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# HIGH! CANADA

A LOOK AT  
**CANNABIS IN  
CANADA**  
THROUGH THE EYES OF  
**PETER  
CARSCADDEN**

DIRECTOR OF  
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High! Canada is distributed to age verified shops and lounges and by subscription. High! Canada is intended to educate and inform adults over 18 about the complexities of cannabis consumption and reflects the multifaceted nature of this new industry.

### HIGH! CANADA MAGAZINE

For general inquiries regarding content:  
[editor@highcanada.net](mailto:editor@highcanada.net)

For inquiries to our graphic design department:  
[creative@highcanada.net](mailto:creative@highcanada.net)

or for display advertising rates and co-ordination:  
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Marijuana enhances our mind in a way that enables us to take a different perspective from 'high up', to see and evaluate our own lives and the lives of others in a privileged way. Maybe this euphoric and elevating feeling of the ability to step outside the box and to look at life's patterns from this high perspective is the inspiration behind the slang term "high" itself.

Sebastian Marincolo



### NEXT ISSUE: HIGH! CANADA MAGAZINE SITS DOWN WITH THE AMAZING AND TALENTED ANGELINA BLESSED!

Have a great pic you want to see on our page four masthead?  
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Publisher/Editor

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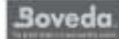
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HIGH  
CANNADA

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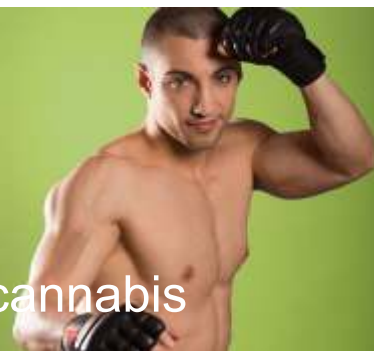
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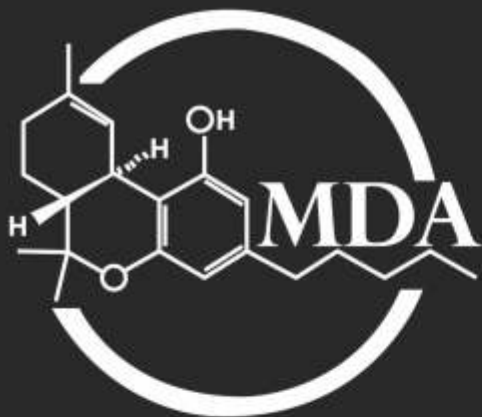


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# OF BUDDHA BARS AND A SPRING THAT'S SPRUNG AT LAST... POWER TO THE PEOPLE CANNABIS IS BECOMING LEGAL!



## Find out what all the buzz is about...

Welcome to May and the very special LIFT Expo edition of High! Canada Magazine! We have a lot of really great content this month - so please kick back, light one up and enjoy...

So Spring in the Canadian cannabis industry is a busy one and the High! Canada team has been busy traveling to events in Calgary, Vancouver, Toronto and Halifax promoting the magazine and all things cannabis. I want

to give a HUGE High! Canada shout out to Miss Envy Botanicals - for without their Buddha Bar - I honestly don't think I would've made it - took the aches and pains from running around and working events totally away and it did wonders for my neck and wrist while we were pulling this new May issue together on the computers. What a product and what a line of amazing additional products they offer. Honestly amazed at how well they work.

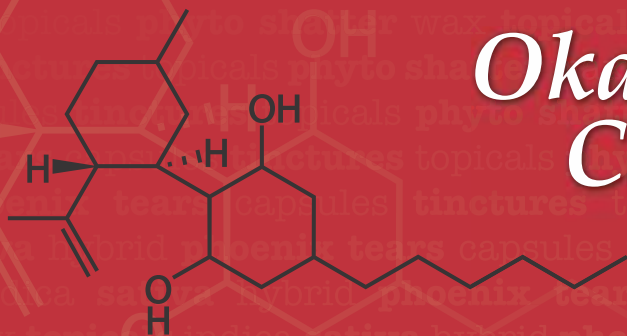
Most sincere relief went out into the universe when we found out that the charges picked up by Advocate and Medtainer King John Burfelo were dropped in Edmonton at their April 20th court appearance. They were ridiculous charges and We were so pleased to see them dropped.

We have some amazing things going on at the LIFT Expo this year - from Special Guests at our booth to our official High! Canada Magazine Kickoff Party on May 26th to our on-site interviews to our ever-growing team onsite reporting live from the Lift Expo on all things Cannabis in Canada! Thanks to the amazing Lethal Glass for the nifty rolling tray and to Thermodynamix for the giveaway Enail for LIFT

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~ Editor ~



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# A Little MOM TIME with GrowWise Health

**HIGH!**  
CANADA *Women  
in Weed*



*Laura Miller*

My friend who is a mom has dealt with two children with mental health issues and has now written three books about it. One specific title, "Different from the other kids" (by Angela Tsounis) talks about the journeys and stories of how they have overcome or dealt with mental health.

Mothers are having difficulty finding doctors who are willing to prescribe for children, as the CPSO recommends patients be over the age of 25 unless a specialist is involved, and even then it is determined on a case-by-case bases.

Mothers that have children with pre-existing or developing conditions under the age of 25 have been dealing with a very challenging health care system, particularly if their children are living with mental health issues. It's hard to find good care, and therapists that will help find alternative options to pharmaceuticals.

Now a lot of kids are self-medicating with cannabis. It crosses a lot of boundaries for a mother and parent when you've got children self-medicating. Cannabis, combined with other natural remedies, has definitely been a factor in improving my friend's child's life. It brought her back from a breaking point completely and helped her get off all of her other pharmaceutical drugs. Cannabis can be a real life saver.





*Katharine Thomas*

My kids know I have been in two car accidents and as I get older I am now more health conscious and I don't want to medicate with opiates. A lot of women in my age category struggle with opiate addiction.

Do I have to manage pain and anxiety as a mother and caregiver? Absolutely, and that's why I choose cannabis. I am a mother of five children ranging from 10 to 28 years, one of whom is autistic with active OCD and ADD. I have been prescribed several medications for my son, though he has elected to take a more naturopathic way. We are looking at cannabis being an option for him, though being under the age of 25 he would need a specialist's referral. We are looking specifically at a non-psychoactive CBD treatment option, not the THC strains.

A major problem is the huge stigma around cannabis in our schools - my children have even been disciplined for being cannabis knowledgeable. I am an educator and believe that we should educate our children as well. So when cannabis is brought up as an illegal substance my children - being cannabis knowledgeable - would raise their hand and often correct the instructor or public health nurse. I have made it a point for my kids to understand cannabis and how it works in the human body.

When my mother heard what I was doing she nearly disowned me, until my father who had been on pain meds for twenty something years and his blood pressure levels were through the roof, got off of the heavy pharmaceutical and on CBD oil - he is healthy and another success story."

My daughter goes to a Catholic school and she finds herself having to hold her tongue to avoid being caught in the stigma or even disciplined for knowing the medical uses of cannabis. When I began my cannabis treatment I explained to her exactly what it was I was doing. At first she didn't understand, she thought marijuana had to be smoked and she thought all marijuana made you intoxicated. She now understands both the medicinal and recreational side of things, which makes it difficult when the education system still hasn't caught up with legal realities.

I continue to use the non-psychoactive CBD on a regular basis and she knows the significant impact it has on my daily life. I don't or conceal my oil use or vaporizing, but I also choose a more private time to medicate as anyone would. I try to explain to my children that cannabis was originally used for medicinal purposes. My youngest is going through a lot of growing pains and even I, who work in the Medicinal Cannabis Industry am weary to seek out CBD based medicine because of the stigma that surrounds it. Even though they are really young right now, in their minds cannabis is a medicine.



*Michelle Reis-Cerqueira*



## GrowWise Health provides comprehensive Patient and Physician Education Programs on medical cannabis.

### About GrowWise Health

GrowWise Health is Canada's leading cannabis education service. GrowWise Health provides patients and healthcare providers with free-of-charge education to make informed choices about medical cannabis treatments. GrowWise Health Patient Educators combine healthcare knowledge with cannabis expertise to help patients succeed on their cannabis journey. Providing guidance and support on all matters relating to cannabis treatment, GrowWise Educators assist patients in developing personalized treatment plans. GrowWise Health Patient Educators assist patients in tailoring their treatment plans to determine optimal dosing, strain selection, safety, modes of administration, best suited to their health goals.

