare.com.

The Veritas Farms Edibles
Straight out of Colorado’s sustainable farms, the Veritas Farms sweet chews are a good alternative to alcohol when before bedtime. Two sweet treats are the right dose for sweet dreams. Done right? theveritasfarms.com.

Code of Harmony – Chill Cal Masque
The face mask for the new kid on the block. The magic touch? The addition of Calenta aroma times your face while the CBD energizes in a gentle way. codeofharmony.com.

FLEUR MARCHE – THE MOST LUXURIOUS DESTINATION FOR TOP PRODUCTS IN THE CBD-VERSE

What happens when two former GNC executives decide to address the needs of consumers who are nervous to try CBD? It’s all about blooming. Monieta Schroeder and Ashley Lewis, founders of Fleur Marche, which translates to flower market, left their corporate gigs and launched an online business that makes this somewhat undiscovered world a lot less intimidating. No last hack vibes here; the due is serious about their business. The prerequisites for any product to make it into the highly curated website include no pesticides and ingredients that must be farmed organically. Offering an elevated take on cannabis, making it luxurious in an effort to attract potential customers. The goal for both Lewis and Schroeder was always educate people. “People have heard about it, and not aware that it does not make you high,” says Lewis. For the most part, Fleur Marche sells individual products like the PM oil mentioned above but the website-featured kits like PePMS, Le Beauty, Le Caire and Le Sleep, are / are n’esssaires. fleurnanche.com.
Have you started making your holiday gift lists this year? Just as much as we love to give, we also love to get as well. Admit it, you’re on the same page as us. We all work so hard and deserve a little something for ourselves every once in awhile.

Whether you’re looking to give or get, today’s post should help! We’re all about the health and wellness obsessed, because who isn’t these days?

For the Health and Wellness Obsessed:

Boy do we have some good options for you guys this year.

Veritas Farms

Did someone say “Farm to Table?” Veritas Farms is one of the few “Farm to Table” brands out there using hemp oil and top-quality ingredients. Their farm and production facility is located in Pueblo, Colorado so all of your products come fresh from the farm to your doorstep. We met some of the guys from Veritas Farms this summer during Miami Swim Week, and not only are they awesome, they know what they’re doing when it comes to gifts this season. Products range from gummies, lotions, salves, and oils to tinctures and more.

Here are some items we would highly recommend for your family, friends or loved ones this holiday season:

- **Full Spectrum CBD Peppermint Tincture: Another peppermint tincture!** There’s no better way to get into the holiday spirit than with peppermint, and this is a fast-acting CBD oil, which contains full spectrum hemp oil extracted from flowers and the flowers and leaves of hemp plants grown at the Colorado farm. You can buy them for $39.99 [here].

- **Full Spectrum CBD Lip Balm:** We can’t be the only ones that are constantly looking for a good lip balm. Veritas Farms CBD Lip Balm keeps your lips super soft and smooth-ready because it’s made with organic cocoa butter, shea butter, aloe vera, and whole-plant hemp extract. This customer-favorite CBD chapstick is available in two flavors, Orange Creme and French Vanilla, and contains 25 milligrams of CBD. Available online for $3.99 [here].
Money Roundup: Advisor Group to acquire Ladenburg Thalmann: Local CBD products now available at Winn-Dixie

By Ashley Portera – Reporter, South Florida Business Journal
2 hours ago

South Florida CBD products now available at Winn-Dixie

Products from a Fort Lauderdale cannabidiol (CBD) company are now available at 152 stores operated by Southeastern Grocers, the parent company of supermarket chain Winn-Dixie.

Veritas Farms (OTCMKTS: VFRM) announced last week that its full-spectrum CBD products, including tinctures, capsules and topical oil and lotions, will be stocked at Winn-Dixie and Bi-Lo supermarkets in Florida and South Carolina.

Southeastern Grocers operates 570 retail locations across Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina.

The news comes just months after Kroger Co., the nation’s largest supermarket retailer, began stocking Veritas Farms products across its 945 U.S. locations.

Veritas Farms reported its second quarter profits surged almost 800% to reach $1.5 million, compared to $169,474 in the second quarter of 2018.

Despite its success, Derek Thomas, director of business development for Veritas Farms, acknowledged there are still roadblocks for CBD companies. Because their products are not FDA-regulated, CBD companies cannot advertise or market them as medicinal treatments. The FDA reported some CBD products are being marketed with unproven medicinal claims.

Thomas said the emergence of CBD products at national commercial retailers is a sign CBD is gaining wider acceptance as a legitimate consumer product.

“We want to elevate the category so consumers know what a good brand looks like, and that’s why it’s so satisfying to be stocked by multiple national retailers,” he said.
HOLIDAY GIFT GUIDE 2019 | GIFTS FOR EVERYONE ON YOUR LIST

It's that time again! Time for our annual Holiday Gift Guide! You've come to the right place for all your holiday shopping inspiration. I got to try numerous products over the last couple months to share with you. This list is full of stocking stuffers and other gift ideas for just about anybody on your holiday list. You can get everything you need right here, or find just a few items to round off your pile of presents. Happy shopping!

A heart, we are farmers with strong family values.

We started Veritas Farms under the pure air of the southern Rocky Mountains in Pueblo, Colorado.

We grow our hemp similar to a quality vineyard, giving quality attention to each plant while using drip irrigation to provide precise hydration and conserve our pure Rocky Mountain water.

We are committed to our community, sourcing locally whenever possible.

We practice sustainable farming methods, reducing our impact on the land, remembering that future generations of farmers will follow us.

We are part of the sustainable agricultural revolution; the phytocannabinoid Hemp farm revolution; and Colorado farmers who say they are "Colorado Proud".

Veritas Farms produces the highest quality, full spectrum CBD products right from our sustainable farm located in Pueblo, Colorado.
The United States Department of Agriculture has followed up on the NMBA U.S. Farm Bill’s legalization of hemp with draft rules that lay out the groundwork for national policy on the formerly banned plant.

The 50-page “draft version of the interim final rule” is a dense read, but Colorado businesses are digesting it, and so far at least, liking what they see.

“We believe that these USDA guidelines will hold more companies accountable and raise industry standards,” Derek Thomas, vice president of development at Pueblo’s Versitas Farms, told Denver Business Journal. “This ultimately increases quality control and consistency of hemp products.”

Cannabis-focused Hoban Law Group Managing Attorney Garrett Graff said that while he thinks “we have the broad strokes,” experts and industry folks will “certainly be poring over this release for some time.”

The new rules are expected to be published in the Federal Register Thursday, at which point the rules will go into effect and a 60-day period of public comment will open up.

“I think it’s important to take a step back and recognize we’ve been waiting for 10 months since the Congress passed the Farm Bill, so obviously this is an important next step,” Graff said. He pointed to three pieces of the regulation that stand out most.

The USDA tied these states together to create a large interstate model,” said Graff, who presented to the USDA at a March stakeholder hearing and has met with the U.S. Food and Drug Administration: as it works on its hemp and CBD policy.

**THC testing**

Hemp is the cannabis plant—the same plant that people consume for its intoxicating effects. The only difference is that hemp has less THC, or the chemical compound that makes you high, and the plant is defined as hemp so long as it tests to less than 0.3% THC. The new rules laid out by the USDA in 2021 testing in a variety of ways:

- The USDA settled a long-standing and complicated dispute surrounding which THC totals should be considered when testing. There are two types of THC: people look for in hemp plant: THCA and Delta 9 THC. The former is nonintoxicating and the latter is what most people are talking about when they say "THC." The most common testing method, however, heats the plant to a temperature at which THCA turns into Delta 9 THC. The combination of those two totals is known as "total THC." The new rules specifically state, "The total THC, derived from the sum of the THCA and Delta 9 THC content, shall be determined and reported on a dry-weight basis.
- The USDA implements a "measurement of uncertainty," or as Graff calls it, a "margin of error," which essentially recognizes that every testing facility is going to have a variance. It will allow variances to allow for hemp to be as high as 1.5% so long as the grower uses "reasonable efforts" to grow the plant, such as "using certified seed, using other seed that has reliably grown compliant plants in other parts of the country or engaging in other best practices.
- The USDA requires testing at a DEA-registered laboratory take place within 15 days of the sample taken from the "flowering material." Currently, Colorado law requires a "harvest report" at least 30 days prior to harvest.

That latter point could be concerning to Colorado stakeholders.

“Those THC sampling procedures could dramatically impact the market here in Colorado and the nation, and all in the hemp industry should pay careful attention,” said Devin Alvarez, founder and CEO of Avada CBD manufacturer and retailer Straight Hemp, in an email. "It is more important than a simple THC limit. How the amount of THC present is determined is critical. If sampled from a flowering part of the plant, THC can be higher than a deal or stem. The whole plant is used for production purposes. Testing only certain parts of the plant may increase the chance of false positives for THC violations.”

Alvarez said that the industry should advocate “whole-plant composite sampling” to get more accurate results.

**No seed-certification plan**

The final point that Hoban Law’s Graff said stood out to him was the delay of a seed-certification program. Bad seeds have been pointed to as a major problem for farmers during this growing season.

“The USDA noted, on the relative lack of research and variable of climates in the U.S., it was not feasible at this time to launch a certification program,” Graff explained.

As stakeholders continue to study the new documents and the public-comment period goes into effect, though, he said that it’s most important for the industry to see its voice.

“This is a chance for the hemp industry to be heard,” Graff said.
Kroger to start selling CBD oil in 945 stores

by Henry Fernandez [Published June 14, 2019] | Marijuana | FOXBusiness

CBD products now available at Kroger
Veritas Farms CEO Alexander Salgado on the company's CBD products now available at Kroger stores.

The CBD craze could soon hit the aisles of your local Kroger store.

Veritas Farms, a vertically integrated agribusiness, is supplying its full spectrum hemp extracts topical products across 945 Kroger Family of Stores in 17 states.

"We are trying basically to provide consumers a healthier alternative to what's currently out there," Veritas Farms CEO Alexander Salgado told FOX Business' Stuart Varney on Friday.

Cannabinol, or CBD, is the non-psychoactive compound found in hemp plants. It has been classified as a promising remedy to help treat many common conditions like pain, insomnia, and anxiety.

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Veritas Farms said it will supply Kroger with CBD oil topical products in the form of salves, moisturizing lotion and lip balm. With CBD legal in all 50 states, it is projected that the hemp extract could reach $16 billion in sales by 2025, according to a report by New York-based investment bank Cowen.

Salgado said his partnership with U.S. retailers will help his agribusiness double its first-quarter revenue of $1 million for the remainder of 2019.

“We are also working with major big-box chains, drug chains and retailers all over the country. So we are also adding companies like CVS and other major retailers as well,” he said.
CANNABIS QUARTERLY

THE BIG HEMP GAMBLE

What we’ve learned from Colorado’s first harvest since federal legalization

BY JONATHAN ROSE AND MIRIAM VENTURIZZO

In the first harvest season since the 2018 U.S. Farm Bill was signed into law — and hemp farmers, investors, and analysts are wrestling with the task of crunching the data, working diligently to understand the potential of the plant that was federally legalized through its passage. And while these experts are saying that the biggest lessons are yet to be learned, the fundamentals of a fledgling market are beginning to fall into place in the first steps to fully regulate the plant and its intoxicating cousins, marianas.

“With all the preparation and excitement that comes along with the first commercial hemp harvest in the state, there is still a lot to learn,” says Jonathan Rose, a hemp expert and co-founder of CannaMetrics, a Colorado-based data analytics company. "We’ve been collecting data on the market and the supply chain since 2014, and we’ve seen some interesting trends emerging in the first harvest season.”

The price of hemp has proven to be volatile, with prices ranging from $500 to $1,500 per metric ton. “The cost of production has increased significantly due to the need for additional infrastructure, such as processing facilities, storage facilities, and transportation,” Rose says.

The market for hemp products is growing rapidly, with CBD (cannabidiol) oil being the most popular product. “CBD is king — for now,” Rose says. “It’s gaining popularity as a natural remedy for pain, anxiety, and other health issues.”

The top three lessons learned in 2019 by hemp experts include:

1. **CBD is king — for now.** It’s gaining popularity as a natural remedy for pain, anxiety, and other health issues.
2. **Regulation is critical.** The first harvest season has revealed the need for clear regulations to ensure the quality and safety of hemp products.
3. **Education is key.** Consumers need to understand the benefits and risks of hemp products.
HOW MUCH HEMP IS BEING GROWN?

511,442 acres licensed nationally in 2019
86,000 acres actively registered in Colorado

46,165 acres planted in Colorado in 2019

200 registered Colorado growers in 2014
2,600 registered Colorado growers in 2019

Source: Vote Hemp and State of Colorado.
*Registered acres aren't necessarily planted with hemp.

THE CBD CONSUMER

CBD is driving the hemp boom and predicted to be a $20 billion business by 2024, according to cannabis market intelligence firm BDS Analytics. Here’s how the company breaks down the CBD consumer.

50% employed full time
55% male

45% female

15% of American adults use hemp-derived products

40% at least a college degree

11% of dollars spent on CBD at cannabis dispensaries

Source: BDS Analytics, Consumer Insights.
‘FARM-TO-TABLE’ CBD
HELIUS FOCUSED ON TECH AMPLIFYING BRAIN’S ABILITY TO HEAL ITSELF

CHEDDAR BUSINESS
Veritas Farms makes more inroads with its CBD products, launches skin-care line

The company, which grows its hemp in Pueblo, boosts number of stores selling its products to more than 5,000

Veritas Farms has added Southeastern Grocers to the chains now selling its full-spectrum CBD products.

Southeastern Grocers, parent company of BI-LO and Winn-Dixie grocery stores, has started stocking the company's products in Florida and South Carolina. That boosts the number of stores selling the Veritas Farms line to more than 5,000 across the country, according to the company.

"We're really excited because we'll be launching ingestibles, too, which is going to be capsules, tinctures and gummies," Derek Thomas, the company's vice president of business development, said Monday.

Veritas Farms currently sells its salves, lotions and lip balms in Krogers, CVS Pharmacy and Bed Bath and Beyond stores. The company, which grows its hemp on a 140-acre farm near Pueblo, also launched a new line of skin-care products last week and will soon announce another collection of products, Thomas said.

Veritas is headquartered in Fort Lauderdale, Fla., but all the hemp cultivation, extraction of CBD — cannabidiol — oil and manufacturing are done on the farm near Pueblo, Thomas said.

"In 2015, the land was purchased and we literally built the farm from the ground up," Thomas said. "A lot of CBD and full-spectrum hemp manufacturers are buying from the same commercial farms. Sometimes those farms run out of product, so they'll have to go to eastern Europe Southeast Asia. It just creates a lot of supply-chain and quality-control questions and transparency questions."

Veritas Farms employs about 100 people, a number that fluctuates according to the season. Thomas said the company tests the plants and products throughout the cultivation, extraction and manufacturing. Testing is also conducted by independent parties.

In addition, Veritas Farms tests for things like heavy metals, herbicides and other contaminants and provides a third-party analysis to consumers. The company will launch a feature that ties the analysis to the lot numbers on products.

The company is enjoying success in online sales and with independent retailers as well as the larger regional stores, Thomas said.

Veritas Farms recently reported $1.5 million in gross profits in the second quarter, a record increase of 798.95% from the $169,474 in gross profits in the second quarter of 2018. It was a 142% increase from the $627,434 in gross profits generated in the first quarter of 2019, company officials said.

Nationally, sales of hemp-derived CBD are projected to reach around $5 billion this year and nearly $24 billion by 2023, according to the Brightfield Group, an analytics and market research firm for the legal CBD and cannabis industries.

Hemp has negligible amounts of THC, tetrahydrocannabinol, the psychoactive ingredient in marijuana. The 2018 farm bill removed hemp from the list of controlled substances and legalized its production.

The U.S. Department of Agriculture recently released an interim rule establishing a regulatory framework for hemp production. A final rule will be issued in two years.

The Food and Drug Administration is developing regulations for hemp, CBD and other cannabis-derived substances in food, beverages, dietary supplements and other products.
SANITAS PEAK PRINCIPALS CHARLES WELLSO AND E. NICHOLAS MORTMIR

CANNABIS QUARTERLY

CONTINUED FROM PAGE A9

industry in spring 2020.

The state Department of Agriculture’s industrial hemp manager, Brian Koonte, told DBJ that water rights are another major struggle for newcomers to the market. Rural owners worry about the risk of running out of water for their residents, he said.

If you grow agricultural crops, there is a mandate that you follow state laws regarding the proper allocation of water,” he said.

It all points to a market with as many questions as answers, and this harvest will tell stakeholders a lot.

Kristin Peak co-founder and Managing Partner E. Nicholas Mortimer voicing the Farm Journal Hemp College event in Iowa during a recent phone interview.

“At the moment, I’m moving unpre- dominantly to staying in cash, and the reason therefore is if we can identify what the demand-supply situation is at the moment,” Mortimer said. “We’re just not in the market. Our forecasts for last year held true, and we were fine by that, but until we get a sense of what’s been harvested and what’s been done to market prices, we’re in a place where we’re watching.”

WILL THE MARKET MOVE AWAY FROM CBD?

Hemp advocates tout the plant’s potential for use in everything from bioplastics to textiles and fuel. So why are farmers growing so much hemp for CBD? It comes down to demand.

“I really think that the CBD boom, if you will, is essentially going to open up doors for those industrial applications to come to life. Because, and this is kind of one of those cool things about America: When the road comes right to you, people come in and make innovations. And if CBD prices come down, that might be an opportunity to try out some of those other industrial applications. We’re going to [stick with] the CBD market, because that is the most liquid point of the industry right now. But I think there’s so much potential in the industrial side. And we have aspirations to be on both sides of that.”

B.J. HOFF

director of hemp markets at PanXchange

“I think simple economics are going to push somebody where the money is and where the financial reward is. As you see the value of that come down and it becomes a commodity, you’re going to see a shift. Some of these folks who have massive farms are definitely going to jump ship and get into fiber or grain production. There’s also a big lack of processing equipment in fiber and grain right now, so I think that what we’re really going to have to see is some capital come in and invest hundreds of millions of dollars.”

ANDY ROOSEVICH

co-founder and CEO of Hemp Depot
8 CBD Topicals That Help Seniors Feel Good In Their Skin

Regrettably, 50% feel they look older than they are. Anti-aging products are effective, but CBD topicals are a significant new development. Here are the top 8 CBD topicals that help seniors feel good in their skin.

**Acty Joints and wrinkles**

Seniors typically buy CBD topicals to alleviate muscle and joint pain. But now CBD is also being added to skincare products that claim to prevent or reverse the effects of aging on their skin. But whether for joint issues or wrinkles, these products have their claims on CBD's anti-inflammatory properties.

Dr. John Lepel, an Assistant Professor of Clinical Dermatology at the University of Pennsylvania’s Perelman School of Medicine, is not convinced about the efficacy of CBD products for older adults.

“There are so many inflammatory skin conditions that occur in an aging population, including rosacea and atopic dermatitis. It remains unclear if CBD products have efficacy and safety in treating these conditions.”

But Dr. Joseph Morgen, an expert on cannabinoid medicine and cannabinoid topical formulations with CBD, explains that the skin is rich in cannabinoid receptors, so using CBD can impact many different conditions of the skin. He also explains that the compounds added to a CBD product can enhance or detract from outcomes, and recommends that if a product doesn’t work, try another.

**The CBD Test**

With Tokyo to nurse and the chance to have at least one week free, I conducted my own investigation on a star sampling of what’s at the front of the CBD topicals market. It’s important to remember that some people find the results of testing CBD products immediately, while others can only be detected after more use over time. This might, for instance, be the difference between CBD that works or doesn’t work, and one of the factors is the quality of CBD used. I got my hands on some CBD products and put them through a series of tests to determine their effectiveness and overall skin health.

**Veritas Farms Salve**

Veritas Farms is a popular brand that offers a range of CBD topicals. Their salve is made with organic hemp and contains CBD, vitamin E, and other natural ingredients. It is available online and at select retailers.

When choosing a CBD product, do your research and ask questions. Not all CBD products are created equal, and some may contain harmful ingredients or be of poor quality. It is important to choose a reputable brand that uses high-quality CBD and does not contain any harmful substances.

**Taylor & Tess – The Nightcap Facial Moisturizer**

Taylor & Tess is a CBD skincare line that is known for its effective and affordable products. Their Nightcap Facial Moisturizer is a great option for those looking for a lightweight and hydrating moisturizer.

**Pure Hermione Pure 13 Skin Repair Cream**

Pure Hermione Pure 13 Skin Repair Cream is a CBD skin care product that is designed to help repair and rejuvenate skin. It contains a blend of CBD and other natural ingredients to help improve the appearance of skin.

**Purely Fresh Skin Care Joint & Muscle Relief Salve**

Purely Fresh Skin Care Joint & Muscle Relief Salve is a CBD topical that is designed to help ease joint and muscle pain. It contains a blend of CBD and other natural ingredients to help provide relief.

**Forbes**

High Falls Hemp New York’s CBD Lotion - 500 mg hemp-derived CBD isolate in 2 oz. tube, $44.95. Available online and in selected retail outlets in New York and other states.

On the East Coast, in recent news, a company based in the Hudson Valley has been featured in a local newspaper for their innovative skin care products, including a new skin salve that contains CBD. Since the introduction of the salve, the company has seen a steady increase in sales, and they have expanded their product line to include a CBD face serum.

Lily Farm Fresh Skin Care Joint & Muscle Relief Salve - $15.99. Available online and at Lily’s Farm.

We love our locally sourced, organic products, and it’s wonderful to know that these products are made with care and a commitment to quality. We are excited to try them and see how they improve our skin’s health and overall well-being.

Endnotes:


- Lily Farm (2021). "CBDFx CBD Topicals: 8 Topicals That Help Seniors Feel Good In Their Skin." LilyFarmFresh.com.


NEW YORK — Expanding its offerings of full spectrum hemp products, Veritas Farms is introducing its new CBD beauty line, Veritas Beauty at a press event at the One Hotel here Thursday.

"Veritas Farms launched the brand as a response to the growing demand from customers for a line of CBD skincare products," said Alexander Salgado, chief executive officer and co-founder of Veritas Farms. "Veritas Beauty is a unique, premium line of beauty products with full spectrum hemp oil that has disrupted the beauty and wellness industries. Delivering the same quality ingredients for which the brand is known and trusted, the line presents four full spectrum hemp beauty products: Rejuvenating Night Cream, Cucumber Eye Cream, Mattifying Blemish Cream, and Hyaluronic Day Cream."

The full spectrum hemp oil for the beauty products is produced at Veritas Farms' own 140-acre farm and production facility in Pueblo, Colorado. There, the brand controls all of its growing, extracting and manufacturing to ensure the quality, potency and freshness of its full spectrum hemp oil. The beauty products include:

- **Rejuvenating Night Cream (with full spectrum hemp oil — 100 mg):** With two forms of advanced peptides, this cream boosts immunity and jumpstarts the skin's stress-fighting mechanisms, preparing it for everyday environmental aggressors. 30 ml (1 fluid oz) $44.99

- **Cucumber Eye Cream (with full spectrum hemp oil — 100 mg):** Enhanced with cucumber extract, this 3-in-1 Cucumber Eye Cream formula contains vitamins A and E, and green tea extract to help skin appear more youthful and to address dark circles, fine lines and puffiness around the delicate eye area. 15 ml (0.5 fluid oz) $39.99

- **Mattifying Blemish Cream (with full spectrum hemp oil — 200 mg):** This cream achieves a clear, wholesome complexion with a robust blend of blemish-fighting and skin-rejuvenating ingredients that help purify and reduce swelling and irritation of the skin. 50 ml (1.7 fluid oz) $49.99

- **Hyaluronic Day Cream (with full spectrum hemp oil — 200 mg):** This custom emulsion of hyaluronic acid, squalane, jojoba seed oil, and apricot kernel oil provides multi-layered moisture which hydrates and absorbs quickly. 30 ml (1 fluid oz) $44.99

Veritas Beauty was also reviewed by the Veritas Farms Medical Advisory Board, who lends its expertise in the way of research and product development for all of the brand's products. Board members have wide-ranging medical expertise including surgery, pain management, chiropractic, health and wellness, dentistry, cosmetics, mental health, and substance addiction.

"Our new Veritas Beauty line brings a new dimension to our product offerings," added Salgado. "While we provide the purest, quality hemp oil products, these full spectrum hemp creams continue our dedication to excellence. They provide consumers with natural, effective products to enhance their beauty regimen."

Veritas Beauty products are currently available only online at www.theveritasfarms.com. Veritas Farms' products are sold at over 4,500 brick-and-mortar locations, as well as with online retailers across the country. This includes major retail stores such as Kroger Family of Stores, CVS Pharmacy, Fred's Pharmacy, Neiman's Family Market and Bartell Drugs.

All Veritas Farms brand products are third-party laboratory tested for strength and purity. All packaging includes a batch-unique QR code linking to verifiable Certificates of Analysis from an approved scientific testing laboratory. Veritas Farms is registered with the Colorado Department of Agriculture to grow industrial hemp.
**Holiday Gift Guide: Veritas Farms CBD Products**

**Veritas Farms**

Unlike many other CBD companies that source their products, Veritas Farms (VRMS), a public company headquartered out of Fort Lauderdale, Florida, is one of the few vertically integrated companies that grow, cultivate, extract, formulate, and retail their products. Founded by its founders, Colorado-based, the brand is dedicated to quality, purity, and transparency in its products.

The broad spectrum of CBD products come in the forms of lotions, salves, oils, tinctures, gummies, and more—even products for pets. Veritas Farms' full-spectrum CBD products are available for purchase online as well as in retailers such as Whole Foods Market, CVS Pharmacy, and select other stores nationwide.

**Full Spectrum CBD Peppermint Tincture**

Get into the holiday spirit with Veritas Farms' peppermint tincture. The fast-acting CBD oil tincture contains full-spectrum hemp oil extracted from the flowers and leaves of hemp plants grown in our Colorado farms—never from isolate. Additional flavors include watermelon, mint, strawberry, and unflavored, starting at $35.99 BUY NOW.

**Full Spectrum CBD Lip Balm**

Keep your lips soft and smooth ready with Veritas Farms' Full Spectrum CBD Lip Balm made with organic beeswax, shea butter, and coconut and jojoba waxes, and whole-plant hemp extract. This unique Crete CBD chapstick is available in five flavors: Orange Creamsicle, French Vanilla, and more. At 25 mg of CBD. Available online for $12.99 BUY NOW.

**Full Spectrum CBD Capsules**

One-daily CBD capsules provide ongoing support for balance and support, similar to our tinctures. Starting at $29.99 BUY NOW.

**Full Spectrum CBD Lotion**

This soothing lotion contains full-spectrum hemp oil and shea moisturizing base, as well as organic jojoba and sunflower oil, and aloe. Starting at $35.99 BUY NOW.

**Full Spectrum CBD Salve**

Our topical salve contains pure CBD. full spectrum hemp oil extracted from the flowers and leaves of 100% Colorado grown hemp. Starting at $35.99 BUY NOW.

**Stay Social with Veritas Farms**

Instagram | Facebook | Twitter | YouTube
Veritas Farms Launches in Winn-Dixie with Full Spectrum Hemp Oil Ingestible and Topical Products

The company's ingestible and topical products will be featured in 152 South Eastern Grocers' Winn Dixie stores in Florida and South Carolina.

November 6, 2019
Posted by Melissa Schiller

Fort Lauderdale, Fla. – Nov. 6, 2019 – PRESS RELEASE – Veritas Farms, Inc., a vertically-integrated agribusiness focused on the production of full spectrum hemp extracts with naturally occurring cannabinoids, has announced that its ingestible and topical products will be featured in 152 South Eastern Grocers' Winn Dixie stores in Florida and South Carolina.

Veritas Farms' full spectrum hemp oil products available at Winn Dixie include tinctures, capsules, gummies, salves, lotions and pet tinctures.

Alexander M. Salgado, CEO and co-founder of Veritas Farms, commented, “We are excited to grow our chain grocery presence with South Eastern Grocers in their Winn Dixie brand of grocery stores. As a highly regarded grocery retailer, their entrance into the full spectrum hemp oil category with Veritas Farms further signals the growing significance of the category and Veritas Farms ability to capitalize on chain retail opportunities. We look forward to working with and supporting Winn Dixie’s full spectrum hemp oil category.”

For additional information regarding Veritas Farms, Inc. and to purchase product online, visit www.theveritasfarms.com.
As the cannabis market expands, it's hard to keep track of the many products that launch every week. Benzinga put together a short list of some of the most interesting new cannabis products launched recently.

-The Veritas Beauty Line

Expanding its offerings of full spectrum hemp products, Veritas Farms Inc. announced its new beauty line, Veritas Beauty.

The company launched the brand as a response to the growing demand from customers for a line of CBD skincare products. Delivering high-quality ingredients, the line presents four full spectrum hemp beauty products: Regenerating Night Cream, Cucumber Eye Cream, Mattifying Blemish Cream, and Hyaluronic Day Cream.

“Our new Veritas Beauty line brings a new dimension to our product offerings,” Alexander Saigao, CEO and co-founder of Veritas Farms, told Benzinga. “While we provide the purest, highest-quality CBD products, these full spectrum hemp creams continue our dedication to excellence. They provide consumers with natural, effective products to enhance their beauty routines.”

-Waveland’s CBD-infused Loose Leaf Tea

Waveland, a new CBD-infused loose-leaf tea launched nationally this week.

Founded by Arizona-based entrepreneurs Jon Stilhow and Dyrus Hill, Waveland is made with high-quality, straightforward ingredients, including hemp sourced from farmers throughout the Pacific Northwest, who practice sustainable, non-GMO agriculture. Waveland uses a proprietary batch infusion process, enabling broad-spectrum CBD molecules to adhere to individual tea leaves that release when steeped. Flavors include black, white, green and herbal.

-Herb Essentia’s Facial Cleansing Oil

Herb Essentia introduced its new Facial Cleansing Oil, a gentle and effective daily cleanser that utilizes the naturally effective properties of cannabis sativa seed oil.

The company said cannabis sativa seed oil is one of very few oils to score a zero on the comedogenic scale—a scale that measures an oil’s propensity to clog pores, with zero meaning that it doesn’t clog pores at all. It’s nourished with ingredients like naturally antibacterial lavender oil and pore tightening rosehip oil, the all-natural cleansing oil is a gentle but effective way to clean the face daily.

“We’ve been exploring the exact recipe and crafting the launch of our Cleansing Oil for quite some time,” said Robert Lund, co-founder of Herb Essentia. “The packaging will continue to reinforce the minimalistic look and feel that has become our signature aesthetic.”

-Kansas’ Smart Pod System

Kansas unveiled its Smart Pod System, an end-to-end vaporization solution that empowers cannabis brands to create safer, consistent experiences for end users.

The Pod System harnesses the company’s VaporIntelligence technology, a smart hardware and software platform that defines dosing, temperature, hits size and terpene acceleration. In addition to its industry-leading CBD oil, the Pod System’s safety features include an intentional no button or app design, eliminating the risk of overheating ingredients that turn toxic above their thermal ceiling. Quick taps from the pod battery provide user feedback to communicate pod connection, charging and counterfeit warning.

-Soothe’s CBD Massage Service

Soothe, an on-demand massage service that delivers a licensed, insured massage therapist to your home, hotel or office, has started offering CBD massage to its Southern California clients.

The company will be expanding this menu option to other regions soon.

Licensed massage therapists use hemp-based, state-compliant, CBD products. This means the topical CBD lotions and oils used by Soothe therapists contain less than 0.3% THC, which is within federal limits, and are therefore non-psychoactive.

"Through our surveys, we learned that many therapists on the Soothe network had already been using CBD products during massage, so it made sense for Soothe to make it into our official menu offering and introduce it to a broader Soothe audience," Jeff Bisogno, VP of Operations at Soothe, told Benzinga. "So far we have received great feedback from clients and therapists alike on the CBD massage. CBD massage seems to especially resonate with everyday athletes looking for relief after a tough workout, while others seek it to reduce some muscle soreness.”
Florida could be home to about 128,000 cannabis industry jobs by 2025 if recreational marijuana is legalized, according to a report from New Frontier Data.