Do you think medical cannabis might be the right treatment for you or someone you know? Go to [GrowWiseHealth.com](https://GrowWiseHealth.com) or visit their partner clinic White Cedar Medical Cannabis Clinic at [CannabisDocs.ca](https://CannabisDocs.ca) to learn more.

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**BIO:** Michelle, Patient Care Manager GrowWise Health  
My name is Michelle Reis Cerqueira. I am a wife to an amazing husband and mother of two. About 5 years ago, I diagnosed with Depression and Generalized Anxiety. I couldn't go to work, drive and even worse take care of my family. After months of therapy and my family physician prescribing many anti-depressants. I felt a bit better but I noticed that my weight gain was getting out of control. My husband and kids kept saying how moody I was and it felt like I had no emotions towards anything. I started working at GrowWise Health (Medical Cannabis Educators) as a Patient Care Representative and started learning about how medical cannabis especially CBD was working wonders for patients so I asked my physician to refer me. After visiting White Cedar Medical Cannabis Doctors, I started using CBD oils in August and by December I was completely off my anti-depressants. It was the best thing I ever did. My husband noticed a difference instantly in my moods and I was able to control my weight. I talk to my children about cannabis very openly. I hide nothing even though they are 12 and 9. My daughter sometimes gets upset when her teacher says marijuana is a bad drug, when to her it's what helps her mother live a normal life. Many people still think when someone uses cannabis they are doing it to get "high". When using CBD there is no psychoactive effect, so no I am not "high" all day or around my children. In my opinion I think everyone should be educated on cannabis including children. Maybe they would look at it more as a medicine then a recreational drug. It's a plant that has been around for thousands of years and has many health benefits for so many conditions.

**BIO:** Katharine Thomas, Community and  
Physician Liaison, GrowWise Health

I am Katharine, mother of 5 and first time grandma. I have spent the past 18 years supporting patients living with mental health challenges, as a social services worker and patient advocate. Most recently, I joined the GrowWise Health team as a Community and Physician Liaison. It is my mission to help connect patients to doctors who are cannabis knowledgeable and assist in their education on the benefits of medical cannabis. As a mom, cannabis educator, and cannabis patient myself, it is important to me that my kids understand that cannabis is used as a medicine and that it is safe to use as a medicine. I believe that by educating, we can remove the stigma that is associated with cannabis.

# WHERE HEADS MEET



CAN'T WE ALL JUST GET A BONG?

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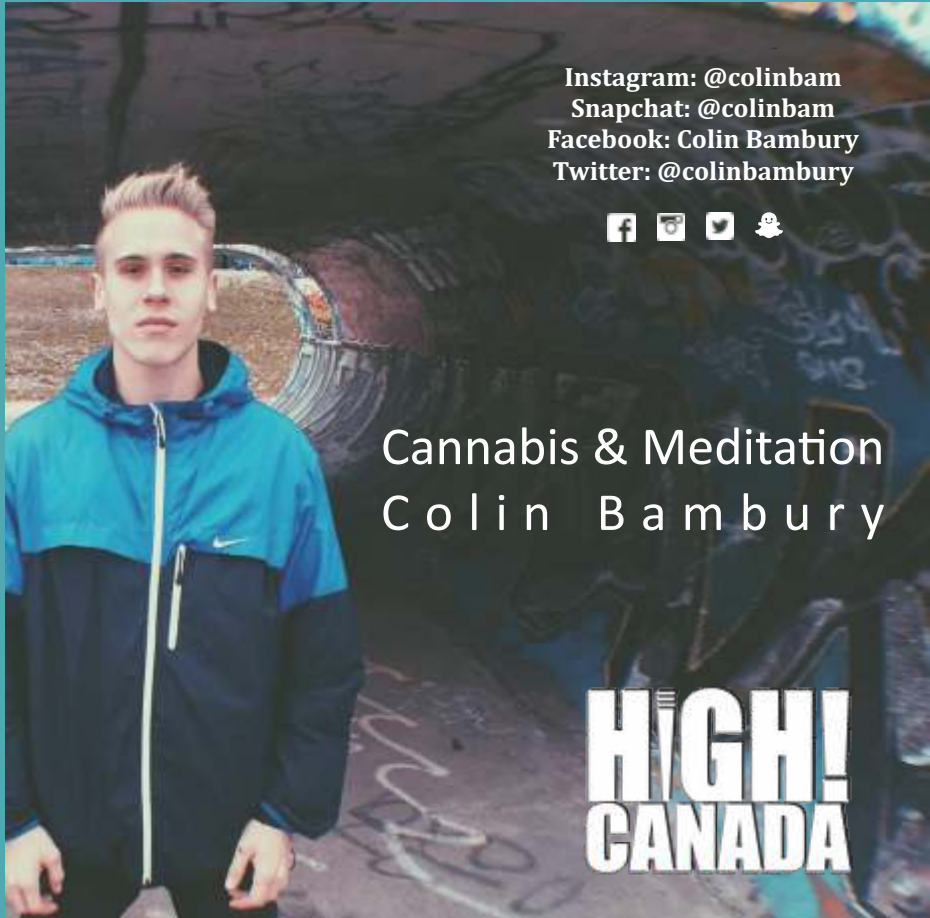


My name is Colin Bam. I am a striving cannabis entrepreneur, student, and writer.

I started in this industry by creating an edible company that provided healthy alternatives for patients. Our protein bars were featured in Vice's "Toronto's Cannabis Candyland" documentary. I worked as a Budtender at two dispensaries in Toronto. During that time I learned so much about the plant and the people that it helps. I enjoyed meeting the diverse faces of our industry and fell in love with the business of cannabis. Now I provide social media marketing services for brands in the space, including the largest and first marijuana technology company.

In my monthly segment I strive to research and explain how cannabis can be used responsibly to enhance your mental and physical health, relationships, and personal success. I believe that the marijuana plant is a multifaceted miracle substance that needs to be shared and studied.

Because of all these combined benefits I like to refer to cannabis as the "Powerplant"



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## Cannabis & Meditation Colin Bambury

HIGH!  
CANADA

### Inhale. Exhale.

This is how you meditate and also how you smoke or vaporize cannabis.

Cannabis and Meditation have a historical relationship and have been combined in shamanic and spiritual ceremonies since ancient times. Let's explore the benefits of combining the two.

Meditation refers to various breathing practices that aim to relax the mind and connect the body to the soul. This is done by intently focusing on the breath and letting thoughts come and go. The practice can help create positive internal energy and foster feelings of love, compassion, patience, and forgiveness.

The feeling you get when you ingest cannabis is very similar to the euphoria achieved through meditation

and yoga. Many experience relaxation, improved focus, and feelings of love and euphoria similar to the meditative state. Medical marijuana can potentially aid in productive self-reflection and feelings of spirituality by providing a new perspective. Breathing exercises can result in many of the same shifts.

Conscious meditation is recommended by health professionals to help treat high blood pressure, anxiety, and depression. Cannabis is now being offered as an alternative medicine to treat some of the same ailments. Both cannabis and meditation can help provide a new outlook on life – potentially curing or helping with mental disorders like depression.

Cannabis induced meditation can help a person take an objective view of their own life and begin to disassociate with their emotions. This is a common goal of spiritual and meditative practices. Learning to

understand and control your emotions is a valuable tool and step in personal development.

So, how can smoking or ingesting cannabis be used to improve and induce meditation? One way is through increased focus. Some patients report that cannabis can help them block out distractions. Being able to concentrate on breathing is essential to moving past thoughts and inducing meditation.

A study published in The Official Journal of The American Pain Society in 2015 shows that marijuana could be an effective medicine for treating pain. This same report found no evidence of cannabis having any harmful effects on cognitive function. If a patient is in physical pain they won't be able to move past the negative feelings of the injury and breathe deeply. Cannabis can act as an analgesic.

One of the best times to "ganja meditate" is early in the morning shortly after waking. This allows an individual to harness all of the fresh mental energy. Cannabis may also stimulate the pineal gland – which is known as the third chakra in yogic meditation.