The state's cannabis industry, including hemp-based cannabidiol (CBD) and medical marijuana companies, currently employs about 16,700 people, the Washington, D.C.-based research firm reported.

The number is expected to grow dramatically if a measure to legalize recreational adult use makes the ballot and is approved by voters in November 2020.

Medical cannabis is legal in 33 states - including Florida - and Washington, D.C., while recreational marijuana use is permitted in 11 states. New Frontier Data reported 223 million Americans live in a state with some form of legalized cannabis.

Despite recreational marijuana use still being illegal, business is already booming for South Florida cannabis companies.

Miami-based Fluent, one of only 22 licensed medical cannabis companies in Florida, projects its revenue will hover at $40 million for 2019. The region is also home to multiple hemp-based CBD companies, including Deerfield Beach's Green Roads and Fort Lauderdale's Veritas Farms.

"The industry expansion is fueled by convergent forces, including the additional of new legal markets as more states reform their cannabis law, sustained growth in demand in legal states ... and greater diversification of cannabis use for medical and wellness uses," the report said.

Cannabis industry jobs include positions across various sectors and skillsets, such as growers, chemists, warehouse workers, retail workers and administrators.

New Frontier Data's projections incorporate figures from government entities, retail sales from cannabis companies, and statistics from academic and medical institutions. The organization also surveyed more than 3,000 cannabis users to track their usage habits.

The Sunshine State is expected to be among the nation's largest legal cannabis markets, even if adult recreational use isn't legalized.

Florida is projected to control 12% of the country's $29.7 billion cannabis market by 2025, the second-largest market behind California (17%), New Frontier Data reported.

The report said Florida had an estimated 2.5 million cannabis users as of 2018. Users were defined as individuals over 18 who have consumed a cannabis product at least once over the past year.

There were more than 276,000 active medical cannabis patients in the state as of Oct. 18, according to the Florida Department of Health.
Featured Product: Veritas Farms

Interview with Steve Kruse
VP of Development of Veritas Farms

Let's begin with products because I think taking care of yourself definitely matters and it's the end of the line. What can we do to take care of one another?

Well, we know that taking care of our skin is important. What can we do to take care of our skin?

Some guys might have a different approach to skincare, but in general, it's important to use products that are gentle and effective. Some guys might have oily skin, while others might have dry skin. It's important to choose products that are tailored to your skin type.

And for the ones that do not use the ones that do take care of their skin, I think it's really important to use products that are gentle and effective. Some guys might have oily skin, while others might have dry skin. It's important to choose products that are tailored to your skin type.

Right, and you have a beard flour and we have a veggie flour, which might get uskelking.

I don't know about that, but it's actually very flavorful.

Yes, it's very good. That would be nice to have.

Somebody wonders why I'm thinking in the evening. Is it because the beard flour?

And the last bit?

The last bit is almost a simple task; I think the beard flour is right. I think the beard flour is right. It's great for the moisturizing and the beard oil is right as well. But what's the secret to a healthy beard?

Oh, okay, I have to try that.

Well, I'd say that if you want to keep a healthy beard, you need to use a good shampoo. It's important to keep your beard clean and healthy.

Right.

And that's the secret to a healthy beard.

When you get into the shower, you can use a good shampoo for your beard and a good conditioner to keep it healthy. It's important to keep your beard clean and healthy.

Right, and you have a beard flour and we have a veggie flour, which might get us kelking.

I don't know about that, but it's actually very flavorful.

Yes, it's very good. That would be nice to have.

Somebody wonders why I'm thinking in the evening. Is it because the beard flour?

And the last bit?

The last bit is almost a simple task; I think the beard flour is right. I think the beard flour is right. It's great for the moisturizing and the beard oil is right as well. But what's the secret to a healthy beard?

Oh, okay, I have to try that.

Well, I'd say that if you want to keep a healthy beard, you need to use a good shampoo. It's important to keep your beard clean and healthy.

Right.

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Suitable Pet Tinctures You’d Love To Have For Your Pets

Sometimes it can be hard to find the right products for you to try on your pets. Mainly because you want to find a product that not only works but is dependable. Of course, you are going to have multiple selections to pick and choose from. The key is to remember exactly what you are looking for when it comes to hemp pet tinctures.

Veritas Farms

Unlike many other CBD companies that outsource their products, Veritas Farms (OTCQB: VRM), is a public company headquartered out of Fort Lauderdale, Florida. This is one of the few vertically integrated companies that practice sustainable farming at its 140-acre farm and production facility in Pueblo, Colorado.

Here, the brand controls all of its growing, extracting, manufacturing, and bottling to ensure the quality, potency, and freshness of its products. What’s great about this brand is that it can offer full-spectrum hemp oil products. The products offered come in a number of forms like salves, gummies, tinctures, and even pet products too. Veritas Farms full-spectrum CBD products are available for purchase online as well as in retailers including select Kroger Family of Stores, CVS Pharmacy and Bartell stores nationwide.
'G' came from 'zeta' letter of the Greeks. In the beginning, it looked like an 'I', but the pronunciation made a 'zzz' sound. The Romans changed its shape around 250 BC, giving it top and lower arms and a 'g' sound. Latin did not have a 'z' sound. In the course of its development, the straight lines become curved, ending with its present crescent shape.

Thanks to Hip-Hop culture the letter "G" will be forever associated with the "gangsta" or "gangster" subculture, way of life, or to just say something is gangsta (i.e. cool). In honor of that, we present you a list of gleeful gifts that start with "G" so you can make someone's day a little bit more "G" (meaning cool), check them out.

Mother's Day is coming up (shh... it's this Sunday) in case you forgot! Don't know what to get that special mother in your life? I've got you covered!

Creating gift guides is so much fun – especially when it’s geared toward moms! I've curated a special selection of gift ideas that are sure to please.

**#4** Gummies CBD

"CBD is quickly becoming a hot commodity in the wellness and beauty industriest and there is no better gift than Veritas Farms CBD Gummies!

The gummies are chewy CBD edibles made with CBD isolate and organic ingredients, including a naturally delicious mixed-fruit flavor. There will certainly be your new favorite sweet snack! The CBD gummies are also available with added Melatonin to support a healthy sleep cycle. ($34.99)"

Read more reviews and buy here

**CBD GUMMIES**

CBD, also known as Full Spectrum Hemp Oil, is nationally recognized as a booming category in beauty and wellness. Veritas Farms, a "From the Farm" producer of CBD products recently introduced their CBD gummies.

The gummies are berry flavored CBD chewy edibles and perfect for a sweet snack. They even come with added melatonin for a healthy sleep cycle. You can purchase them online, along with their other amazing products – tinctures, salves, lotions, and more!
The Art Of Relaxation: Veritas Farms Brings CBD to Art Miami as the Official Wellness Sponsor

November 28, 2019

Contributed by Veritas Farms

Veritas Farms, Inc. (OTCQB: VFRM), a vertically-integrated agribusiness focused on the production of full spectrum hemp extracts with naturally occurring cannabinoids, is taking over Miami Art Week 2019! Veritas Farms is the official Health and Wellness Sponsor at this year’s Art Miami and will host a series of activations taking place throughout the week.

Veritas Farms will be sampling its full spectrum hemp oil products at each event and educating guests about the rapidly growing hemp industry. Events throughout the week will include:

Art Miami – 30th Anniversary | Tuesday, Dec. 3 – Sunday, Dec. 8

As the official Health & Wellness Sponsor of Art Miami 2019, guests will be able to enjoy food and drinks infused with full spectrum CBD at the Veritas Farms Plaza Café located between the Art Miami and Context tents and other locations throughout Art Miami. Additionally, in the café, there will be full spectrum hemp products to sample, a wellness expert on site and a mural by Mr. Brainwash.

A Toast to Basel | Wednesday, Dec. 4

Go back in time to Woodstock with Veritas Farms, Toast Vodka and Re-Envision Magazine. The exclusive night will feature a Retro 60s theme with live music, art, food and specialty Veritas Farms CBD-infused cocktails hand-crafted with Toast Vodka. Guests may also enjoy a pop-up art gallery open with artwork by various artists featured in Re-Envision Magazine. Models painted as Veritas Farms’ products will be on-site for photo opportunities.

CityPlace Doral | Thursday, Dec. 5 – Friday, Dec. 7

The streets of CityPlace Doral will be closed down for the public to enjoy an outdoor event featuring live music by Marco Music, pop-up artists, celebrity chefs and cocktails infused with Veritas Farms full spectrum hemp oil. Guests will also have the opportunity to visit the Veritas Farms booth to sample products and learn about the beneficial effects of incorporating full spectrum hemp oil into a lifestyle. Models painted as Veritas Farms’ products will be on-site for photo opportunities.

Be sure to check out their booth and events so you can chill while you view the art all around you!
Veritas Farms recently appointed Spencer Fuller as vice president of agriculture, to include oversight of the company's industrial hemp cultivation operations in Pueblo County.

Fuller previously served as a consultant to cannabis companies and director of crop production for Rubicon Farms in Rifle, about 40 miles south of Montrose. A native of Colorado, he holds a bachelor’s degree from Fort Lewis College in Durango.

"Spencer has a long history of successfully working with licensed producers in Colorado to build, operate, and maintain efficient state-of-the-art cannabis facilities," Veritas Farms chief executive Alexander Agalda said in a statement.

The company continues to sharpen its marketing focus as sales climb for the Pueblo-based maker of wellness products that feature CBD oil from hemp.

The 40-worker company launched in 2015 operates a farm, greenhouse, lab and production center at its 160-acre complex on Highway 96 west of Lake Pueblo. Its products include tinctures, salves, lotions, gummies and capsules sold under the Veritas Farms label.

Among the company’s recent developments:

- Earlier this year, parent company Sandal Wellness, based in Fort Lauderdale, Florida, changed its name to Veritas Farms to align itself better with its Pueblo County operation. The company trades on the OTC Over The Counter stock market under the symbol VFRM.

- With competition growing among CBD oil producers, the company is doing more on its website, Facebook page and other marketing channels to stress its organic farm-to-table Colorado-grown approach. The website at veritasfarms.com also allows for easy online ordering of the company’s products.

- Its marketing also stresses the "full spectrum" nature of its products to include other hemp derivatives that can aid in wellness. As a group, the compounds are known as cannabinoids. CBD is an abbreviation for one of these, cannabidiol. Others include CBG and CBC.

- "The multi-cannabinoid formula provides what is called the 'entourage effect,' where each element amplifies the other in a synergistic manner, providing additional benefits," a company spokesperson said.

The company also notes its products undergo third-party lab testing for quality and to ensure any trace amounts of THC falls within Colorado and federal standards. THC is the key compound in marijuana that gives users a high.

- In February, the company announced a supplier agreement with an affiliate of home respiratory and sleep diagnostic provider VirtuOx for a line of custom-formulated hemp extract products to be sold under the PeriWeld and PeriSleep names.

The company also reports growing supplier agreements for the European market.

- This month, the company issued a positive preliminary earnings report on its fourth quarter. It reported unaudited revenue of $964,529, up 179 percent from the fourth quarter of 2017, and a profit of $650,177, up from a loss of $3,000,278 a year earlier.

The company’s audited Q4 report is expected by mid-April.

"This past quarter’s results have been our best ever with large increases in total revenue, gross profits and inventory levels while, at the same time, reducing our costs of goods, accounts payable and total liabilities," Veritas Farms CEO Alexander Agalda said in a statement.

Ravensar also raised sharply from the prior quarter, he said.

"These accomplishments were the direct result of the hard work of our dedicated team and partners, along with significant new capital investments at our Colorado facility, the successful launch of our own Veritas Farms branded product line, and our targeted sales and marketing programs," he said.

The U.S. small market for CBD is projected to swell from an estimated $2 billion last year to $15 billion by 2025, according to a report by equity analysts at Cowen that was widely reported on this week.

Another company, Colorado Springs-based Folium Biosciences, recently announced it will open a 150- to 200-worker CBD oil extraction and processing center at the former Andrews Foodservice warehouse in Pueblo West later this year.

Preparations say CBD can relieve pain and anxiety and provide other health benefits. Other industry watchers say more research is needed.
FRIED ON WEED – 11.20.19 – DEREK THOMAS OF VERITAS FARMS; SOUTH DADE AFFORDABLE HOUSING UPDATE

Episode 543: 11-20-19

Continuing the Conversation with Veritas Farms

Jim Fried welcomes back Derek Thomas of Veritas Farms, to give an update on the CBD market in South Florida. He'll discuss the importance of being educated on finding the purest products in a widely unregulated industry.

Affordable Housing Update

Jim gives an update on the affordable housing market in South Dade.

Episode 543: 11-20-19

Click here to download
Not Just Natural Skincare, Naturally GREAT For Your Skin

JUNE 12, 2019 | BY: ALISON BLACKMAN

There is a high demand for natural beauty products. However, “all natural” products still have to perform well and meet your skincare needs. Check out some innovative products from Rahua, Ceramedx, Nature by Canus, Cause+Medic, Desert Essence, Chapstick and Veritas Farms and get natural skin products that are naturally great!

Hemp Oil Lip Balmies!

I met the people representing Veritas Farms at a Healthy Brands Event and learned about their many products. For now, I’m reviewing the Hemp Oil lip balm.

You’re not going to get a buzz off the hemp (it is 3% or less THC — federally legal nationwide). The main point is that it’s made with emollient organic cocoa butter, shea butter, and aloe vera, and whole-plant hemp extract.

It’s available in two flavors, Orange Creme, and French Vanilla, and contains 25 milligrams of CBD. CBD is trendy but will your lips specifically get benefit from the hemp oil? I’m not sure, but my lips felt luxuriously soft and protected, thanks to the whole package of ingredients.

Nice to know that Veritas Farms uses sustainable farming practices to produce tinctures, topicals, capsules, gummies, and pet oils. To learn more. Visit https://shop.theveritasfarms.com/
Denk Farms is a family-owned and operated farm in Colorado that specializes in growing cannabis. Their dedication to producing high-quality cannabis and their commitment to sustainability have made them leaders in the industry. In this article, we will explore the unique aspects of Denk Farms and how their business model is revolutionizing the cannabis industry.

Denk Farms is named after its founder, Dennis Thomas, who has been involved in the cannabis industry for over a decade. Dennis is a former police officer and law enforcement official who has a deep understanding of the industry. He founded Denk Farms to provide a safe and legal option for consumers.

Denk Farms offers a variety of products, including strains like Blue Dream, Green Punch, and Green Gushers. These strains are known for their high quality and are popular among consumers.

Denk Farms is committed to sustainability and has implemented various practices to reduce their carbon footprint. They use solar panels to power their operations and compost their waste to create nutrient-rich soil for their crops.

In addition to their products, Denk Farms is dedicated to giving back to the community. They support local charities and organizations and are active in the cannabis community, advocating for sensible policies and regulations.

If you're interested in learning more about Denk Farms or purchasing their products, you can visit their website at www.denkfarms.com.

Denk Farms is an excellent example of how the cannabis industry is evolving. Their commitment to quality, sustainability, and community involvement sets them apart from other companies in the industry. They are a shining example of what the cannabis industry can be, and we can't wait to see what they'll do next.

For more information or to learn about Denk Farms, visit their website at www.denkfarms.com.
The CBD Business is Building, but Its Potential Comes With Caveats

By Kevin Kosz peski, contributor to Underground Group

In short:

- Opportunities abound in the CBD business, but logistics regarding legality can create headaches.
- The government is developing regulations around the use of CBD products, and some states have current conflicts with federal laws.
- For some producers, an opportunity to educate consumers about the potential benefits of CBD continues as they introduce new and innovative business models.

What is CBD?

CBD is a cannabinoid found in hemp, a non-psychoactive plant that is related to marijuana. Unlike THC, CBD does not cause the feeling of being high or hallucinations.

How is CBD doing as an industry?

Estimates of the industry’s future are varied but generally agree on growth. In addition to Cowen’s estimates, cannabis research group Arcview Analytics estimated that CBD sales in the U.S. will total $10 billion by 2020.

What is CBD being regulated?

The federal government recently updated its regulations for CBD products, allowing them to be sold legally for the first time. However, state regulations may differ, and some states have not yet clarified their laws.

What is it like to bank and get insured as a CBD company?

CBD companies face unique challenges in obtaining financial services, but some are finding creative solutions to stay in business. CBD companies have had difficulty accessing traditional bank services or purchasing insurance.

What are the benefits of starting a CBD company?

Starting a CBD business can be rewarding and profitable, but it requires careful planning, due diligence, and adherence to regulations. Opportunities abound in the CBD industry, but diligence and a clear understanding of the regulations are essential.
Hemp Agribusiness

Michael D. Pelletier has been named chief financial officer of Veritas Farms, which is based in Fort Lauderdale. The company offers a spectrum of hemp extracts with naturally occurring cannabinoids. Pelletier was most recently chief financial officer of Inter-Continental Cigar Corp. He has a BBA from FAU.
A local CBD company has broken into the mainstream with products now available in the stores of the largest grocery retailer in the U.S.

Fort Lauderdale-based Veritas Farms (OTCMKTS: VFRM) announced Thursday that its topical cannabis products—relieving salves, moisturizing lotion and lip balm—are available for purchase in 943 Kroger Co.-affiliated stores in 17 states (NYSE: KR). Financial details remain private at this time.

Kroger has been rolling out the South Florida company’s products throughout June. Veritas Farms lotions sold in stores will contain 250 milligrams of hemp oil salve will have 420 mg, and lip balms will have 25 mg. All packaging includes a batch-unique QR code linking to certificates of analysis.

“it’s been pure and utter excitement,” VP of Business Development Derek Thomas said of the rollout. “Now that we are on the shelves, we need to make sure that consumers are going there. Ultimately, we want to be the largest trusted full-spectrum hemp oil supplier for the U.S. With Kroger, we have our wind on our back, but we have to make sure we keep it that way. So, we are very excited—but we are going to continue to look forward and certainly use the momentum in our favor.”

The announcement comes a few weeks after the company reported $4.5 million in first-quarter revenue, a 25% increase from $371,415 in revenue compared to the year-ago quarter. Veritas Farms is expanding fast as CBD sales are projected to reach $16 billion in revenue by 2025, according to a recent report from investment bank Cowen & Co.

With products already available in CVS Pharmacy (CVS) and Rite Aid, Thomas and Neiman’s Family Market and Bartell Drugs, Veritas Farms plans to grow even further in the commercial retail space.

“We are planning on quite a few more national chain retailers in food and grocery and in pharmacy to enter the space,” Thomas said. “It’s going to continue to be this back-to-back-into-the-toe with additional retailers entering the space. It’s super exciting—2023 is going to be a landmark year for cannabis, and for CBD specifically and absolutely for our company.”

While Thomas is bullish about the future, he said the company still has significant roadblocks. According to the FDA, CBD companies are prohibited from classifying their products as treatment. They can’t advertise or market their products the same way other brands can. For instance, Veritas Farms can’t advertise on Facebook, but deals with big commercial retailers like cannabis.

“When more retailers get into this, it will help reduce our roadblocks—you’ll see lots of mergers and acquisitions when this space becomes legitimized and advertising channels open up,” Thomas said. “A lot of people don’t realize that we are blocked out of major cable networks. We can’t use social media paid advertising or search engine marketing. The more reputable types of organizations like Kroger enter the space, the more other ancillary operators will reconsider.”
How Veritas Farms Approaches Big Retail and CBD

The vertically integrated producer of CBD products has landed its offerings in several national chain retailers, including Kroger.

June 20, 2019
Melissa Schiller
Business and finance

The CBD industry is continuing its rapid expansion into national chain retailers, with Kroger signing on as the most recent to carry CBD-infused topicalicals.

Last week, Veritas Farms, a vertically integrated producer of CBD products including salves, lotions and lip balm, announced that its offerings will be available for purchase in 945 Kroger stores. The company’s products are also sold in select stores of other major retailers, including CVS Pharmacy, Fruth Pharmacy, Neiman’s Family Market and Bartell Drugs.

Veritas, a public company headquartered in Fort Lauderdale, Fla., operates a 140-acre farm and production facilities in Pueblo, Colo. The company’s products include cultivation, extraction, manufacturing, bottling and shipping, and each Veritas product has a batch-unique QR code on its packaging that links to Certificates of Analysis provided by a state-registered lab.

“We really focused on e-commerce and independent retail for the first year and a half or so, but we were always preparing for chain retail, as well,” Derek Thomas, VP of business development for Veritas, tells Cannabis Business Times. “Circa Farm Bill of late 2018 is when we really started to see traditional chain retail realize the opportunity and really enter the space. As we have been preparing for it, we were ready to start capitalizing.”

Veritas sells different products through each retailer and in each state, depending on each store’s policy and the state laws around CBD, Thomas says. “For example, in California, throughout any retailer, you’re really just going to find topicals that are being sold. But in a state that’s more friendly, like Washington, ... you might find ingestibles like tinctures and gummies, as well.”

The process of getting product on the shelves also depends on the specific retailer, Thomas adds, but some of the protocols are beginning to align with the traditional consumer packaged goods industry, where a company will often work through broker networks.

“A lot of our success has come through these broker-type relationships [where] they go out and ... work on getting you into different chain retailers,” Thomas says.

Getting its products into these big-box stores will not only improve Veritas’ sales and revenue, but also its brand awareness, Thomas adds. “Between the couple thousand chain retail stores that we’re in, that’s a lot of visibility. That’s a lot of eyeballs that are constantly either directly engaging with the product or at least noticing it as they walk by the aisle.

The move into chain retail will also help boost Veritas’ reputation, Thomas says. “It’s really impactful for these chain retailers to enter the space. It gives a lot of legitimacy to the category, but it also allows the consumer a level of trust that isn’t often the same at an independent retailer. ... These national chain retailers have the ability to do so much more in-depth due diligence into the brands that they’re carrying from a quality assurance perspective, from a consistency perspective. So, when a consumer can go into a CVS or a Kroger, they know that the organization has just vastly more resources to ensure that that product is quality versus an independent retailer.”

That’s not to say that independent retailers haven’t been instrumental in building the CBD industry to this point, or that they will not continue to have a place in the business models of companies like Veritas, Thomas adds.

“Independent retailers have brought this space to fruition,” he says. “All of the education, all of the availability to consumers thus far has been in independent retail. This literally couldn’t have been done without them and we will forever be working with our independent retail partners.”

Consumers are creatures of habit, Thomas says, and if they like going to their local holistic health food store for certain CBD brands and products, they will likely continue to do so. Meanwhile, consumers who may not visit these independent retailers, but who instead shop at their local grocery store chain, can now also be exposed to new brands and products.

“In some geographies, you really only have independent retailers, and then in some other geographies, some towns are built around a Walmart, so to speak,” Thomas says. “We just want as much accessibility for customers as possible, so we’re going to continue to support both.”

Major retailers carrying CBD products will not only bring legitimacy to CBD producers and brands like Veritas, but also to other facets of big business, Thomas adds, such as merchant processing and banking. “That’s of course going to be supported by additional legislation that moves that forward in a positive direction, but as you see these chain retailers enter this space, it really encourages other big institutions to reconsider their current positions—merchant processing, banking, institutional investors and the capital markets.”

This also extends to advertising. Thomas says, “We can’t advertise on major television networks yet. We can’t advertise on Facebook. We can’t buy ads on Instagram. We really can’t even do Google AdWords yet. So, on the advertising side, chain retail entry is really going to open this up to the big advertising mediums to say, ‘Oh, wait, we’re missing out on this last revenue. Instead it’s going to Instagram influencers or instead it’s all going to paid partnerships. We’re missing out on a slice of the pie.’

As revenue increases for Veritas through the sale of its products in chain retailers, it will support the company’s continued research and development efforts. Thomas says. “It’s going to support us to do new innovative products, new delivery methods, new cannabinoid ratios.”

And all the while, Veritas is keeping an eye on the USDA and FDA for the agencies’ forthcoming regulation of hemp and CBD, Thomas adds. Although he is encouraged by the USDA’s recent announcement that hemp can legally be transported across state lines, as well as the FDA’s updated policy that allows CBD products on flights, Thomas anticipates that FDA regulations may take longer to develop.

“We will continue to monitor it, but they’re going to move at their pace,” he says. “We’ve seen them treat other categories with lightning speed and we’ve seen them also treat certain categories and emerging products very slowly and very cautiously. So, hopefully we get the right kind of guidance in the next 18 months or so, but ultimately, the best we can do is monitor and do the best to prepare for what we think might come down.”
Florida consumers soon could see the famous “Fresh from Florida” logo on CBD hemp products made in the state, where hemp became legal July 1.

Gov. Ron DeSantis signed legislation in late May allowing state-licensed hemp farming and sales in Florida. State and local officials hope to bring new jobs and help diversify the state economy.

“Florida has the potential to become the epicenter of hemp — our deep agricultural heritage, climate and resources, and existing infrastructure will make Florida a national leader in this emerging new economy,” said Kim Frid, Florida’s agricultural commissioner, in a news release following the signing.

Frid said the department has been working to get a draft rule to hold public workshops, including one last week in Broward County. The department will conduct public hearings to solicit comments on the proposed rule.

Cannabis, also known as CBD, is produced from the “no-high” strain of the hemp plant, containing a trace of THC — less than 0.3 percent of THC — which remains federally legal under the 2018 Farm Bill. Since then, some states including Florida have been working to make hemp legal to ensure better oversight of products sold.

That could mean changes for more CBD makers operating or seeking to open in the state. Overall, CBD products — and potentially sales ones with more disclosures on ingredients — could be available at retail chains in South Florida. Currently, most CBD products are carried by smaller pharmacies, retailers, and as well as doctors’ offices.

The Agriculture Department has noted that some products being sold in Florida have been shown to contain harmful additives, and little to no hemp. If CBD producers fail to comply with the state’s safety standards for consumption under the new law, the department could issue fines and violate licenses for those CBD makers.

Green Roads’ president Laura Baldwin Fuentes said the new law would greatly increase competition in the state, because some sellers of CBD products found in local retail stores will now have to “follow the rules.”

Port Lauderdale-based Veritas Farms views the new law as another step in expanding its business to national chains.

“The hemp [law] is going to clean up any lingering gray areas,” said Drew Thomas, vice president of business development for Veritas, which sells hemp products made in Colorado.

“We’re well positioned with the success we’ve had to continue to expand our retail partnerships.”

Veritas recently announced a partnership with CVS Pharmacies to carry its hemp oil, although not in Florida. Thomas said larger retail chains, which are often pickier about having more than one retailer, independent retailers. But Veritas has seen that change in multiple cities such as Chicago, some laws are regulated by the states.

Large retailers are now ready to remove products from their stores right away because they have a legal issue. But it’s something that’s been slowly coming online, he said.

Veritas’ products are currently sold online in smaller retailers and pharmacies, including Detox Drink-based business Detox Storms, which has a soda brand that makes CBD shots with Veritas’ hemp product.

Florida’s largest hemp producer:

Laura Baldwin Fuentes, president of Green Roads, the largest home-grown CBD product maker in South Florida, said the company set out from the beginning to give consumers confidence in the production and ingredients of its CBD products. Green Roads, which opened its doors in 2015, sells CBD oil, chewable gummies, and other CBD products through a network of small pharmacies, retailers and physicians’ offices.

“We’re doing everything already that we can in the U.K.,” Fuentes said. “Green Roads’ customers are reacting. We’re not waiting for the third-party testing coming around, but consumers want that, so we’re doing that.”

Fuentes said Green Roads does plan to extend its CBD hemp product line to get products, but declined to elaborate on competitive reasons.
9 Rad Things from August 2019

As I write this I am sweating through my clothes and contemplating how to beat the heat in the PNW. As much as I love summer, I’m eager for it to go away. My parents did me wrong by raising me in the PNW - I just can’t do the heat, guys. I love cold weather, hopping around in a blanket scarf, and never really seeing daylight. I understand now why every sampler music access to be set within 5 miles of my hometown. Well, am I a hipster? I think I need to go journal on it.

In reflecting on my August picks, it’s a lot of new staples. I don’t know about you, but me there’s been something very pleasing about being on the cusp of a new decade (I turn 30 in November). So, for me, I started dedicating myself with more discipline to my supplement routine. Also, I finally bought nice face wash this year. I’m a whole new woman.

Enough rambling. Let’s dig in.

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9 RADS FROM AUGUST 2019

(Featuring CBD gummies, face-changing face wash, the perfect bikinis for dirty hair, and more)

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1. **CBD Gummies** - It’s me again, talking about CBD (and not for the first time in this post, oops)! I was sent these CBD gummies as a PG gift and I am in love with them. They taste the exact same as the traditional sour watermelon gummies you get at the grocery store which, coincidentally, have always been my favorite. They’ve become part of my nightly routine because they’re a delicious treat after dinner, but also because this particular type of CBD seems to make me really sleepy. I’ve had a few friends try them and agree. So, a yummy sleepy treat!

2. **Primary Pure cleansing face oil** - After a few products I’ve been using for my routine recommended this I decided that I had to give it a try, especially since my onboard recommended at my last follow-up I consider a cleansing oil. It’s definitely not cheap, but a little goes a long way. Since using it my skin looks less serious and more put together in the late summer. There’s also something oddly therapeutic about using this face oil. It makes me feel both bought and put together at the same time. Considering I am macramé and force lunch in sweatpants, that’s really all I could ask for.

3. **The Intersections** - Each time I put out my monthly round-up I feel like I’m screaming THIS IS MY FAVORITE BOOK. The Intersections is the story of a group of friends who meet at summer camp and then follow their journey as a friend group into adulthood. I’m still close with a lot of friends from preschool (LOL), so I felt this. Honestly, every book that I’ve sent by Meg Waltzer has completely knocked it out of the park. Highly recommended.

4. **Kettlebells** - Since early June I’ve been working with a personal trainer. All of our workouts are 100% centered around kettlebells. I had no idea how much I knew I could gain with two of these puppies. I alternate between a heavy bell and a light bell for my workouts four to five times. A week. Admittedly buying any sort of fitness weight isn’t cheap, but we Kths are truly one of the best investments I’ve made in myself all year.

5. **Iron Supplements** - I’ve been taking iron supplements since I started rowing in college and realized, after talking to a nutritionist, that was anemic. Some iron supplements are definitely better than others, and I had pigeon-holed myself into buying a monthly bottle that was way too expensive because it was the only one I felt really worked for me. After posting about it on Instagram, one of my followers (hi, Katie) suggested that I try Garden of Life instead and they work just as well. When I don’t take my iron supplements I feel weak and exhausted. Obviously check with your doctor first, but they’ve helped me a ton.

6. **Peanut butter protein bars** - These are the first protein bars that I ever ate waaaaay back in my freshman year of high school. I recently rediscovered them, and they taste just as good as I remember. I struggle to find protein bars that satisfy both my nutrient and taste needs, but these fit the bill.

7. **Backpacking headbands** - In case you forget, I’m a big fan of not washing my hair. My default is to cover my greasy mop in a beanie, but that just doesn’t fly in the summer time. I love the wrap detail on these headbands, and the fabric is versatile enough to go everywhere in my very minimal wardrobe. Also, less than $12 for two!

8. **CBD capsules for everyday use** - Somewhere that I get asked regularly, if not daily, is requests for good everyday CBD products. It’s a fair question - some products are too strong or specialized to be used every day. I recently tried these CBD capsules when I collaborated with Barbell Drug and have started using them in place of something like aspirin. I notice them the most if I’m sore from a workout - they help my muscles relax. As always this isn’t medical advice (shhh) just my personal experience.

9. **Minimal pill case** - A few months ago I went on a quest for pill cases and came up with... absolutely nothing. If you couldn’t tell this list, I get pretty.jeaned on my personal vitamin and supplement routine. I was looking for something that I could take with me in my purse that didn’t make me look like an elderly woman with a heart problem. Not even the heights of Estry could satisfy my urge. Somewhere, as if speaking from the heavens, Mada and Polish sent me their stock pill box. It even has a little mirror!
How Colorado hemp and cannabis companies are using innovation to boost crop yields

By Marissa Varnum | Reporter, Denver Business Journal
July 30, 2020 | 08:13 AM MT

Editor's Note: This story is part of a special series on technology and innovation in the Colorado cannabis industry.