Cannabis affects everybody differently. Some may find that it is more difficult to meditate after ingesting

marijuana. It is believed that trying different strains can change the results.

Many Indica strains relax the body and mind, slow synapses, and have pain-numbing qualities. Sativa strains are generally known to provide energy and can help some get into a meditative state. There are numerous varieties of cannabis, which is why it is important to experiment and find the right choice for you.

Remember that every experience is unique and to exercise caution if you decide to try this at home. There are numerous "Ganja Yoga and Meditation" classes throughout Canadian and American cities. Meditation and the marijuana plant both have healing and introspective qualities.

So close your eyes. Inhale. Exhale. And enjoy the benefits of both cannabis and meditation.

*Citations:*

Ware, Mark A., Tongtong Wang, Stan Shapiro, and Jean-Paul Collet. "Cannabis for the Management of Pain: Assessment of Safety Study (COMPASS)." *The Journal of Pain* 16.12 (2015): 1233-242. <http://qprn.ca/en/largest-study-long-term-safety-cannabis-treatment-chronic-pain-published-team-led-mark-ware>. Web. 15 Dec. 2016

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# VISION OF THE COMING CANNABIS STORM

By Bruce Ryan - [www.cannasystems.ca](http://www.cannasystems.ca)

The perfect storm arrives in a circular fashion. Full circle: nine decades since 1923, the Canadian government is going to “legalize” cannabis in 2018. What a strange affair... except it’s not very funny in so many ways. The mere fact that arrests continue, records remain on the books and prison terms are on the table shows how twisted the agenda really is. One would believe that cannabis is indeed already fully legal, the way the general population is behaving. Except for the thin rhetoric from the governmental agencies, it’s pretty well game on. Innovators and entrepreneurs are pouring into the public marketplace in droves. Hundreds of millions of dollars are being invested in the sector. Farmers are gearing up for planting thousands of more acres of cannabis this year. It’s going to be another record for crops in Canada and the US. Ironically, as medical goes mainstream and “recreational” becomes legalized, the industrial hemp (cannabis) sector becomes normalized. Even the editors of Time magazine have a weed leaf on the cover month. Most excellent.

My somewhat radical Vision still remains: 85 million hectares of cannabis growing globally ~ a bit of land about the size of Texas. Sounds rather ambitious. Yet this is not even a significant portion of the two billion hectares of productive land that are degraded worldwide. This is an area larger than South America or twice the size of China. Worse, 500 million hectares of this is abandoned agricultural land. We need to break this destructive cycle. The benefits of preventing land degradation and reversing it are far greater than the gains from degrading new land year after year. Just by shifting to sustainable land management practices, for instance, we could gain up to \$1.4 trillion US in increased production value. Planting half of this abandoned land with cannabis would generate huge benefits. The objective is to capture 420 gigatons of CO<sub>2</sub> from the atmosphere every year. This has the potential to create 64,200,000,000 lbs of food/seed AND 1,712,000,000,000 lbs of fibre/core for manufacturing products. A full third of that vast tonnage is stored in the soil as root mass, thus enriching the farmland. All at the same time

reducing the use of nitrogen fertilizers and helping restore the bio-sphere through agriculture. It's a small Vision, one that our future, as a species, may depend upon in the immediate future.

Since the year 1750, nitrous oxide levels have risen 20% (1), and extreme weather events have caused significant yield reductions for farmers (2) globally. By 2050 climate change (3) could reduce irrigated wheat yields by 13%, irrigated rice by 15% and African maize by 10% to 20%. Viable farmland is decreasing too; (4) abandoned farmland represents a quarter of the two billion hectares of degraded, once-productive land worldwide and we continue to degrade another 12 million hectares of land every year. The world's oceans have become 30% more acidic since pre-industrial times. Historical CO2 levels have climbed from 313ppm in 1958, crested 350ppm in 1989 and reached 366ppm in the year 2000. The first World Agricultural Strategy proposal to capture CO2 was submitted to the Virgin Earth Challenge in 2007 when global CO2 levels had reached 380ppm. The rate seems to be accelerating: NASA is reporting 404ppm on a worldwide basis and September 2016 was the warmest, ever, during the past 136 years. Today, levels have crested 405.6ppm - the highest levels in 650,000 years (5) and show no signs of dropping this year. Cannabis is one of the agricultural solutions to this downward spiral. As an ancient "3C" species, it simply grows larger and faster as CO2 levels rise. This simple fact provides a means of capturing the carbon from the atmosphere on a sustainable basis.

As a goal, this "Vision" of 214 million acres of cannabis is achievable within five years.

This year several world governments are taking steps to encourage, promote and enable "circular economy" business practices. Looming carbon taxes and sustainability initiatives will favour those who engage the future. Companies that manufacture carbon negative products can and will make a serious difference. Taken to heart, our own community can advance this process by

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1.

<http://news.berkeley.edu/2012/04/02/fertilizer-use-responsible-for-increase-in-nitrous-oxide-in-atmosphere/>

2. <https://www3.epa.gov/climatechange/images/impacts-adaptation/USCornYields-large.jpg>

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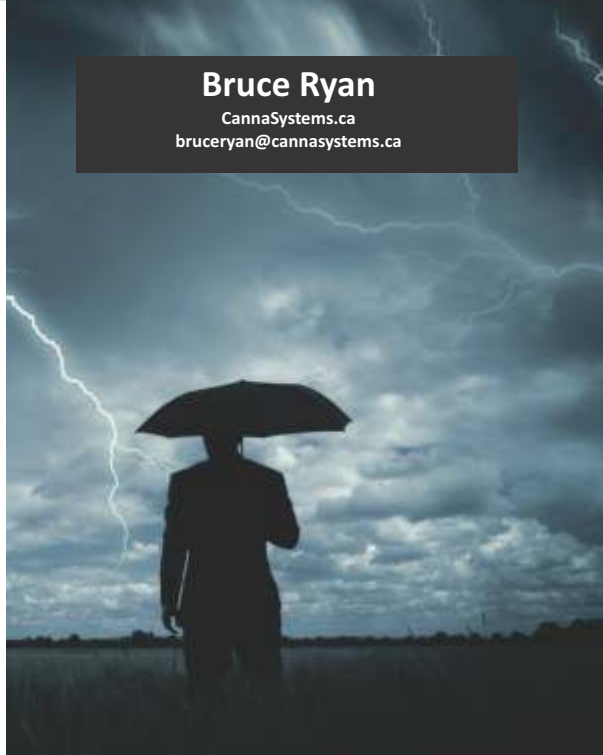
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- Download/Print the Patient Information Request form Complete the form/fax or take it to your doctor for signature.
- Contact us for an appointment at our location in Mississauga.
- We will provide education/paperwork and a doctor to prescribe.
- We work with Health Canada licensed growers.

\*\* If your own doctor will prescribe  
we can provide the Education/Paperwork only.



By Kai Turrific Photo Credit - Phil Wong

## TALKS TO SNOWBOARDING OLYMPIC GOLD MEDALIST ROSS REBAGLIATI

**High! Canada met up with Ross Rebagliati, snowboarding gold Olympic medalist. Rick is now a spokesperson for medicinal cannabis especially in relation to sport injuries and pain management.**

**Ross, how old were you when you figured out you love snow boarding?**

It was the summer of 1987. I was a skater and a couple of my friends went down to the states and came back with snowboards in the summer. Being a skater we were landlocked from any way to surf we figured snowboarding would be our way to surf. That's why I got into it, by the end of the summer I had found my own snowboard. It wasn't like you could just go to the store and buy a snowboard in those days. There were no snowboard stores or anywhere to buy them. You

had to be really into it to really be able to find one. I started riding that year. We had to go to the states though because no mountains in Canada allowed snowboarding yet. We hit up Mount Baker a lot and the next year Whistler had a place open up for snowboarding. We were off to the races after that.

**Having won a gold medal that was taken away and then given back to you, how do you feel snowboarding will adapt to the legalization of cannabis?**

Well looking at the whole picture from my perspective, I've lived through the whole prohibition; I have lived through the stigma and stereotype of it as well. After Nagano coming back with the weed gold metal so I think moving forward we are going to see less stigmatism. I think the whole stereotype of who smokes cannabis is



going to change also. The ultimate goal is for it to no longer be an issue. For cannabis to become a common concept with athletes to substitute for some of the pharmaceuticals they are exposed to due to injury or multiple other reasons.