A rainy or disease-riddled cannabis crop yield can cause a disaster for even the most sophisticated cannabis or hemp product makers. That's why local companies are using technology to ensure that the farming quality of cannabis and hemp products remains high.

"(Farmers) need to use seeds and young plants that will adapt to a specific region, climate and utilize as little resource as possible," Jonathan Vaughn, CEO and co-founder of Front Range Biosciences, said in an email.

Founded in 2015, Front Range Biosciences is a Lafayette-based agricultural biotech company that serves hemp and cannabis producers. The company uses technology to improve plant breeding, eliminate pests and absolve plant diseases. For instance, the Front Range Biosciences' Green Stock program uses tissue cultures to help make sure that young plants are healthy.

Front Range Biosciences

Founded in 2016, the Denver-based vertically integrated company grows, processes and packages cannabis. Seed & Smith also offers public tours of its cannabis-growing facility.

Two ways that Seed & Smith is using technology to improve cannabis growing is through new irrigation and lighting equipment.

"Our automated irrigation system allows our growers to focus their efforts on caring for the plant in more ways than around-the-clock watering," Mike Lemper, logistics director at Seed & Smith, said. "In any one of our research rooms you can find our growers testing out new LED, different nutrient-delivery methods or growing mediums."

Another firm working to improve cannabis agriculture is Veritas Farms. The vertically integrated CBD company is headquartered in Florida, but operates a 140 acre farm and production facility in Pueblo.

Brenda Thomas, Veritas Farms' vice president of business development, said his company has used advanced irrigation techniques to improve its farming infrastructures. Thomas says the company expects that these changes will enhance the overall health and quality of the soil.

Cannabis extraction, or how farmers separate different components of the cannabis plant and remove the parts that are not needed, is also a technology trend in growing.

Stephen Muller founded Mile High Labs in 2015 to develop technology-based solutions for the CBD extraction process. The company now also offers co-packing services to manufacturers, retailers and companies.

Earlier this year, the Boulder-based CBD manufacturer unveiled its "Mile High Monster" – a patent-pending modular extraction facility says will boost hemp farms' extraction capacities.

"This machine eliminates the bottleneck by rapidly extracting crude oil from the hemp plant at a rate of up to 50 acres per day," Muller, now CEO, told DMM.

This machine is expected to increase the yield of hemp farmers by 50%, he added.

A future trend that Thomas, of Veritas Farms, believes will become a reality soon is the ability for farmers to more precisely mix different strains of cannabis by creating new cannabinoid ratio profiles.

"We are looking forward to being able to produce different strains that have higher concentrations of different cannabinoids and terpene profiles in the future," Thomas said.
Hemp, cannabis companies use tech to improve crop yields

BY MONICA VENDITTOLO
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303-800-8230, @mvenditto

A moldy or disease-riddled cannabis crop yield can cause a disaster for even the most sophisticated cannabis and hemp product makers. That’s why local companies are using technology to ensure that the freshly harvested cannabis and hemp products remain high.

"Farmers need to use seeds and young plants that will adapt to a specific region, climate and utilize as little excess resources as possible," Jonathan Vaughn, CEO and co-founder of Front Range Biosciences, said.

Founded in 2015, Front Range Biosciences is a Lafayette-based agricultural biotechnology company that serves coffee, hemp and cannabis producers.

The company uses technology to improve plant breeding, eliminate pests and avoid plant diseases. For instance, the Front Range Biosciences' Clean Stock program uses tissue cultures to help make sure young plants are healthy.

Seed & Smith is another company exploring how technology can improve cannabis farming.

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Improvements after harvest

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the local F I T N E S S

Serenity NOW

Welcome to INDULGE'S proactive guide to beating pre-holiday stress.

Ah, the holidays. In your mind, it's a blissful time for family, fun, food, and festivities. But how quickly that bubble bursts into a swarm of shopping for gifts, a never-ending stream of socializing, a revolving door of houseguests, and stress — so much stress. Luckily, there's a way to break the cycle before it begins. Here are three fitness activities to keep you happy and healthy this holiday season.

PILATES AND MASSAGE

Or alternatively, it's up to you, really. Arvia Pilates, the first and only Pilates studio in the Miami Design District, has an in-studio massage therapist who offers exclusive, tailored 30- or 60-minute massages. Meet Ashley Young, a licensed massage therapist who's been practicing for 14 years and has a combined 25 years of experience. Ashley offers 30- and 60-minute massages for $59 and $99 per group, respectively. Book now: www.arvialucky.com.

MEDITATION & MODO

When holiday madness sets in at your house, find a new sanctuary at Modo Yoga Miami Beach. The class kicks off with a short meditation, two transitions into a yoga pose, and a 30-minute full body flow on your mat. The class is 90 minutes long, and you'll feel refreshed and ready for the holidays, whether you're making a shopping list or not. Sign up now: www.modoyogamiami.com.

FLOATING MEDITATION

Inhale, exhale, relax. Float about and your troubles will melt away at Float on North Beach. For $75, enjoy 60 minutes of floating in the water, with no time limit. Bring your own swimwear or rent a pair of floating shoes for an additional $15. For more information, visit www.floatonmb.com.

NOW YOU KNOW YOUR CBDs

When tensions run high, turn to CBD. It's a cannabinoid, the active ingredient derived from the hemp plant, that helps ease pain, inflammation, anxiety, and stress. Here are easy ways to work CBD into your pre-workout routine to keep you in a mellow mood.

THE BODY WASH

There is nothing more soothing and relaxing than a nice long shower after a good workout. Actually, there's not. A nice long shower after a good workout using Lab to Beauty's 'The Brightening Body Wash Rosemary Mint' is like the perfect remedy. The formula washes away musky and evokes an overall sense of relaxation with CBD. Find it at Lab to Beauty, $20.

THE DROPS

Pain no more! After a particularly grueling workout, don't forget to drink plenty of water. But if you want to keep your cool long after the workout, add a few drops of Paravel's Watercolor Tincture to your water. The CBD in the mixture will help you ward off stress by keeping you in good spirits. Find it at Paravel, $20.

THE SAUCE

Ah, sauces. Spicy and creamy. There's a sauce for that. Mortar & Pestle's Lavender Cilantro Salad Dressing will make your work salads a breeze. Add the CBD oil to what it does best — make any stress and tension. Find it at Mortar & Pestle, $20.

Ginger Harris

INDULGE | NOVEMBER 2016 | miami.indulgencom
Hemp to be ‘new cash crop’

Florida readies for billion-dollar market

BY MARCIA HERoux POUNDS
South Florida Sun Sentinel

Fresh from entering the medical marijuana market, Florida now envisions taking a healthy slice of the anticipated $22 billion market in hemp. The “no-high” variety of cannabis used to make “CBD” oil and other products derived from hemp, became legal in the U.S. in December.

Demand for CBD products — thought to help with anxiety, insomnia and chronic pain — has been swelling nationwide. The newly passed 2018 Farm Bill made hemp legal on a federal level and removed hemp from the “controlled substances” list.

Now, all businesses need is the

See HEMP, 8A

Fort Lauderdale-based Ventas Farms grows hemp in Colorado.
Tips on buying hemp products

BY MARCIA HEROUX HOLLOWAY
South Florida Sun Sentinel

Hemp products such as CBD oils have been around for a long time, but medical professionals and other experts caution consumers that they don’t always know what they’re getting at the natural food store or gas station.

Off-the-shelf products may not meet their label claims, could have bacteria or toxins, or come from overseas, which is illegal, experts say.

Here are some guidelines for consumers interested in buying hemp-derived products known as CBD or cannabidiol, a chemical compound in cannabis.

Unlike marijuana, hemp doesn’t give the user a “high.” But some people say they’ve found the oil and other hemp products helpful for anxiety, insomnia and chronic pain.

Who might benefit from CBD?

Peter Grinspoon, a Massachusetts General Hospital staff doctor who teaches at Harvard University in Boston, says while it is important for consumers to do their homework, he believes hemp-derived products can have valuable health benefits.

Grinspoon said he often recommends CBD to patients who have chronic pain or insomnia.

“I like to try it for people having chronic pain, it takes the edge off. Or if someone is having trouble sleeping and melatonin doesn’t work,” he said.

A CBD vaporizer could be carried for use in anxiety attacks, he said, for example. A cream made with hemp oil could ease arthritis pain for some.

“Overall, CBD seems to be a very safe product,” he said, but added that patients should talk with their doctors about how much to take and when to take it.

Be aware that hemp products may not mix with certain medications, such as blood thinners, he said. And some CBD products are sold online, so they can make one sleepy.

For cancer patients and others who have strong pain — but want to avoid addictive opioids — CBD combined with a higher THC is likely to be more effective, Grinspoon said.

Those higher THC products need to be purchased from medical marijuana dispensaries in Florida. Patients need to see a medical marijuana-certified doctor and get enrolled on the state’s medical marijuana registry.

How much CBD is in the product?

Alexander Salgado, CEO of Fort Lauderdale-based CBD product maker Veritas, says consumers should look for products that are made from “full spectrum hemp oil,” which means it is from the whole hemp plant.

He said many products just mention “CBD,” which probably means they’re made from “isolate,” or powder.

While isolate products can still be beneficial, they may not have the impact of full spectrum, Salgado says.

Some hemp products are made from hemp seeds and do not even contain CBD oil, warns Deerfield Beach-based CBD maker Green Roads on its site.

Green Roads says its products are all lab-tested for their CBD content before distribution.

Is the product regulated?

While Florida doesn’t yet have a licensed hemp program, other states do.

Veritas’ CBD products are regulated by the Colorado Department of Agriculture, for example. The products also are independently tested by Colorado-certified laboratories for compliance, CBD content and purity, Veritas says.

Jessie Kauer, senior vice president of manufacturing for Massachusetts-based Curaleaf, says medical marijuana companies that are already state-regulated are better positioned to bring quality and testing to hemp products in Florida.

Curaleaf, which has medical marijuana dispensaries throughout the state, said it also hopes to enter the hemp market in Florida.

Are CBD products legal?

While hemp-derived products with a trace of THC — less than 0.3 percent of THC — are considered legal under federal law, Florida’s regulations have not yet been sound.

Matthew Ginder, a lawyer in the cannabis law practice at Greenspoon Marder in Fort Lauderdale, said there’s still much to be worked out before farmers can produce hemp.

“Right now, we’re in a period of uncertainty with hemp-derived products. We have a law, but we don’t have any regulations yet,” he said.

Ginder points to the recent news of Sarasota police recently delivering cease-and-desist notices to gas stations and stores to stop carrying CBD products.

Police said they had seven complaints from people who had fallen ill after using the products, according to a Fox 11 report by the Herald-Tribune newspaper in Sarasota.

And the Food and Drug Administration has been cracking down on edibles.

Cannabidiol has grown, the oil has been infused in items such as pizza and shakes at some South Florida eateries.
More Kroger Co. stores to carry CBD products

Charlotte’s Web, Vertas Farms brands to be sold at over 1,000 locations

Russell Redman II | Jul 25, 2019

Two vendors of cannabidiol (CBD) products plan retail distribution to more than 1,000 Kroger Co. supermarkets.

Charlotte’s Web Holdings Inc. and Vertas Farms Inc. said Monday that they’re rolling out topical CBD items to 1,250 of the Cincinnati-based grocer’s stores in 22 states, including the Kroger, Dillons, Fry’s, Fred Meyer, King Soopers, Mariano’s, Pick ‘n Save, QFC and Smith’s banners.

Boulder, Colo.-based Charlotte’s Web said Kroger Co. stores in multiple states have begun carrying its topical hemp CBD extract oils, with a plan to roll out to 1,250 locations in Arizona, Arkansas, Colorado, Georgia, Illinois, Indiana, Kansas, Kentucky, Michigan, Missouri, Montana, Nevada, Oregon, South Carolina, Tennessee, Texas, Utah, Virginia, West Virginia, Washington, Wisconsin and Wyoming.

Charlotte’s Web noted that the launch with Kroger marks its largest distribution ever through a single retailer.

“Since its founding, Charlotte’s Web has been on a mission to make CBD products available for as many people as possible,” CEO Donnie Nelson said in a statement. “This distribution reach through Kroger’s market-leading network of grocery stores is an enormous contributor to our mission. We are very appreciative of Kroger and all of our channel partners for the continued progress in expanding access to hemp-based health and wellness products.”

Along with CBD oils, Charlotte’s Web’s product line includes hemp-infused bath and cream, CBD supplements (capsules and gummies) and pet products. The company said its U.S. retail distribution includes five mass retailers covering 22 states and 8,300 locations overall.

Fort Lauderdale, Fla.-based Vertas, meanwhile, is expanding its distribution with Kroger Co. from 945 stores in 17 states to 1,250 stores in 22 states.

The broader rollout brings Vertas’ topical CBD products to Kroger Co. locations in Texas, Virginia, Georgia, Montana and Utah, totaling more than 400 new stores. Items featured in the rollout include Vertas Farms’ full-spectrum hemp oil, salves, moisturizing lotion and lip balm.

“We are pleased to expand our partnership with Kroger family of stores,” said Alexander Salgado, CEO and co-founder of Vertas Farms. “As a nationally recognized leader in retail, their commitment to growing this category signals the success experienced thus far, the potential for continued growth and the importance of these products’ availability to consumers and retailers.”

In June, Kroger confirmed plans to begin selling CBD topical products at 945 stores in 17 states. The company didn’t name the brands but said lotions, balms, oils and creams infused with hemp-derived CBD would be sold at stores in its Atlanta, Cincinnati, Columbus, Michigan, Central, Louisville, Delta, Nashville, Mid-Atlantic, Kansas City’s Mariano’s and Pick ‘n Save, Dillons, King Soopers, Fry’s, Fred Meyer, QFC and Smith’s divisions.

Last December, the federal government changed the classification of cannabis with the enactment of the Agriculture Improvement Act of 2018, or the Farm Bill. The legislation removed hemp — cannabis or derivative with a very low content of psychoactive ingredient THC — from the Federal Controlled Substances Act’s definition of marijuana. That meant hemp was no longer defined by the federal government as a controlled substance, even though marijuana remains a Schedule I drug.

Under current federal law, CBD and THC can’t be added to a food or marketed as a dietary supplement, according to the Food and Drug Administration. The FDA maintains regulatory oversight of food, cosmetics, drugs and other products within its jurisdiction that have CBD, THC or the cannabis plant itself as an additive.

Still, various CBD offerings continue to make their way into stores, leaving many retailers uncertain about the regulatory framework regarding the sale and labeling of hemp-containing products.

Scientific research on CBD’s potential health benefits also is still in its early stages. Earlier this month, the Food Marketing Institute (FMI) submitted comments to the FDA urging the agency to provide more guidance on the retail sale of food, beverage and other products containing cannabis or cannabis-derived compounds, including CBD.

The potential consumer market for CBD products is lucrative. Nielsen estimates that overall U.S. sales of all legal cannabis — including hemp-derived CBD — reached $6 billion, a total that could swell to $41 billion by 2025 as more states legalize marijuana for recreational use, now allowed in 11 states and the District of Columbia.

“The face of legalized marijuana has changed dramatically,” Nielsen said in a report last week. “We forecast much of the same in the hemp-derived CBD sector, which is now invading mainstream retail and grabbing headlines along the way.”
Forbes

It’s National CBD Day: Have You Tried These Products?

This is the beginning of my journey. I have been experimenting with different ways to manage my anxiety. Over the past year, I’ve discovered that CBD oil could be a game-changer for me and many others. I’ve also started testing different CBD products. I’ve seen how it has positively impacted my life in terms of stress relief, pain management, and even sleep.

When most people think of CBD, they think of CBD oil. However, there are many other products that contain CBD, such as balms, lotions, and even chocolate bars. Each product has its own unique benefits and uses.

What is CBD Oil?

CBD oil is made from the hemp plant and contains cannabidiol (CBD), a compound that has been shown to have potential therapeutic benefits. It is non-intoxicating and does not produce a high, unlike THC, the psychoactive compound in marijuana.

What Method and Dosage Should You Take?

While I’ve made an effort to cover some of the basic information surrounding the use of CBD, I’ll stop short of providing recommendations about methods of delivery or dosages. This is a deeply personal decision and will depend on your needs, as well as how your body responds to CBD.

One form of usage might work perfectly for someone, while others might combine several methods. Truth be told, you’ll probably need to experiment a little to find the right fit. It’s best to start low and gradually increase the amount you’re using every few days until you find the optimal dose. This article on CBD benefits.com could be helpful during this process.

Choosing a Brand

As with any supplement, you should always be careful about where you buy your CBD. It’s usually best to order directly from the manufacturer, as counterfeit products have been known to circulate in the market. In addition, it’s important to research the company behind the offer and its reputation.

Veritas Farms

Veritas Farms is a company that produces high-quality CBD products. They have a commitment to transparency and know where their products come from. They source their hemp from farms in Colorado, where the climate is ideal for growing hemp.

What are the Benefits of CBD Oil?

CBD oil has been shown to have a variety of potential benefits, including:

- Pain relief
- Anxiety relief
- Anti-inflammatory properties
- Potential neuroprotective effects
- Potential anticonvulsant effects

It’s important to note that CBD oil is not a replacement for medical treatment. It should be used under the guidance of a healthcare professional.

What are the Risks of CBD Oil?

While CBD oil is generally considered safe, it’s important to be aware of potential side effects, such as:

- Dizziness
- Fatigue
- Changes in appetite
- Interactions with medications

It’s always a good idea to talk to your healthcare provider before starting any new supplements, including CBD oil.

Conclusion

CBD oil is an exciting new supplement that has the potential to help with a variety of conditions. It’s important to do your research and choose a reputable brand, and to use it responsibly. As with any new supplement, it’s always a good idea to consult with your healthcare provider before starting.

*Note: The information provided is for educational purposes only and should not be used as a substitute for professional medical advice.*
What does the farm bill mean for hemp supplement companies?

On December 20, 2018, the Agriculture Improvement Act of 2018, more commonly known as the “Farm Bill,” was signed into law.

The goal of this act, as stated at the very beginning of the act itself, is “to provide for the reform and continuation of agricultural and other programs of the Department of Agriculture through fiscal year 2023, and for other purposes.”

Though this bill discusses many different provisions regarding agriculture—some of which are related to wetland conservation, dairy milk operations and products, crop assistance, and rural energy savings—the area of the law that received major reforms is hemp. This reform is provided under Section 12619, the very last section of the act.

What Section 12619 of the Farm Bill does

Section 12619 is titled “Federal Changes to Controlled Substances Act” and it states, in part, that “the term ‘marijuana’ does not include hemp.” But what exactly does this mean?

“A removed the illegality federally,” explains Derek Thomas, Vice President of Business Development for Veritas Farms, a full spectrum CBD (cannabidiol) product supplier. “Now it is up to the states to determine legality.”

This is important because, with hemp previously illegal under federal statute, not only did it make it harder for the consumer to obtain products containing this ingredient, but it also made it more difficult for hemp supplement companies to do business.

Even days-to-day banking has been challenging, says Thomas, mainly because of the logistical surrounding the hemp products.

While companies like Veritas Farms don’t necessarily want to see more governmental regulations, Thomas does state that it would also be helpful if some of the federal regulators step up.

A need for regulation of hemp supplements

“Of course, we don’t want to be overregulated,” says Thomas. “But there is a strong need to be regulated in this space.” In fact, Thomas says that it’s possible that agencies such as the Food & Drug Administration will come out with guidelines later this year, providing guidance to hemp supplement companies while also giving consumers peace of mind that they’re buying a quality product.

Right now, the only type of certification that appears to exist is the US Hemp Authority Certification Program, Thomas says that both the US Hemp Roundtable and Hemp Industries Association—the two groups behind this certification—are reputable in the hemp space, so this is a good start as “whenever comes out of the roundtable will be appropriate for the industry.”

Yet, Thomas also feels that regulation by the federal government is still preferred as it is “much more impactful” for manufacturers and consumers alike.

One of the areas that Thomas foresees as being a focus of regulation is Certificates of Analysis, or CoAs. These are certificates that detail the ingredients within a particular supplement, providing the consumer more information about the products quality and purity. Thomas explains that CoAs are important because they provide transparency to the consumer.

Thomas also hopes that the Farm Bill will instigate lawmakers to require more clarification and continuity of terms used by hemp supplement companies. For instance, “full spectrum hemp oil” may mean one thing to one manufacturer, yet mean something completely different to another.

Having more guidelines will also help “correct misinformation that some of the nefarious actors are putting out in the marketplace,” says Thomas.

The Farm Bill’s impact on hemp supplement marketing and production

Another area that Thomas is hoping the Farm Bill will change is in relation to the marketing of their products. For instance, hemp product manufacturers have been limited as to the claims they can make about hemp and how it affects health.

With the new legislation, more studies can be conducted in this area, says Thomas, giving hemp companies the opportunity to share this information with the consumer.

From a marketing perspective, Thomas adds that there also hope that the Farm Bill will open more online marketing options. “We’re boxed out of a lot of very powerful marketing mediums,” he says. “We can’t market on Facebook. We can’t do Google Ads. We can’t even market on Amazon.”

Not only that, there are other marketing mediums—such as television and radio—that won’t allow advertising of these types of products as well. With the concern over federal legality now relieved, this may open up new doors.

The Farm Bill should also make it easier for most companies to get hemp for their products, says Thomas.

The future of hemp supplements

Where will hemp supplements be in the future? Thomas says that one of the things he foresees is that hemp products will become more available, not just online, but in physical stores too.

“The much larger big box retailers are getting ready to accept us,” he says, citing that this includes national big-name drug stores, retail stores, and even groceries. “That’s huge for us,” says Thomas. “Adding that ‘before you’ve had to go online and you’re going to a store and you’re going to buy your chiropractic supplements online or in two products.’

That makes this a real game-changer for the industry, bringing hemp supplements and other hemp products more into the mainstream.

Additionally, as more and more studies are conducted on all of the cannabinoids found in hemp, hemp product manufacturers will also likely be able to come up with products that are suited more specifically to certain health issues. Thomas states that this will be beneficial for humans, as well as for animals.

It’s also possible that regulations about drug testing in the workplace will be loosened, says Thomas, and with the federal legalization of hemp. Thomas also believes that we will see hemp crossing into the cosmetic or skin care space, potentially even making its way into various foods, food supplements, and multivitamins.

Hemp supplements and chiropractic

What changes will the Farm Bill create for chiropractic specifically? According to Thomas, it may just ease some concerns.

While some have absolutely accepted hemp products, Thomas says that “more have been a little standoffish because they’re concerned.”

This new legislation should help ease that concern, and with the Farm Bill now legalizing hemp, Thomas also believes that we will see hemp crossing into the cosmetic or skin care space, and even making its way into various foods, food supplements, and multivitamins.
Feds move to let people with cannabis convictions work at credit unions (Newsletter: July 30, 2019)

Strava Craft Coffee announced plans to produce psilocybin-infused coffee and tea, potentially as soon as next year.

Columbia Care Inc. was awarded New York State Schedule I controlled substance manufacturing and export licenses, which the company says is a step toward receiving federal approval to distribute cannabis for research purposes throughout the U.S. and for research and commercial medical purposes internationally.

The former chair of CannTrust Holdings Inc. and another director reportedly sold $6 million in company stock in the weeks after he was informed about illegal growth of marijuana plants in unlicensed rooms.

GW Pharmaceuticals’s CBD drug Epidiolex got preliminary approval from a European Medicines Agency panel.

Kroger is also expanding its distribution of Veritas Farms, Inc. hemp oil products.

Cresco Labs Inc. is rebranding its marijuana dispensaries under the name Sunnyside.

Nevada’s legalization of marijuana does not appear to have reduced alcohol sales.
Tips on buying hemp products for anxiety, insomnia and pain

By Marcia Hermo Pondaro - Contact Reporter
South Florida Sun-Sentinel

FEBRUARY 22, 2019, 12:44 AM

Hemp products such as CBD oils have been around a long time, but medical professionals and other experts caution consumers that they don't always know what they're getting at the natural food store or gas station.

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Here are some guidelines for consumers interested in buying hemp-derived products known as CBD or cannabidiol, a chemical compound in cannabis. Unlike marijuana, hemp doesn't give the user a "high." But some people say they've found the oil and other hemp products helpful for anxiety, insomnia and chronic pain.

Who might benefit from CBD?

Peter Citron, a Massachusetts General Hospital staff doctor who teaches at Harvard University in Boston, said while it is important for consumers to do their homework, he believes hemp-derived products can have valuable health benefits.

For cancer patients and others who have strong pain — but want to avoid addictive opioids — CBD combined with a higher THC is likely to be more effective, Citron said.

Those higher THC products need to be purchased from "medical marijuana" dispensaries in Florida. Patients need to see a medical marijuana-certified doctor and get enrolled on the state's medical marijuana registry.

How much CBD is in the product?

Alexander Salgado, CEO of Fort Lauderdale-based CBD product maker Veritas, says consumers should look for products that are made from "full spectrum hemp oil," which means it is from the whole hemp plant.

He said many products just mention "CBD," which probably means they're made from "isolate," or powder. While isolate products can still be beneficial, they may not have the benefit of full spectrum, Salgado says.

Also check whether the manufacturer provides a "certificate of analysis" on the most recent batch for the product, he said.

"Ultimately, if you feel like your brand isn't being completely transparent, that's a bad sign," Salgado said.

Some hemp products are made from hemp seeds and do not even contain CBD oil, warns Deerfield Beach-based CBD maker Green Roads on its site. Green Roads says its products are all lab-tested for their CBD content before distribution.

Is the product regulated?

While Florida doesn't yet have a licensed hemp program, other states do.

Veritas (CBD) products are regulated by the Colorado Department of Agriculture, for example. The products also are independently tested by Colorado-certified laboratories for compliance, CBD content, and purity, Veritas says.

Josie Kater, senior vice president of manufacturing for Massachusetts-based Coreleaf, says medical marijuana companies that are already state-regulated are better positioned to bring quality and testing to hemp production in Florida. Coreleaf, which has medical marijuana dispensaries throughout the state, said it also hopes to enter the hemp market in Florida.

"There are very few companies that do the kind of testing at a cannabis company. We're used to following regulations," he said.

Are CBD products legal?

While hemp-derived products with a trace of THC — less than 0.3 percent of THC — are considered legal under federal law, Florida's regulations have not yet been issued.

Matthew Ginder, a lawyer in the cannabis law practice at Greenspoon Marder in Fort Lauderdale, said there's still much to be worked out before farmers can produce hemp.

"Right now, we're in a period of uncertainty with hemp-derived products. We have a law, but we don't have any regulations yet," he said.

Ginder refers to the recent news of Sarasota police recently delivering seizure and debit notices to gas stations and stores to stop carrying CBD products. Police said they had seven complaints from people who had fallen ill after using the products, according to a Feb. 23 report by the Herald-Tribune newspaper in Sarasota.

And the Food and Drug Administration has been cracking down on edibles.

After the passage of the 2018 Farm Bill, FDA Commissioner Scott Gottlieb issued a cautious statement that it is still unlawful for food containing CBD or THC to be sold interstate, or to market CBD or THC products in dietary supplements.

As the popularity of CBD has grown, the oil has been infused in items such as pizza and shakes at some South Florida eateries.
**LL Scene**

**Miami Swim Week 2019 Recap**

**YOU CAN SWIM WITH US.**

Get out your swimwear because summer season has never been hotter. We've had our weekend's day at the Plaza’s Ocean Swim Week and can't stop thinking about all of the amazing swimwear and resort wear we witnessed the past 2 days.

Let's start with our amazing discoveries at the legendary Miami Beach because it was the perfect way to start our Miami Swim (Weekend). Who doesn't need a good distraction every now and again? And the swimwear is the perfect treat to put one of! We picked up the sun in their TOMI swimsuit designs, which serve as the perfect beachwear of the season. The style was inspired by the elegance of the ocean and natural patterns. One of the most popular styles they carry is the playful Y-neck one-piece and shaped halter bikini style.

BADGLEY MISCHKA

We couldn't have kicked off Miami Swim Week with a better show. Badgley Mischka is known for its elegant and sophisticated designs. This season, they showcased a collection that combined classic elegance with modern touches. The designs featured a mix of modern and vintage styles, with a focus on glamorous hues and intricate details. The collection included everything from swimsuits to cover-ups, all designed to make a statement on the beach.

TOMI

We love a good Hollywood bombshell moment, and Tomi made it happen when she debuted her Resort 20 Collection. The collection is inspired by the timeless elegance of Hollywood stars, and it's all about the classic curve. The designs are classic yet modern, with a focus on fit and form. The collection included everything from swimsuits to cover-ups, all designed to make a statement on the beach.

DUKE

We had to give a special shoutout to our favorite Australian brand, Duke. The brand is known for its high-quality swimwear and accessories that are both stylish and functional. We were particularly impressed with their latest collection, which featured a range of colorful and vibrant designs. The collection included everything from swimsuits to cover-ups, all designed to make a statement on the beach.

ACACIA

Designer, Naima Acqua Nonnulli, really knocked it out of the park with her Resort 2020 collection. The collection featured a mix of modern and classic styles, all designed to make a statement on the beach. The collection included everything from swimsuits to cover-ups, all designed to make a statement on the beach.

Before heading to the Surf Runway show, we stopped by the Miami Swim Fashion Hub to meet the Surf Beach for cocktails, iced-tea, and lots of cocktails. We enjoyed the lively atmosphere of the Hub, taking in the sights and sounds of the city's vibrant culture. We also enjoyed meeting some of the amazing designers and models who showcased their latest collections. It was a fantastic way to end our weekend and get ready for more fun in the sun.
SEALING THE DEAL
Derek Thomas of Veritas Farms secures a major CBD retail deal

"I’m passionate about cannabis, its versatile use and humanity’s intimate history with the crop."

Changing Times
Veritas Farms was not intentionally in the right place at the right time; the company’s leadership was aware of its approach to make Veritas’ products as accessible to customers as possible. Five years ago, Veritas Farms’ CEO Alexander Sorgente saw hemp issues, lack of quality and transparency which were sure to plague the CBD industry. From this vision, he decided to create a fully vertically integrated CBD company, which would allow them to operate in the CBD market for the long run.

Then, when the Farm Bill passed in late 2018, Sorgente and then began noticing that the conversation shifted in regards to CBD not being sold at traditional retail chains stores. "We recognized this movement and began implementing strategic conversations to secure partnerships with larger chain stores that not only ramp up sales and revenue, but overall brand awareness," Thomas explained. "In order to keep the necessary time to understand the needs of our customers and how where they shop in doing so, we wanted to ensure that we had a presence in all three markets -- independent retailers, e-commerce and retail stores."

Perfectly Focused
Many CBD companies would love to have their products sold nationwide in major retail locations. That’s the dream, Veritas Farms is now making that dream a reality, with many thanks to Thomas and Sorgente. "The vision of the company is to develop its personal tastes and feelings on the plant. "I’m passionate about cannabis, its versatile use and humanity’s intimate history with the crop. With my time in the space, I’ve become a more conscious, environmentally conscious advocate and embody a low carbon footprint lifestyle," Thomas told CULTURE.

Thompson, environmentally conscious approach, business savvy and leadership background has helped Veritas Farms climb to the top rung of the leader of avocators.

“We recognized this movement and began implementing strategic conversations to secure partnerships with larger chain stores to not only improve sales and revenue, but overall brand awareness.”

Advocate for the Future
The CBD industry will continue to grow, and Veritas Farms hopes to see additional retailers join in. "In order to offer CBD products on their shelves, this is because CBD companies face issues with advertising and marketing, which includes their ability to classify CBD products as medical treatments. "When more retailers get into this space, it will help reduce roadblocks,” Thomas stated.

"THomas recognizes the potential that CBD has to impact the health and wellness industry in a huge way, and his company is proud to help pave the way. "We are more people away from SEADAS and obstacles and into healthier more holistic options, it would be like changing for countless people."

By Jacob Cannon

Derek Thomas has always been a natural born leader. For over a decade, he focused on fundraising and business development consulting for multiple cannabis firms, until he finally found his home as VP of Business Development at Veritas Farms. He is now responsible for bringing the company’s CBD products to a national retail scale through a partnership with Proctor & Gamble’s. Of store.