### **Will you tell us about your Ross Gold brand?**

Ross Gold is our cannabis super brand. We started it about 5 years ago. Were vertically integrated so we have everything from the storefront to production facilities. Were also coming out with our own line of nutrients and dirt. Were basically doing a licensing and branding deal. Were launching our store model in Calgary in May. We really want to set the gold standard. We think it's what the future is going to look like.

### **Can you tell our readers about your book Off The Chain?**

I guess were going on about 10 years ago now. It was something I did during the prohibition when I wasn't allowed to be out and doing what I'm doing now. I was in construction at the time and I thought that would be a good chance to put together my career I had in sports. We talked about the cannabis incident but it was really more about a journey through my career, how I got started where I was lead, living in Europe and the after math of everything.

### **Do think if the events in Nagano never happened would you still be doing what you're doing now or would you be more involved in snowboarding?**

I would have been more involved in snowboarding then I am now. I'm not allowed into the states. At the time I was first banned from the states was right at the time of the X games, so I would have made that transition from the world cup tour into the X games. That would have been a natural progression for me. Even if I would have been able to pursue that I was already a frequent cannabis user.





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# HIGH! CANADA

Irie Selkirk is a true marijuana maven. For over 10 years Irie has been an insightful cannabis educator, patient advocate and caregiver, helping bring her own unique and passionate perspective on the benefits of medical cannabis to a wider community. A lifetime of cannabis-positive experiences combined with her academic studies and a background in health and wellness, sales and hospitality, created the solid foundation that Irie continues to fortify within the cannabis landscape. Irie successfully forges valuable relationships, connecting people together to create and maintain strategic, synergistic alliances that are necessary in this industry. Irie can break down walls, ultimately changing peoples' minds on the value of cannabis, while simultaneously building strong bridges between educators, patients, producers, consumers, and professionals. Irie's purpose within this industry is to channel all that she has learned as a cannabis advocate into her comprehensive vision and unwavering dedication to the future of legal cannabis.

## WOMAN IN WEED - IRIE SELKIRK



**High! Canada had the absolute pleasure recently to sit down and chat with one of Canada's most brilliant woman in weed - Irie Selkirk.**

**So Irie, will you tell us about how you got into the cannabis industry?**

Absolutely, so I have had positive cannabis experiences my whole life. I spent my first years in Negril, Jamaica. So I grew up in a cannabis friendly culture with no stigma and I was raised by a very liberal family. When we moved back to Toronto we had a small family business here that was a retail storefront. I have always been interested in having relationship based conversations, in sales and communications. My journey in medical marijuana started when my daughter's father was diagnosed with multiple sclerosis. He was diagnosed very early on at the age of 36 and at that point we started the MMAR process. We've been navigating the legal cannabis landscape for about 10 years now and part of that has been having conversations with the people around us to make it normal. Currently I work as the medical outreach and education lead for Emblem cannabis and I have a lot of conversations with my patient advocacy background.

Something that I really enjoy about working with Emblem is that we have a very strong female led team. We have three women that run our HR, QA, and VP of marketing and communications. They are all very strong women so that really spoke to me and my background. As well as there are a lot of passionate people who work for Emblem. I know the team from many different cannabis friendly spaces and I was really happy to join in their messaging of cannabis as a tool in the toolbox of wellness and looking at adding to a patient's quality of life.

I think it's really important at this point in the genesis of the industry that we recognize who our allies are. There should be no conflict between anyone who is cannabis positive at this point, it just weakens our voice. I know that there are a lot of very difficult conversations that are taking place between the existing cannabis community and those with financial interests. Something that is very important to me is diffusing conflict and speaking to different representatives of perceived



camps in the industry and making sure that everyone who is in this for real legalization has a very clear understanding that we are not each other's enemies. Who we need to unite our voices against is the regulators and insurance companies.

Individuals who want to promote cannabis as a legal commodity that will be beneficial for our society in any shape or form be it medical, therapeutic or adult use should be looking at this and saying we have the same goals and our voices are stronger united than they are fighting internally.

**We hear stories all the time from women facing adversity within the industry or having challenges to overcome to feel successful towards making headway, have you experienced anything like that during your time in the industry?**

The Canadian cannabis business landscape differs from the American landscape in a few ways. I think it's crucial that we establish an industry with strong female leaders. We have upwards of 30% of cannabis companies with women CEO's in the states where in Canada, we have 4 women sitting on Licensed Producer boards across the entire country. That is definitely a major challenge. That's one of my passions, to focus is on making sure women have a voice. I want to ensure that what I do gives women the power and the voice to speak strongly and confidently about this industry and movement.

As a parent, it's a challenge to juggle kids and a fast-paced schedule in the busy world of cannabis, luckily I'm surrounded by amazing like-minded people and a whole lot of weed.

**Based on your life long experience in the cannabis community and industry do you have any advice to give to women who are thinking of entering the cannabis industry as a career choice?**

My advice would be to start with what you know and educate yourself where you need it. To know that you have a good skill set so that your cannabis experience, and what has led you to this place now will be supported by your skills. Know what you can offer an employer in the

industry, be confident and prepared. Find out who came before you, where you fit in and what you want legalization to look like. Also establishing allies, I think it's really important to identify and establish allies in this industry. At this point there are so many opportunities, so look at what you specialize in, see what you can offer, identify your allies and prepare yourself to enter a very fast paced industry.

**Lastly, can you tell us about the Elle collective?**

Elle is a collective of women leading the cannabis industry with a strategically curated number of brands and organizations. Each one of our partners believe that creative collaboration brings new solutions to the world. In the ways we communicate, our business strategies, and how we approach social change. There are many different companies entering the industry and looking into tapping into the female market and we offer ground zero for innovation and diversity. Having a very powerful group of women who are coming together as a collective, bringing all of their resources together is going to be an amazing space. We are really excited for our launch on May 26th at the Lift Expo.

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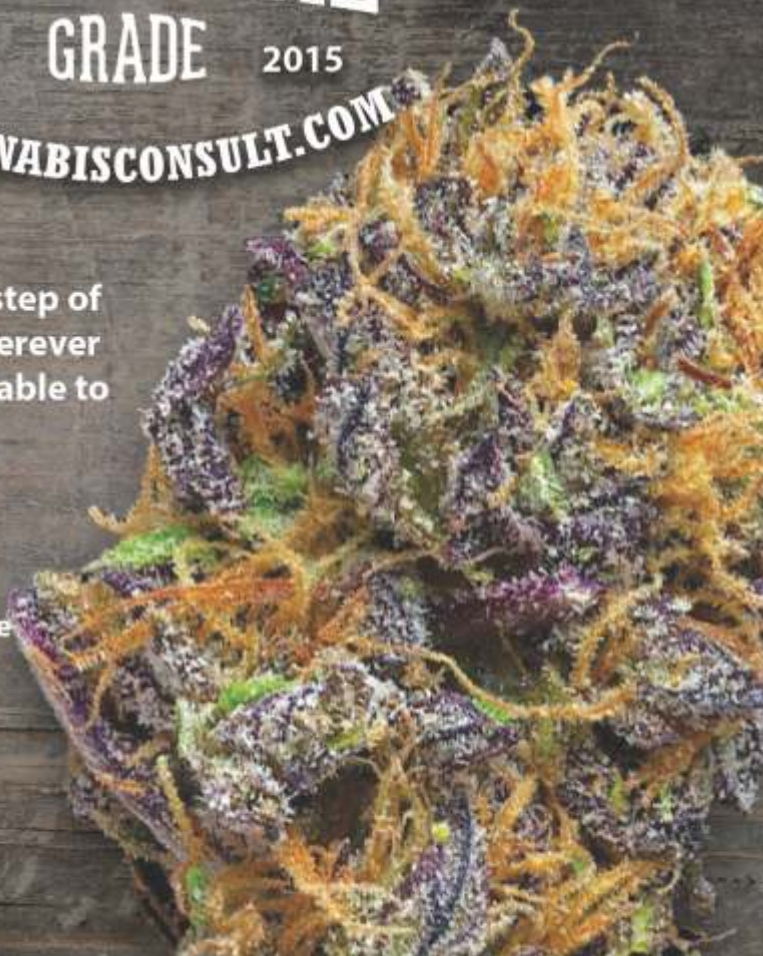
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# MARIJUANA MONEY MAN SCOTT JORDAN ON CANADIAN CANNABIS



Phil Wong



This month's High Canada was over at O'Cannabiz. We met some interesting and knowledgeable guests. We had the pleasure of sitting down with the Marijuana Money Man, Scott Jordan of Dynamic Alternative Finance.