Thomas is responsible for expanding Veritas Farms’ distribution, leading it to make such a large retail distribution accomplishment. "While his resume speaks to a strong background of professional experience, Thomas’ monumental success in the cannabis industry is also a result of developing his personal tastes and feelings on the plant. "I’m passionate about cannabis, its versatile use and humanity’s intimate history with the crop. With my time in the space, I’ve become a more conscious, environmentally conscious advocate and embody a low carbon footprint lifestyle," Thomas told CULTURE.

Thomas, environmentally conscious approach, business savvy and leadership background has helped Veritas Farms climb to the top rung of the leader of avocators.
'A new cash crop': Florida readies for billion-dollar hemp market

FEBRUARY 22, 2019, 12:00 PM

Fresh from entering the medical marijuana market, Florida now envisions taking a healthy slice of the anticipated $22 billion market in hemp. The "non-high" variety of cannabis used to make "CBD," oil and other products derived from hemp, became legal in the U.S. in December.

Demand for CBD products — thought to help with anxiety, insomnia and chronic pain — has been swelling nationwide. The newly passed 2018 Farm Bill made hemp legal on a federal level and removed hemp from the "controlled substances" list.

Now, all businesses need is the green light: Florida nurseries, licensed producers of medical marijuana, and hemp growers in other states are eager to produce hemp in the state.

"Farmers are hungry for a new cash crop," said David Hassenan, president of the Fort Lauderdale-based Hemp Industries Association of Florida. "We have an incredible climate here in the Sunshine State. We need that intensity to grow these plants — and we have it year around. Florida stands to uniquely benefit from hemp."

Hemp is poised to become a "multibillion-dollar industry in the state," Florida's newly elected agricultural commissioner Nikki Fried said earlier this month.

Tips on buying hemp products for anxiety, insomnia and pain

Kicking off a program

Fried, a medical marijuana lobbyist before her election in November, has appointed Holly Bell as cannabis director to develop hemp farming.

Bell, who helped start Tennessee's hemp program, said the Florida Department of Agriculture is working with the state Legislature on a bill to implement a hemp program. Once a law passes, the department will set rules and safeguards and develop a plan to send to the U.S. Department of Agriculture.

"Once approved, we will start taking applications for Florida producers to begin growing hemp," she said in an email to the South Florida Sun Sentinel on Thursday.

Bell said Commissioner Fried's goals are to "allow smaller growers to compete, give consumers more choices, and ensure the product is safe for consumers."

She noted that CBD products are outselling THC — or marijuana — products at a ratio of 10:1. The hemp-CBD market in the U.S. could reach $22 billion by 2022, according to the Chicago-based Brightfield Group market research firm.

For consumers, a Florida rollout of hemp production could result in better options for CBD products, as they would be subject to state regulations overseeing ingredients and processing.

The new Farm Bill allows broad hemp cultivation, the transfer of hemp-derived products across state lines, as well as the sale, transport or possession of hemp-derived products, according to the Brookings Institution, a Washington, D.C.-based research organization. But the group says U.S. hemp production is government-regulated — it can't be grown in one's backyard.

"There's significant interest in [growing hemp in] Florida," said Matthew Ginader, a lawyer in the cannabis law practice at Greenmoor and Key in Fort Lauderdale.

After Florida legalized medical marijuana in 2016, the rollout was criticized as slow and benefiting too few. Ginader hopes smaller farmers will find opportunities in hemp. Many wanted to grow marijuana for medical purposes, but couldn't get licensed.

Making early moves

Several Florida companies are taking action now to enter the hemp business.

Fort Lauderdale-based Veritas Farms, which is licensed to grow the plant on its 140-acre farm in Pueblo, Colo., plans to apply as soon as Florida delivers its guidelines, says CEO Alexander Salgado.

Meanwhile, the company is selling its CBD products online. They include liquid drops, salve, capsules, lotions, gummies, lip balm and massage oil. Orders are shipped to states including Florida.

"We can sell through the whole country because it's not a marijuana product," Salgado said.

Another company, Green Roads, has a head start in Florida's CBD market.

The Deerfield Beach-based company, with labs in Devor and Gainesville, is in a two-year research program with the University of Florida.
5 Things I Wish Someone Told Me Before I Started Leading a Cannabis Business, with Derek Thomas and Foris Georgiadis

Being based out of the traditional advertising channels like Facebook, search engine marketing, major oil network channels, and even most print media, we've become more creative! We started really finding success in social media, leveraging relationships, and we've kept those consumers engaged with content, informatory content. We've also had great success building brand awareness and building leads through lead generation events. It's a great opportunity for us to engage intimately, educate, and have customers become advocates. It's something more powerful than that.

As part of my activism, "5 Things I Wish Someone Told Me Before I Started Leading a Cannabis Business" - I'd like to share an interview with Derek Thomas, the owner of CannaCraft, and Foris Georgiadis, the author of "The Future of Cannabis Retail". Both have been instrumental in advancing the cannabis industry and have valuable insights to share.

Can you share 3 things that most cannabis consumers should consider adopting?

1. The potential for medical breakthroughs in health and wellness that are currently being explored. The results from various studies are promising and suggest that cannabis has therapeutic benefits.
2. The potential for higher-quality and sustainable products in the cannabis industry. As the industry matures, the focus on sustainability and quality continues to grow.
3. The economic implications of the cannabis industry for the local economy. As the industry expands, it brings jobs and economic opportunities to communities that are often overlooked.

Can you share 3 things that most cannabis consumers need to know about the cannabis industry?

1. The importance of purchasing from reputable companies. Consumers should conduct thorough research and choose companies with a good reputation.
2. The necessity of understanding the laws and regulations. Each jurisdiction has its own laws, and it's essential to be aware of them to avoid legal issues.
3. The potential for health and wellness benefits. The cannabis industry is evolving, and research is ongoing to explore its therapeutic properties.

What advice would you give to other CEO's or founders to help their employees achieve success?

1. Ensure that your company's mission and values are clearly communicated to employees.
2. Create a culture that supports personal growth and encourages employees to take initiative and make decisions.
3. Provide ongoing training and development opportunities to help employees grow and develop their skills.

What is the best way for cannabis businesses to leverage social media?

1. Utilize platforms like Instagram and TikTok to showcase your products and engage with your audience.
2. Employ influencer marketing to reach a broader audience and build credibility.
3. Use Facebook and LinkedIn to establish thought leadership and build relationships with industry professionals.
CBD and pets: Using pot on your dog or cat

By: Fox Business | Published: August 20, 2018 | Marijuana | FOXBusiness

Pet owners will do just about anything to help ease their pet's suffering, so it's no shock the hottest trend in health care would eventually trickle down to our pups and kittens.

Cannabinoids are more commonly known as the chemical compound behind CBD. It's important to note that CBD oil is derived from hemp and does not contain THC, which is the compound that gives marijuana its psychoactive effects.

CBD is increasingly popular for pets that suffer from arthritis, as it reportedly reduces inflammation and reduces pain. There's also reports it helps pets that suffer from seizures. CBD oil is available for pets but there isn't much research on its benefits or even effects. However, a recent study at Cornell connected CBD with alleviating arthritis pain in pets.

"Veterinary literature as of today suggests it may be useful for chronic pain and, possibly, seizure activity," study participant Dr. Joseph J. Wakshlag, DVM, Ph.D., told FOX Business. "There is a lot to learn about CBD and other cannabinoids as medicine. In the clinical study I did with Eliezer, the dogs in the trial had a significant or dramatic improvement, and these were very old dogs with severe osteoarthritis. There is much to learn, but the potential is there in areas like seizure, IBD, oncology, dermatology and other areas. We have just begun to scratch the surface."

CBD oils are popping up in many shops across the country, but it's crucial to know not all CBD oils are equal. In fact, CBD oil contains a concentrated amount of hemp, so there's always a risk giving it to your pet at there is not a good guideline on how much to give them. There's also possible impurities in it, including heavy metals that are found in the soil or even pesticides that may have been sprayed on the hemp plant.

"With so many bad products on the market now, it is hard for both vets and consumers to navigate good versus bad products," Wakshlag said. "Pet owners need to make sure they are getting a good product, and then, it is a wonderful option for pets when you have the right product and can help, especially older pets. Tremendously, CBD could become the first line of defense in treating pets over traditional medications."

CBD could become the first line of defense in treating pets over traditional medications.

Dr. Joseph J. Wakshlag, DVM, PhD

The American Veterinary Medical Association remains cautiously optimistic as well.

"Although we are encouraged by the therapeutic potential demonstrated by preliminary investigations in conditions such as epilepsy and osteoarthritis, there are limited peer-reviewed published studies addressing the therapeutic potential to veterinary patients, and the results have been inconsistent," said an American Veterinary Medical Association spokesperson told FOX Business. "This is not to say that such benefits may not exist. There is real potential for cannabis-derived products in the veterinary space and the path to market must support the pursuit of the necessary research to produce safe and efficacious products with valid claims."

The results have been inconsistent:

The American Veterinary Medical Association

The AVMA says another aspect pet owners should consider is how the CBD product would interact with other medications the animals may already be taking. They also echoed Wakshlag's concerns about possible toxic contaminants that may be in current CBD products in the marketplace.

In 2017, the AKC Canine Health Foundation teamed up with Colorado State University's College of Veterinary Medicine and Biomedical Sciences to study the use of CBD in epileptic dogs that haven't responded to mainstream treatment plans. The results of that study have yet to be released.

The Food and Drug Administration knows some cannabis products are being marketed as animal health products, but they are emphasizing that they have not approved any products and cannot ensure their safety.

"It would be a real shame if the Food and Drug Administration were to ban this type of supplement from the market," Wakshlag said. "As it stands now, there are other plant-based supplements on the market that are effective and do not receive this sort of scrutiny. Politics appear to be playing a role rather than what is best for your pets. That said, the veterinarian in me feels there needs to be more safety and efficacy data so that everyone is comfortable with dosing and products on the market. I did a safety study with Ellevator products on dogs and cats, but more studies to add to the data would be helpful."

Politics appear to be playing a role rather than what is best for your pets.

Dr. Joseph J. Wakshlag, DVM, PhD

Wakshlag said while there is no "crystal ball" to predict what the FDA will do, he thinks the study's findings are promising.

"The AVMA, like other stakeholders, is anxious about the outcome of FDA's deliberations and is actively advocating that any pathway to market assures the safety and efficacy of products that are administered to veterinary patients," the AVMA told FOX Business.
BizBash
Event ideas and inspiration from across the globe. 📸 Send your event photos to socialmedia@bizbash.com for consideration.
linktr.ee/bizbash

bizbash In Miami, A Toast to Basel at @faena Forum included passed bites, cocktails by @toastvodka, Art selects by @reenvisionmagazine and activation by CBD company @veritasfarmsofficial with a farm-theme buildout, 1960s-inspired ice sculpture, tincture drops to infuse into cocktails, and performers painted as its products who handed out CBD gummy samples. #miamiaartweek #sponsorships #bizbash Photo by @traydadiva
For fans of free stuff, there has never been a better time in the Magic City than Miami Art Week.

Didn't score an invite to the private party hosted by some European brand you've never heard of? Well, sneaking in has always been half the fun. At the Deitch Projects 2008 opening-night party at the Raleigh, which offered a concert by the Gossip, a New Times reporter scaled a fence to get in and was rewarded with a good time and boxes of MAC cosmetics just sitting there for the taking. Other years offered new sneakers at a Converse-sponsored event and countless tote bags, still being put to good use.

Here are eight corporate-sponsored events during Miami Art Week that demand your attention, some of which aim to destroy your liver.

"Momentum," an NBA Exhibition
This one is certainly not the most insidious cultural-corporate event this week. In fact, it's just a little different from your average artsy-fartsy party. The "Momentum" exhibition is a partnership with the NBA that's hosted by AMP, a marketing and events firm; and Franchise, a publication dedicated to global basketball culture. This is a group show, including work by artists such as Andrea Bergart and Andrew Kup, that explores the (tenuous) connections between basketball and contemporary art and includes video installations and an interactive archive of historic NBA ephemera. It's all cool stuff worthy of a visit by any sports fan who also digs art. Wednesday, December 4, through Sunday, December 8, at the Nautillus by Arlo Hotel, 1825 Collins Ave., Miami Beach; momentum-amp.com.

Lavazza and David LaChapelle
Not gonna lie: David LaChapelle events are on point. There are always exciting characters and plenty of folks in drag. This year, work by this celebrity photographer is being sponsored by the Italian coffee brand striving for sustainability, Lavazza. LaChapelle will reveal his work for Lavazza's 2020 calendar, which honors the planet through nature art and calls to action for us terrible humans who must do more to save the Earth—seriously, get on it. The private preview is set for Thursday, December 5, where attendees can groove to performances by Perle Noire and DJ JonJon. Friday, December 6, through Sunday, December 8, at Faena Bazaar, 3400 Collins Ave., Miami Beach; lavazza.com.

Desigual x Carlota Guerrero
Barcelona fashion label Desigual will present "Love Different 2020," a show by photographer, performance artist, and art director Carlota Guerrero. She has worked with many brands, including Givenchy and Door, and musicians like Solange, Guerrero's work, which celebrates the female form, is pretty simplistic but engaging and worth a gander. Hit up this girl-power party for a taste of glamour with guts. 8 p.m. Saturday, December 7, at the Temple House, 115 Euclid Ave., Miami Beach; thetemplehouse.com.

Bacardi Rum Room
So now you're drunk just after reading the last few entries. What do you do at Art Basel when you're already drunk on free booze? You keep drinking. Bacardi is going all out at its Rum Room, where Swizz Beatz will spin while you sip cocktails made with the brand's Añejo Cuatro, Reserva Ocho, and Gran Reserva. Just thinking about it makes you want to recover with a pizza and a long day of watching Never Been Kissed. And if you were wondering where that art fits in: There will be a big reveal of new work by a surprise artist. 10 p.m. Thursday, December 5, at a location TBA. Admission by invitation only.

Veritas Farms
Maybe getting shitfaced on free champagne isn't your thing, but neither is sobriety. Enter Veritas Farms. The CBD company is hosting a few Miami Art Week activations, including a space at Art Miami where you can taste CBD-infused food and drinks and sample one-of-a-kind products. Veritas—along with Toast Vodka and Re-Envision Magazine—is also sponsoring Toast to Basel, featuring a Woodstock theme and pop-up art gallery at the Faena Miami Beach. Through Sunday, December 8, at 1 Herald Plaza, Miami; and 6 p.m. Wednesday, December 4, at Faena Miami Beach, 3400 Collins Ave., Miami Beach; theveritasfarms.com.

Fun Wine x Miguel Paredes
Fun Wine advertises itself as a low-alcohol, gluten-free, wine-based beverage. Basically, it's the perfect drink for someone who doesn't want to go too hard on a Thursday night. The company is set to host an event with creative director and artist Miguel Paredes, who came up in the graffiti scene and creates fun work inspired by tattoos and Japanese art. 7 to 10 p.m. Thursday, December 5, at the National Hotel, 1677 Collins Ave., Miami Beach.
SWEET JANE

The Sweet Jane 2019 Gift Guide

It's the most wonderful time of the year—Black Friday stacked with your favorite steals and deals of the holiday season! Thanks to the good of Farm Bill, there is no shortage of cannabis-driven products to add to your shopping cart this year. Not sure where to start or which brands to trust? We've rounded up more than 40 ideas—with plenty of women-backed operations in the spotlight from around the U.S.—to get you well on your way to stuffing those stockings and festive gift boxes for the ones who matter most. Here's even takes the time to break down gifting ideas by category, from gourmet CBD chocolates to new mom-friendly beauty care, and infusion appliances to stylish self-pitters. Following all that leg work, it's time for a warm cup of CBD tea and a cannabook by the fire, Happy Holidays!

Compiled by Tracy Block

EXPECTANT & NEW MOMS

Welcome to motherhood! Whether the good news of baby-to-be was just confirmed, or the time has arrived to settle in with a new family addition at home, these CBD selects will help you through the transition.

Veritas Beauty Full-Spectrum Beauty Kit

Veritas Beauty Full-Spectrum Beauty Kit

Colorado-grown hemp that is overseen by a veteran/retired firefighter/single mother is at the core of the Veritas Farms full-spectrum collection. The brand’s newest release is a line of beauty products that focus on radiance and rejuvenation—ideal for mothers combating hormone-related skin problems. Utilize Hyaluronic Day Cream to weather irritation, Rejuvenating Night Cream to produce healthy, anti-stress proteins, Rejuvenating Eye Cream to moisturize and Mattifying Blemish Cream to reduce enlarged pores and calm redness.