**Scott, tell us, how did you get this amazing title as the "Marijuana Money Man"?**

The Denver Post Cannabist show host first gave the nickname to me when I appeared on the show in late December. I liked it and it stuck. Fox actually called me the same thing when I did an interview with them in San Francisco in late February and I quite like it, it has a nice ring, don't you think?

**It has an awesome ring to it, I love it! So tell us, how did you get into the business?**

In 2013, when Colorado legalized the adult use of marijuana I knew it would be a big market place. I was working for Dynamic Funding, Inc. which is a leasing company that utilizes bank lines of credit. We could not use our bank lines of credit in order to fund these kinds of deals so what I did was I went to some private investors and said "Hey, would you guys like to participate in this and get back above average returns!" and since investors are constantly





**HIGH!  
CANADA**

chasing yield they agreed. They funded a couple of deals and then one grew to another to another and now we have arranged a little over 27 million dollars in financing in the last couple years. We are here in Toronto looking to expand and add additional investing partners to fund these deals and borrowers who need capital. Right now, we have just over 100 with about 75 on a waiting list of companies to get in.

**Sounds like a busy year for you! I noticed your business model; it's slightly different from most venture capitalists?**

Correct, we are really about helping existing companies expand from their already successful base. So, where we have been successful is in helping companies that are unable to access bank lines of credit and other bank types

of facilities expand in to additional stores. For example, one of the best success stories we've had is we started with a company that had 4 stores and they now have 12 retail stores and continue to grow and expand. What we did is we helped them with build out capital. We provided the funding to build stores and be able to retain 100% of their equity.

I have one of the best jobs in the country. I get to travel and speak with so many innovative and creative marijuana business owners. Big shout out to Neill and Danya Dixon of O'Cannabiz for putting on that wonderful dinner at Casa Loma in Toronto.

**Speaking of travel, how do you think the Canadian tax laws and different from the US tax laws?**

So there are a couple of big differences and a few big things I'm very excited about in terms of Canada. Number one, in the US we have an IRS code called 280E which was enacted in 1982. As a result of this it raises the effect of tax rates to sometimes over 100% for companies because unless they have labour and other things associated with cost of goods sold they're unable to deduct roughly 25-30% of their SG & NA expenses. Many times they are profitable but the tax rate that they are paying is higher than the profits that they're making. The big problem I see with US companies is people end up owing much more in taxes than they made in profits. In addition, in Canada, the values are just enormously high compared to the profitability of the companies. One unique ingredient in terms of the Canadian market is you're able to export. In Germany, the government will allow healthcare and insurance to provide CBD and cannabis related medicine. That's a huge advantage anywhere you see insurance companies covering the cost of that you're going to have more and more people utilizing that then people are not afraid to go to a doctor and

seek specific treatments for ailments. Export opens up the entire world. We're seeing country-by-country ending the prohibition on cannabis and embracing the medicinal values from it. It looks like Canada will end up legalizing it for adult use in 2018 and that's a market for about 40 million people or so that all of a sudden anyone of age will be able to purchase. If you put enough capital into any type of business the smart guys will figure out a way to make it work.

**Scott thank you for your time! What are you up to next? Any future speaking engagements?**

Well I'm going to be speaking twice in Washington DC on May 16th at the Marijuana Business Conference and Expo. I'll be speaking about how to find the financing you need in order to grow your marijuana business in a similar situation as here [O'Cannabiz] where the first day before the show they are having a pre-show boot camp.



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I will also be speaking July 18th and 19th at The Cannabis Business Leadership Forum on a Canadian US panel for best practices in cannabis. I'm very excited to speak about that because being an early pioneer in Colorado; I did my first marijuana loan in 2009. I think there is a lot of experience that I can bring to Canadian citizens and businesses to avoid some of the mistakes we made early on. It's always easier to follow someone to avoid the pitfalls and potholes that we ran into and I think it's a very exciting time for the medicinal benefits and the changes and upgrades we are seeing in terms of dosing and the other benefits we are seeing on the medicinal side of things. I'm very excited to be a pioneer in the industry and I'm very excited to share the knowledge that I have.

**Contact Scott Jordan at 303.754.2050  
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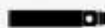
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## WELLNESS PEACE'S

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When calculating your THC amount make sure you calculate the amount of THC you'd like per ball/bar. This recipe makes approx 8 medium sized balls/bars.

### Ingredients for Wellness Peace's:

1 Cup Pitted Dates  
80 ml Almond Butter  
2/3 Cups Quick Oats  
1 Tbsp White Chia Seeds  
1 Tbsp Hemp Seeds  
1.5 Tbsp Goji Berries  
60 ml Cacao Powder  
Cannabis Oil (Your dosage)  
1 Tbsp Vanilla

### Directions for Wellness Peace's:

-Mix your dosage of cannabis oil in with the oats, set aside -In a food processor add the Dates, Almond Butter, Goji Berries, and Vanilla and run until smooth -In a separate bowl mix together the remaining ingredients of this seeds, hemp seeds, and cannabis infused oats -Add the moist date mixture to the dry ingredients bowl and mix until all ingredients are incorporated -Once incorporated, shape into the shape you'd like and...

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SPECIAL FEATURE

# PLEASURE -PEAKS



SEX- CANNABIS - SPIRITUALITY

with Antuanette Gomez.

Writer: Antuanette Gomez, Founder of Pleasure Peaks, is an International Speaker on Tantra, Cannabis and Psychedelics, She is a Tantric Sex + Relationship Coach and an advocate for Women's Rights, Gender Equality and Sexual Oppression of Women.

Born and raised in Toronto, her expertise is in Cannabis Education, Business Consulting, and Campaign Marketing.



Email: [info@pleasurepeaks.com](mailto:info@pleasurepeaks.com)  
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## Hey Everyone!

We have some sweet and sexy plans for you this month! There are a few sex positive panels popping up around conferences this month, we have the Cannabis Life Conference, and the Lift Expo

This month of April is all about Sex, Cannabis and Women. So many new and exciting things to check out with your beau, here are some details to know which is the right one for you!

### Cannabis Life Conference - May 13-14th

This amazing conference will be taking place at the beautiful Evergreen Brickworks. A great place to take a joint and a note book and sit down, and soak up all the knowledge. They have educational panels on many topics surrounding the industry. I'll be speaking on the Sexuality panel

More Info + Tickets: <https://cannabislifeconference.com>

\*\*\*I will also be speaking on stage about Sex & Cannabis. Find me on stage live at the F\*cking With Cannabis Panel, May 13th between 4:00PM - 4:30PM.

### Lift Expo - May 27-28th

I love this expo because it really brings the innovators, idealist, and the flowering part of the industry. Lift has an industry day on the Friday, followed by an expo during the weekend. Their offering way more panels this year and are still adding time slots! Check out their Cannabis and Sexuality panel on the Sunday here!

More Info + Tickets: <http://liftexpo.ca/tickets/>

\*\*\*Cannabis & Sexuality Panel live at Metro Toronto Convention Centre May 13th between 3:15PM.

Have any sex, relationship, or intimacy questions?  
I'm here to help you out with anything under the belt - send your questions to [info@pleasurepeaks.com](mailto:info@pleasurepeaks.com). Keeping all names confidential.  
Your questions may be in the next article!

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**A**lan Gertner is the co-founder and CEO of Tokyo Smoke, a modern lifestyle business that is inclusive of Cannabis.

A lover of technology, design and everything in-between, Alan most recently led a \$+100M organization at Google in Asia. Alan is a proven leader in strategy and operations, including as a founding member of Google's first Global Business Strategy team while based in Mountain View, California. Alan was formerly a Management Consultant at Oliver Wyman in New York and graduated Dean's list from the Richard Ivey School of Business, Canada's leading business school, in 2006. As a youngster, Alan spent every moment he could interning at wild and weird startups - from building flashy flash websites to developing and selling the garbage bin billboard.

An angel investor and advisor outside of Tokyo Smoke, Alan supports programs that empower the greater startup community, the cannabis movement and future generations of people pursuing their passions, including his own Time On Project ([www.timeon.org](http://www.timeon.org)), dedicated to "self disruption, mindfulness and winning at life".

Tokyo Smoke was created to bring design, education, and emotion to cannabis. Ultimately, we believe in changing the world through iconic cannabis normalization.

Then Vice released a video highlighting Toronto cannabis lifestyle brand Tokyo Smoke's newest pipe and bong line. The video quickly became a international pr nightmare as the Vice video interview managed to insult cannabis lovers, designers and the intelligence of people in general some would say. High! Canada sat down with CEO Alan Gertner to discuss the video and backlash dubbed 'Dragongate'

## How did the bong video come about?

Alan-Vice has long covered the cannabis industry and we have been lucky enough to have been talking to them over the last couple of months about the possibility of doing something. They thought this would be something their viewers would be interested in so we said "Great!". We are a small business, so imagine for a small

**Tokyo Smoke may have pissed off a few people lately. Especially the cannabis community - but the design community is not too far behind. Tokyo Smoke released some 3D printed pipes with each design available in black porcelain and stainless steel and priced from 175 to 13,000 Canadian.**

business you have the opportunity for Vice to come in and talk to you you're excited, you take it.

## What did you learn from the video? There was a bit of backlash from the community.

Alan- We learned so so much. It's been a really eye opening experience for us and me. We and I have apologized to the community. The response was certainly not what we intended or what we were trying to achieve. You know if anything it was the opposite. We were excited about sharing our work with those who love cannabis as much as we do. We made some mistakes in how we messaged that and we made some mistakes in how it ended up appearing, in addition to how we messaged that. It affirmed to us, in a great way, the passion of the cannabis community and it's one of the things we love the most about it. We were lucky to then have some productive conversations about developing the nature of the industry with people in the industry



### Tokyo Smoke x Partisans Is Water Pipe

\$13,000.00 CAD

MATERIAL

Black Porcelain

Stainless Steel

QUANTITY

1

ADD TO CART

Created in partnership with acclaimed design studio **Partisans**, the black porcelain and stainless steel pipes were rendered by 3D printers and come in an extremely limited series of five (Vice only they available). The Is Water Pipe was named for one of the internet rumors of Zepher and Zed's mortal lover who succumbed to interact with the deity. The name is an appropriate homage for Tokyo Smoke's latest collector's item that elevates the everyday and facilitates transcendence.



which we have now had the privilege of talking to as a result of the video. The talks for us have brought something to light which is incredibly critical and that's that, ultimately I think we all want the same thing. We all want an open and inclusive community and the opportunities that come with that. Now, more than ever, we are focused on working more closely with the community and its managers and representatives to continue and to help grow the landscape. I think its fair to say that one thing we stand for and we want, that the community believes in is free standing recreational retail dispensaries and anything we can do to support that because we are incredibly lucky to do that. This has been an opportunity to get closer to that and talk to people in the community more and make sure that we are supporting that vision.



Is there anything else you want to say to the community?

**Alan-** This is who I am, not the video, a cannabis consumer. It's who I've been my whole life and who I'll always be. I'm so grateful that I get to be part of the community and will continue to do whatever I can to represent the community and the interest of the community the best we can as Tokyo smoke and the best I can as Alan.



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By Phil Wong Photo Credit - Phil Wong

As part of our New Features section, we hope to give our readers a closer perspective into the Hemp and Cannabis industry by featuring new and upcoming companies. We will focus on giving you a snapshot of where that company is today and what they intend to do for future growth. This month's inaugural Company Insight will look at HempMed (MYM Nutraceuticals).

### Company Snapshot

The fast growing HempMed brand is expected to do sales in excess of \$1,400,000 in the next 12 months. MYM has plans to build a new high-capacity production facility for HempMed that will increase its sales capacity to handle more than \$10,000,000 per year. Further, MYM will open new markets and build an effective online retail strategy for the already popular HempMed brand. MYM has plans to rebrand the entire line of products including upgrading manufacturing facilities for large-scale production capabilities. Online sales and marketing will be a major focus to accelerate worldwide expansion of CBD product sales. With the additional support both financially and professionally the Company believes the CBD product line will be one of its top performers. MYM has retained the senior staff and founder of HempMed on contract for a minimum of 3 years to drive success within the billion-dollar industry.

The CBD nutraceutical market is growing rapidly worldwide due to an explosion of consumer interest and impressive medical studies on the benefits of high quality hemp CBD products. A recent Forbes magazine article estimated that the CBD market will grow to \$2.1 billion market by 2020 with \$450 million of those sales coming from hemp-based sources. That's a 700% increase from 2016.

### Anthony Lawand, Director

Joshua Tree Brands (HempMed)

Born in Montreal and raised in Florida at a young age, Anthony (Tony) Lawand has had a whirlwind, worldwide working experience

# HIGH! CANADA

## TALKS TO HEMPMED

(MYM Nutraceuticals)



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that ventured through the Caribbean as a teenager to the Canary Islands specializing in sales and marketing for some of the world's largest travel and resort organizations, to building a major 12-year travel operation in Russia just after the fall of the Soviet Union, with stints in Africa, the Middle and Far East. Never one for mainstream, tackling the crazy US Real Estate and Solar Energy markets in the late 2000's and several years ago researching and watching the Cannabis and CBD world to creating a major CBD organization from scratch in Toronto late 2015.

In April 2017, Anthony found a marriage perfectly aligned to his vision and hope with MYM Nutraceuticals (CSE:MYM). This company has the real-world experience and wide group of multi-talented individuals that I feel they will be one of THE major players here in Canada and Worldwide. Our visions and business plans were on the same page and felt perfect. Having been approached several times and not "feeling right about it" committed himself and the company in the acquisition recently that has already brought about major increases and results absolutely mind boggling for only tied together several weeks. "The coming year will be incredible in my opinion". Having marketing and business development domestically and internationally with over 30 years of experience worldwide with multilingual skills including English, French, Spanish, and good knowledge of Russian and Arabic, the feeling is this one is a home run.

**Hi Tony, just wondering how did your company get its start? How long have you been in the cannabis industry?**

Since 2013- 2014, in the US I was looking into the CBD/Cannabis world (mostly in the Colorado region) and it convinced me to take a deeper look. After "toying" with it a few months as a hobby and seeing the incredible potential here, everything else was tabled and this has become the focus of all my time and energy.

**And how big is your company?**

HempMed has 4-5 staff in Toronto, with Corporate offices in Vancouver and a few regional reps stationed in Calgary, Edmonton, Niagara, and Victoria. We are working with a number of distributors both online and retail. We are seeking new reps Countrywide. MYM has a full operational staff for the MYM cannabis operation and pending LP license expected on 4th quarter this year.

**What are some of your products that you offer?**

We have a full line of CBD's tinctures, concentrates, capsules, e juices, edibles, oils and a full line of pet products

as well. Our top selling products are definitely the custom tinctures, vapes and Pet products that not a lot of suppliers carry. We also have our complete line with 0% any THC content which some companies don't quite meet that spec. Apart from many promotional materials we offer to our retailers, we push educational and training materials at the forefront with on-site training to "tastings" which no other company offers. An educated consumer is our best customer!

**With the legalization announcement this week, do you guys have any plans on getting involved in THC products? Currently, you only indulge in CBD related products.**

Yes, definitely. MYM is a pending licensed producer and we want to have a division of THC/CBD combination and the current research and development will produce products that are not available mainstream here.

**Does your organization have any expansion plans for the next 5 years?**

Absolutely, we are looking South to the USA and Worldwide distribution, growing the THC facility square footage, an additional LP license and, being very flexible, always looking for more "special" acquisitions that fit our game plans.

What do you think about the legalization announcement the other day and what do you think this means for your industry?

From what I read on the Task Force reports and what legislation has come out with, it looks like CBD, the non-THC one, will be more of a Health Canada regulated wellness product which we are gearing and assuming in our testing, packaging and ultimately licensing requirements. Whether I am right or wrong, that's the way I read it.