Price: $116

SHOP NOW
13 Tips To Help You Thrive In The Green Rush

My story is your own success story when you listen to the experience of others...

1. Create a positive work environment.

Negativity

According to 30 years of experience in the retail industry, we know that people who are not happy at work, are not productive.

JCPenney

My number 1 tip for CEOs is to create a positive work environment for their employees. Little things like pushing lunch for employees 1-2 times per month can go a long way. If you employees enjoy where they work, they'll be motivated and the company will ultimately achieve more.

Myron Tenorio

2. Make sure everyone is drinking the Kool Aid.

Wow... That's A Big One.

Make sure everyone is drinking the Kool Aid. Without every employee's buy-in and support, it's difficult to understand and implement new strategies, as well as the impact these initiatives have on the company's growth.

Kool Aid

3. Company culture is everything.

Company culture is everything. It's what we do, who we hire, and show our teams to communicate and collaborate. It's the foundation of our success. We need to make sure everyone is on the same page.

Jeff Bellanger

It's OK to trust everyone. But don't neglect to cut the cards

Cut the cards.

As co-founder of our family's company, it's easy to trust and support the people who present themselves. But it's important to also have a system in place to ensure everyone is working together.

3. Provide as much context as possible behind decision making.

Context Perspective.

Try to provide as much context as possible behind decision making or new projects in the company, especially the "why." Employees will be more inspired when they understand the "why."

Corporate Culture

4. Treat your employees as if they are a part of the big picture as well.

Wow... That's A Big One.

Treat your employees as if they are a part of the big picture as well. Include them in the decision-making process and make them feel valued.

Mindy McLellan

5. Have a strong understanding of your company’s values and make sure they reflect in the company culture.

Have a strong understanding of your company's values and make sure they reflect in the company culture. This is key to attracting and retaining the best talent.

CEO Mindset
MERRY JANE

Winn-Dixie Grocery Stores Are Now Stocking Their Shelves with CBD Products

Florida-based Veritas Farms is now selling its full-spectrum CBD products in well over 1,000 mainstream grocery stores all across the U.S.

Almost a year after the federal government legalized hemp, and hemp-derived CBD along with it, CBD has made its way into the American mainstream. Even though the federal government still bans its employees from using this non-psychoactive medicine, and big businesses continue to fire their employees for doing so, CBD products can now be found pretty much everywhere.

This week, Florida-based CBD producer Veritas Farms announced that Southeastern Grocers, parent company of Winn-Dixie and Bi-Lo supermarkets, will begin carrying its products at select locations. Southeastern Grocers operates a total of 576 retail locations in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina — all states that have traditionally been slow to embrace the cannabis reform.

“We are constantly evaluating potential new products that will provide our customers with the most relevant and up-to-date alternative treatment methods,” said Andrew Nadis, executive VP and chief customer officer at Southeastern Grocers, in a statement. “With the growing mainstream acceptance of CBD-infused items across the United States, we will continue to diligently research additional ways to bring safe, high-quality products that can positively impact our customers’ lives.”

This spring, Kroger Co., the largest supermarket retailer in the U.S., inked their own deal with Veritas Farms, and are now carrying the company’s CBD products at nearly 1,000 locations across the country. This massive increase in product availability has brought the company $1.5 million in profit during the second quarter of this year, a whopping 83 percent increase over last year’s second quarter.

But although CBD is pretty much everywhere now, the federal government has still been slow to fully endorse the cannabinoid. The Food and Drug Administration has announced that it is working to regulate these CBD products, but despite growing pressure from politicians and lobbyists, the agency continues to drag its feet.

Until these regulations are finalized, CBD producers cannot advertise or market their products as medicinal treatments. Infused foods and drinks are also still technically illegal, even though they can also be found in pretty much every grocery store in the country.

As part of this new deal, full-spectrum CBD oils, tinctures, capsules, and topicals will appear on the shelves of 432 Winn-Dixie and Bi-Lo stores in Florida and South Carolina.

“We’re absolutely ecstatic,” said Derek Thomas, director of business development for Veritas Farms, to the South Florida Business Journal. “As a Florida-based company founded by South Floridians, it’s a badge of honor to be available at a grocery store we grew up shopping in.”

Kroger’s Houston-area stores start selling CBD products

Overall, 1,300 Kroger Co. locations in 22 states carry hemp-derived products.

As part of a broader company rollout, supermarkets in the Kroger Co.’s Houston division have begun the sale of hemp-derived cannabinoid (CBD) topical products.

Kroger said yesterday that CBD lotions, balms, oils and creams are now on shelves at 49 stores in Houston and the surrounding area, as well as online via the Kroger.com direct-to-consumer service and the retailer’s Vitacost.com e-commerce site.

Stock in Texas got the green light to start carrying CBD items after a bill authorizing the regulated production and sale of hemp and hemp-derived products was passed by state lawmakers and enacted in early June. Kroger reported.

“Like many retailers, we are now offering our customers a highly curated selection of topical products that are infused with hemp-derived CBD,” Sparkle Anderson, corporate affairs manager for Kroger’s Houston division, said in a statement. “Your selection of CBD topical products is from suppliers that have been reviewed for quality and safety.”

Overall, the Kroger Houston division operates 160 retail food stores, 166 pharmacies and 51 fuel centers in greater Houston, southeastern Texas and southwestern Louisiana.

Texas is one of 22 states where Kroger Co. stores will sell CBD products. In June, the Cincinnati-based grocer confirmed plans to roll out CBD offerings to 500 stores in 27 states.

Then in late July, random Charlotte’s Web Holdings Inc. and Veritas Farms Inc. announced plans to launch topical CBD products at 1,156 Kroger Co. stores in 21 states, including the Kroger, Dillons, Fry’s, Fred Meyer, King Soopers, Mariano’s, Pick ‘n Save, QFC and Smith’s banners.

Besides in Texas, Kroger said it most recently added CBD topical products in Georgia, Montana, Utah and Virginia. The company noted that CBD products containing the legal limit of 0.3% or less of THC — the psychoactive ingredient in hemp and cannabinoid derivatives — will be clearly labeled, and before using any of these items consumers are advised to review the information on packaging.

CBD is in recent years has become a popular remedy for a range of common ailments. A naturally occurring and non-intoxicating compound in hemp plants, CBD is permitted within federal and state regulations.

Late last year, the federal government changed its classification of cannabis with the enactment of the Farm Bill. The legislation removed hemp from the federal Controlled Substance Act’s definition of marijuana. That meant hemp was no longer a controlled substance under federal law, even though marijuana remains a Schedule I drug.

Under current federal law, CBD and THC can’t be added to a food or marketed as a dietary supplement. The Food and Drug Administration maintains regulatory oversight of food, cosmetics, drugs and other products within its jurisdiction that have CBD, THC or the cannabinoid plant as an additive.

Many retailers remain uncertain about the regulatory framework regarding the sale and labeling of hemp-containing products, even as various CBD offerings continue to make their way into stores. Scientific research into CBD’s potential health benefits also is still in its early stages.

The Food Marketing Institute (FMI) last month submitted comment to FDA in the communication of food, beverage and other products containing cannabis or cannabis-derived compounds, including CBD. FMI said the move came in response to requests from the FDA for scientific data and information about such products and from retailers seeking more guidance.

“The current lack of FDA regulation is creating significant confusion in the marketplace,” FMI President and CEO Leslie Sarasin said in a July 16 letter to the agency. “FMI respectfully urges FDA to move expeditiously to provide additional clarity and establish a pathway forward for the use of hemp-derived ingredients, including CBD, in FDA-regulated products.”
One of the biggest trends right now is using CBD products. CBD is short for cannabidiol, which is a chemical compound from the cannabis plant without the THC (the active ingredient that makes you high). It’s a naturally occurring substance that’s used in products like oils and edibles to help with anxiety and inflammation.

CBD products are especially great for athletes because after an intense workout, it can help to relax your muscles. There are many different CBD brands and products on the market, and I thought I would share a few that are super reputable and pure. If you decided you wanted to start experimenting with it.

**Veritas Farms**

CBD has become huge not only in general but especially for yogis like myself. Veritas Farms' full spectrum CBD is a beneficial product for yogis both mentally and physically achieve an entirely new level of Zen. Those who have practiced for a long time know that feeling of calmness that comes from yoga. Luckily, Veritas Farms come up with a CBD oil that lets us achieve that same state.

Veritas Farms has so many different, full spectrum, all-natural products made with organic ingredients that are easy to use both on and off the mat, including flavored tinctures, scented salves, hydrating moisturizers, gummies and more. Veritas Farms produces the highest quality, full spectrum CBD products right from their sustainable farm located in Pueblo, Colorado.
Growing Hemp and Squeezing CBD at a Pueblo Farm

By Jacqueline Quinn

Vertisus Farm was founded in 2011.

Vertisus is a sustainable hemp farm located in Pueblo, Colorado.

Vertisus produces all of its plants via clones.

The farm's intensive drip irrigation maximizes plant health while reducing water usage.

Southern Colorado’s sun-drenched valleys make it prime for agriculture, and the region has jumped on the hemp and CBD bandwagon. One of the pioneers riding the wave of new post-industrial cannabis is Vertisus Farms, a Pueblo hemp farm and CBD processing facility in Pueblo, Colorado. With farms in the CBD business and sales to stores in Denver and 35 states across the country, Vertisus has proved to show how much it has grown.

Vertisus Farm says its hemp plants are non-GMO and grown with no pesticides or herbicides.

A lab tech seals the cooling vials.
5 Things I Wish Someone Told Me Before I Started, with Derek Thomas and Fotis Georgiadis

As part of my work about "5 Things I Wish Someone Told Me Before I Started a Cannabis Business," I had the pleasure of interviewing Derek Thomas, vice president of Business Development at Venus Farms, Inc. Venus Farms is a publicly traded company headquartered in Fort Lauderdale, Florida. Venus focuses on producing superior-quality full-spectrum hemp and cannabis products and services in the form of cannabis plants, hemp products, and other related goods. Venus is dedicated to developing and marketing the company's value-added hemp, cannabis, and other related goods, as well as using its expertise in the cannabis industry.

Thank you so much for doing this with us! Can you share with us the story about what brought you to this specific vegan path?

My first career was in college's social services. After college, I worked as a social worker, and I always loved working with people, especially those who needed help. I found that helping people with health issues was incredibly rewarding, and it continues to be today. As I continued to work in the field, I became interested in holistic health and wellness, and I eventually found my passion in the cannabis industry. I became interested in the potential of cannabis as a treatment for various health issues, and I started to learn more about it.

Can you share a story about the most interesting story that happened to you when you started leading your company?

One of the most interesting stories is when we worked with a client who had a specific need for a product that didn't exist on the market. We had to come up with a custom solution for them, and it was a great learning experience. We learned a lot about the industry and the regulatory landscape, and it helped us to better understand the challenges of the industry. It also helped us to identify gaps in the market and to develop new products.

Are you working on any exciting projects now?

We are currently working on a new product that we're really excited about. It's a line of full-spectrum hemp products that are designed to address specific health issues. We've been working with a team of experts to develop these products, and we're confident that they will be a game changer in the industry.

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story?

One of the people who has been instrumental in my success is my mentor and business partner, Fotis Georgiadis. He has been with me from the beginning, helping me to develop my ideas and grow the company. He has always been there to support me, and I am incredibly grateful for his guidance.
Changing Cannabis Stigma with Image and Branding Specialist

Cannabis Stigma Still Holds the Market Back

GREENWICH, CT, USA, April 8, 2019

Casey Geoghegan, owner of the blog by his name, is a branding and image consultant specialist with a robust background and a visionary interviewee. With a knack for pulling out well-rounded interviews, not only covering cutting-edge technologies and corporate directions, but also bringing out the personal side of the interviewee.

The cannabis market, made up of Marijuana and Hemp sub-markets, continues to grow at an astonishing rate even though many people do not know the difference between the two plants. This ‘stigma’ has, as crazy as it sounds with the explosive growth, hurt the expansion and acceptance of both markets as being different.

While both plants contain CBD (medical benefits) and THC (medical & psychoactive), Hemp contains significantly higher amounts of CBD with little to virtually no THC. On the other hand, Marijuana contains very little CBD but significant amounts of THC. Further details can be found on Healthline’s website.

The lesson is not to be afraid to say no, and even sometimes fire, your clients. — Derek Thomas, VP of Business Development at Veritas Farms, Inc.

Marijuana contains very little CBD but significant amounts of THC. Further details can be found on Healthline’s website. Amazon has a whole list of CBD products to check out.

While people continue to misunderstand the differences, companies continue to push forward with CBD products and spread the word that CBD and THC are different products.

The market is attracting some big names, as seen in Photos Georgiadis’ interview of Casey Geoghegan, founder of Saint Jane. She led Kenter’s brand development for Marc Jacobs Beauty, Elizabeth & James Nirvana, Marc Jacobs Parfum D’Eau, and Disney for Sephora. Passionate about the high-performance benefits of CBD, Casey created SAINT JANE with best-in-class beauty formulations harnessing the power of CBD. In addition to SAINT JANE, Casey is VP of Creative for The Wine Group, one of the largest wine companies in the world. In her role, Casey is the creative vision behind some of the industry’s most sought-after wines including Cupcake Vineyards, Onca Wine Collection and Ava Grace Vineyards.

People want to feel like CBD’s companies are real people, just like they are, who pursue their dreams and make them happen. Photos Georgiadis brings this out during the interview inquiring about the funniest mistake Casey Geoghegan made when building her Saint Jane company.

"Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lessons you learned from that?

When I started working with CBD, I felt a bit like a mad scientist creating elixirs for friends to try. One particular formula was extremely potent in ‘herbal aroma’ and it wasn’t until after using it for a few weeks that I realized I added ‘the target amount of CBD. It was like 100mg per use. My skin never looked better, but I smelled like a dispensary.” — Casey Geoghegan, founder of Saint Jane.

Continuing on with the funny story theme as a way to help change the stigma of CBD, we see another such case in the interview with Derek Thomas, vice president of Business Development at Veritas Farms, Inc.

"Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lessons you learned from that?

When we were first starting, a big part of our business model was manufacturing private label. We spent so much time trying to cater to clients’ custom needs, often to have them go out of business or move to a cheaper, lower quality provider. The revenue wasn’t worth the resources it required, so we re-evaluated the private label program. We put in new minimum order quantities, lead times, order processes, and stipulations on the types of formulations we would do. Now it is a thriving and profitable part of our business that supports our own brand, Veritas Farms. The lesson is not to be afraid to say no to, and even sometimes fire, your clients.” — Derek Thomas being interviewed by Photos Georgiadis.

It turns out there are lessons to be learned from these particular sections of the interviews. They pull people in, to continue reading more, while at the same time providing valuable insight into challenges and solutions in the CBD industry. Here is another example of that:

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The mistakes I made early on in this industry stemmed from me treating CBD like other traditional industries. Fundamentally it is different. Originally I tried to toe the line when it came to advertising our product and find ways around the rules and regulations, but this industry is in its infancy and there simply aren’t guidelines on what is and isn’t allowed. The biggest lesson I learned so far in my failures is to double down on what works and not test conventionally.” — Photos Georgiadis interviewing Vince Vitisic, veteran digital marketer and director of digital marketing and sales at Quanta Inc.

With continued positive and factual branding and image exposure, similar to what Photos Georgiadis is doing, both companies and the industry as a whole, consumers will slowly begin to understand the differences between the two distinct plants and how the same species can still have two completely different effects on the human body, while still being beneficial. A combination of easing regulations and consumer education, the cannabis industry is set to continue this amazing growth path for years to come.

About Photos Georgiadis

Photos Georgiadis is the founder of Digital Day Labs. Photos Georgiadis is an aerial entrepreneur with offices in both Miami and New York City. He has expertise in marketing, branding and mergers & acquisitions. Photos Georgiadis is also an accomplished VC who has successfully concluded five exits. Photos Georgiadis is also a contributor to Authority Magazine, Thrive Global and several others.
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