**And where do you see the CBD and THC markets in a year from now?**

I see in one to three years, the CBD markets will far surpass anybody's expectations. As well as the CBD/THC market together for medicinal purposes, not necessarily for recreational purposes, I believe will become a multi-billion-dollar industry. Our market is strictly wellness and medicinal but even the young recreational users are very knowledgeable and interested about the benefits as well. We are seeing a high number supplementing the "high" with an added





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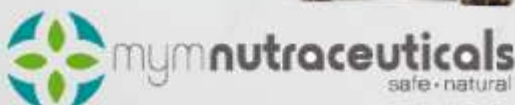
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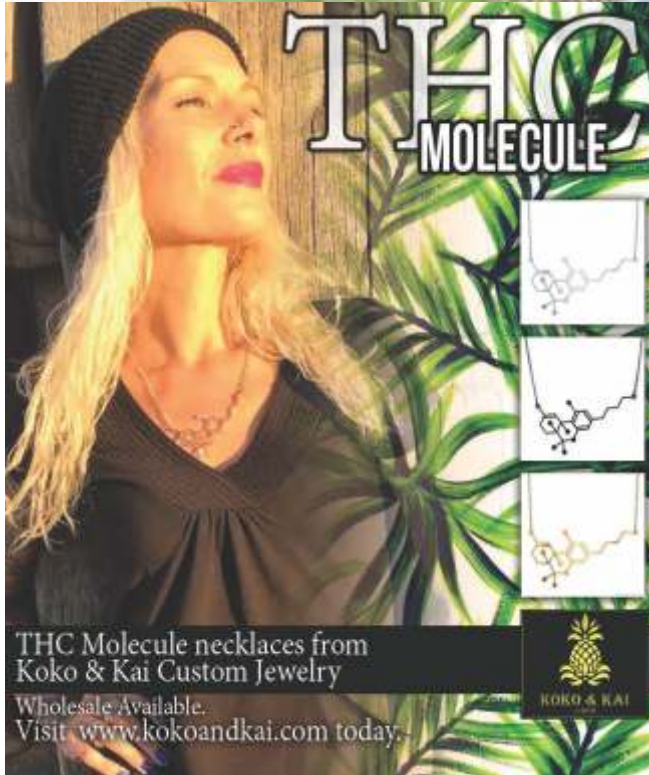
medical benefit. Kids these days have far more “issues” than the previous generations and need “natural” as opposed to pharmaceutical help.

**Recently, on April 10th, you were acquired by MYM Nutraceuticals, how have things been going and what was your decision around that?**

For me it was the people, the company. I believe it's the most undervalued stock in the public cannabis sector. I liked the direction they are going, their future plans. I think they will become one of the big power houses in Canada. And they don't want to go mainstream, they definitely go outside the box of just recreational, basically where everyone wants to be, as it is estimated to be a 6 billion dollar industry. Recreational users will not be the targeted market, we are gearing to supply the absolute best strains of cannabis with the high dosage and highest quality CBD products Canada will offer. MYM Nutraceuticals are more concerned about the medicinal market because those are the people that want health and wellness than anything else. They are the ones that need this product the most. Realistically, worldwide the combination of the THC/CBD market is now very much in its infancy as there is still so much to grow with.

**Thank you for your time Tony! Are there any future engagements our readers can catch you at?**

We always showcase ourselves in the multitude of expos, conferences and strive to educate and upgrade the products as time goes on. We will also be at the Cannabis Life Conference Toronto on May 13-14, the Canadian Cannabis Business Conference on May 24-25 and of course the big Lift Expo Toronto on May 26-28.



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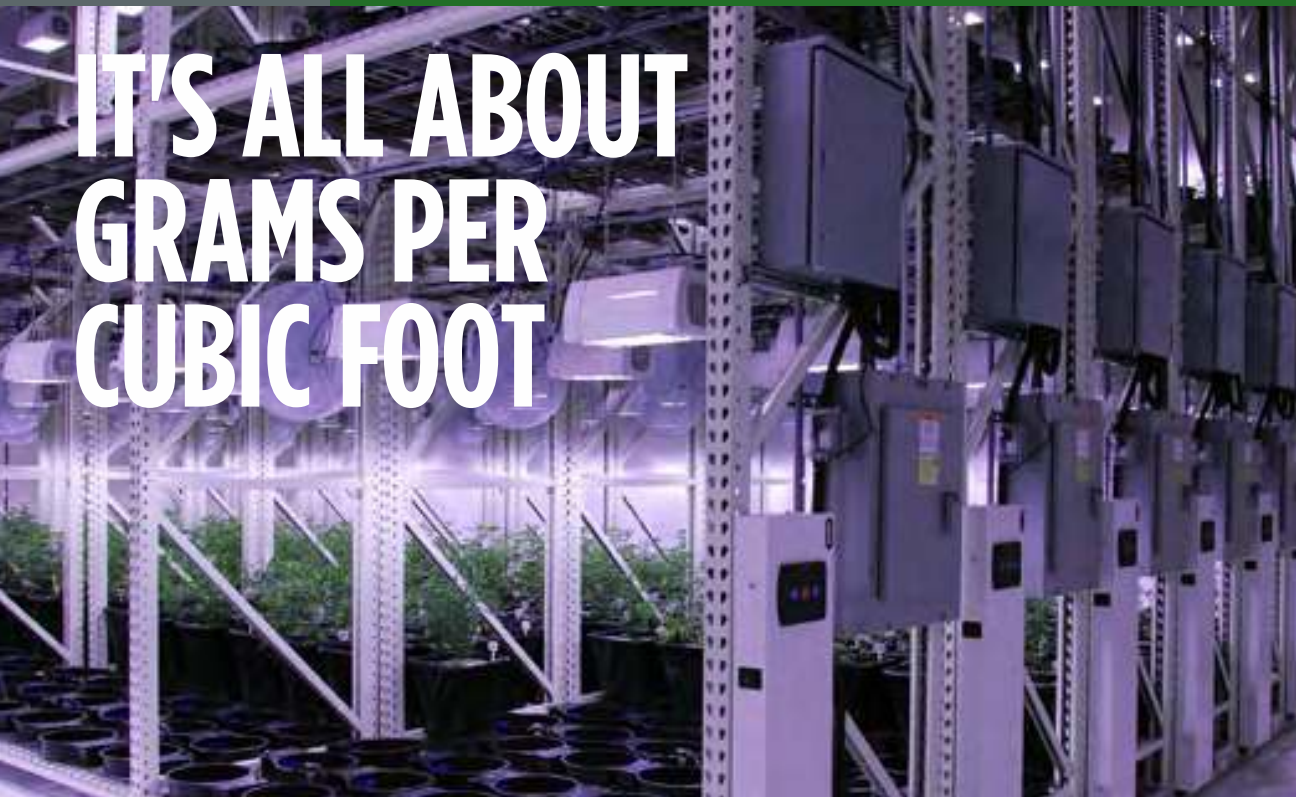
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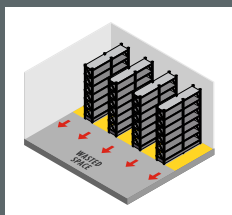


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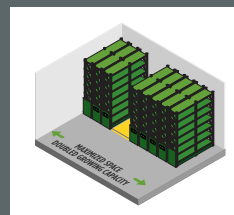
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A close-up photograph of a woman's face, slightly out of focus, looking directly at the camera. She is holding a small spoon filled with dark, ground cannabis. A wisp of white smoke is rising from the spoon, partially obscuring her face. The background is a soft, out-of-focus light color.

# Eva's

CANNALIFE

by Evangelia K

Hello hello all you gorgeous souls! Hope you all had a wonderful April and May and got out to enjoy 4/20, a Green Market or O'Cannabiz. Its been a whirlwind of a month, but I wouldn't have it any other way. With meeting so many new people, seeing even more friendly faces and hearing so many more heartwarming stories of how Cannabis has changed peoples lives, I cant help but feel like we're finally waking up as a society and questioning those who we once believed were there to help us. People like our doctors, our government & the pharmaceutical companies. People who we once believed wanted the best for us (and maybe at one point in time they did) but who are now killing us faster then any terrorist group & any disease combined.

But we're finally waking up, we're

Dave Dundas - Photographer  
Hair - Jessica Michell w/ Crush-  
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fighting the good fight & because of it we will change the way of the future & I've never felt so blessed to be able to witness such a change. Last week I had the opportunity to listen in on an event held by MAPS Canada Multidisciplinary Association for Psychedelic Studies & I have to say I was blown away by the work this foundation has done. MAPS Canada is the first foundation since the 1970's to do testing on Psychedelics like MDMA (methylenedioxy-methamphetamine) to treat PTSD and Addictions. In their first round of testing their success rate was 86% of people were cured from serious PTSD, 66% in their second round, and now they need our help in completing the third round of testing before it can come legal to use Psychedelics in Canada for treating such conditions.

Trauma effects us all, whether it be a friend that's been dealing with it, a mother, father, grandparent, sibling or ourselves, it's a condition that is not easy to treat but takes its toll on that individual and those around them. Imagine if you can save yourself hundreds of hours of talk therapy with 12 sessions with a psychologist and 3 MDMA treatments? Imagine being able to turn your traumatic memories that can paralyze your being into memories that bring Peace & Love rather than Fear & Terror.

Imagine being able to help that war veteran that fought for their country but came back a shell of who they once were & allowing them to feel again without fear & anxiety.

That is what this foundation is doing and I have to say, I was blown away by their accomplishments & what they stand for. Maybe it's because it hits close to home, as I was diagnosed with PTSD at the age of 25, but not wanting to have a label I did whatever I could to heal myself without having to do too much talk therapy or get on pharmaceuticals so I didn't have to feel. I knew that would be an easy way out & I probably could just forget it all with the help of prescriptions, but I also knew if I did that, I'd probably feel nothing at all! No happiness, no love for myself let alone others, no fear, no terror, no emotions at all & That wasn't the life I wanted to live. I'd rather feel the hurt, the pain, the terror then feel Nothing at all, so that's when I started looking for other ways to cope. Maybe not so much heal myself as I knew the damage was already done, but rather a way to just help me get through each day.

My answer was Psychedelics. Ecstasy, MDMA, Magic Mushrooms & Of course my saviour Cannabis. Cannabis

has always been my initial go to, to help me escape my thoughts so I can get through a day & it would relax me enough that I didn't feel like the only option was to jump off a bridge anymore. It's always been what puts things in perspective for me. Magic Mushrooms helped me see what it was I was running from in my life and not accepting. Ecstasy & MDMA helped me realize I do still have love in my heart, feelings of happiness, joy & positivity and I'm not tainted from feeling those feelings. So do I believe in Psychedelic healing? More so than any other form of healing we have available!



I believe the world is perfect in every way, everything was created for our use and benefits, including psychedelic plants & Fungai but because they've been classified as schedule 1 drugs for so long, the state of mental health in our country is diminishing on the daily. I know we all know someone who suffers from anxiety, PTSD or depression so we owe it to them & Ourselves to be the change we want to see in the world. It doesn't take much, a signature & or a donation to <http://www.mapscanada.org/> to help them through their third set of trials so the use of psychedelics can be legal here in Canada for all of those in need.

Thank you for taking the time to read this and for your support.

We really are going to see great things happen & you are all part of the change & For that I thank you from the bottom of my heart & I'm sure all the future generations will be thanking us as well for being part of the change that will make their life just a little bit easier.

Thanks again and hope all you gorgeous beings have an incredible May & if you're attending Lift Toronto, stop by the High! Canada booth & Come say Hi!

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# NOT JUST AN EXPO COMPANY

LIFT has come out as a presenter of some of the best expos and conferences in Canada at this point but did you know they are also involved in so many other aspects of the Canadian cannabis community that its hard not to come across their name if like us, you work in the industry. From training modules for cannabis providers to access centres to Lift's very active advocacy role on behalf of med patients to the Lift rewards program aimed at giving back to the community that helped build them up.

Looking back at Lift one year ago, despite police crackdowns and raids on local dispensaries, and the threat of further action to come, thousands of people nonetheless flooded into the Metro Toronto Convention Centre for one purpose: to openly and legally celebrate the cannabis industry at the first ever Lift Cannabis Expo in Toronto. People from all over the world gathered to break the stigma of cannabis, and to share both their love and knowledge of the plant, whether as consumers, patients, growers, producers, or entrepreneurs. There were scientists who shared extraction techniques, distributors networking with business people, marijuana activists and their policy-making counterparts, and doctors wanting to learn more about how marijuana can help their patients.

Lift prides itself as being an organization dedicated to educating the public about all aspects of marijuana, and the Lift Expo is where

that philosophy is put into action. Whether you're a long-time consumer looking to explore new strains, or you're just curious about how marijuana might be able to treat your arthritis, there will be something at the Expo for you. Want to learn about terpenes, or learn about other methods of consumption? Maybe you were thinking of starting your own garden, but you don't know where to start. There will be something at the Expo for you. Interested in making edibles or topicals and want to learn about branding, marketing, and other ways to grow your business? The Lift Expo has nearly 200 companies exhibiting this year, as well as an extra Industry Day set aside specifically for those in the Canadian cannabis industry, for building relationships and networking. According to Lift founder Tyler Sookochoff, there just wasn't enough time last year to make connections.

"In some ways," he says, "last year's Lift Expo was too successful, and exhibitors were at times overwhelmed by the foot traffic coming to their booth. We decided to add the Lift Industry Day because exhibitors demanded it. Both exhibitors and industry attendees wanted a day that would be a bit more conducive to meaningful conversation and provide them with more time to learn about all the new companies, products and services."

This year, there are seminars from industry leaders on the topics of law and the cannabis business, marketing and branding, and investing in the cannabis industry. Learn how to work with investment banks and raise startup capital, discuss the future of marketing and the challenges and



opportunities on the horizon, and explore all sorts of other ways to capitalize on legalization, which the federal government has committed to legislate by July 1, 2018. But the real highlight of Industry Day is the Lift Pitch, which will be moderated by none other than W. Brett Wilson of the CBC's Dragon's Den fame. Mr. Wilson will share his years of experience as an entrepreneur, how to succeed in business without sacrificing your principles, and his critical thinking approach to entrepreneurship. He will also judge top cannabis businesses as they pitch their startup ideas.

The exciting thing about this entire culture, as evidenced by the enthusiasm of everyone involved with it, is that it feels like everyone is on the ground floor – like everyone, whether it be growers, business developers, small or large entrepreneurs, right down to people working in retail weighing out those heady nugs – is creating a business model unlike anything that's come before. If you are interested and invested in cannabis culture and the cannabis industry, being a part of the expo is something historic. We are witnessing the end of the war on cannabis, and with that comes the ability for smart people to create their own opportunities, and the niches are nearly limitless. So many new brands are emerging, and the idea of putting the genie back in the bottle and trying to regulate marijuana as something just sold in liquor stores or pharmacies gets more and more ridiculous every day. We're seeing cannabis being used for pediatric medicine, for sports medicine, for feminine hygiene products, as an alternative to pain and anti-nausea medication for cancer patients, and a plethora of other pain management applications. But we're also seeing cannabis being used for skin care, for managing anxiety and PTSD, for stress relief, and for the pure joy of it. And as the market grows, we're seeing cannabis coming in many different forms. Smoking and baking are just the tip of the proverbial iceberg, as anyone who attends the expo will discover for themselves. There are cannabis soaps, cannabis bath bombs, cannabis lip balm, teas, lotions, energy drinks, iced tea, chocolates, gummy bears and a hundred other types of edibles. As cannabis moves out of the black market, it will give the economy a much-needed boost as literally thousands of job opportunities will become available, not only for people looking to go into business for themselves, but also those just looking to work in the cannabis industry. If you're one of those looking to find a job working with marijuana, the Lift



Cannabis Expo will be running Cannabis Career Workshops, so bring your resume.

This year's Lift Cannabis Expo is going to be bigger and better than last year, with almost 100,000 square feet of exhibits (bring some comfy walking shoes – this is going to be huge) with nearly twice the exhibitors, meaning more information, innovation and instruction than ever before. Visitors can expect to connect with people from all facets of the cannabis industry, as Lift seeks to bring people together to build better business models. Whether you are looking to start your own dispensary, looking to invest, or just looking for some new brownie recipes, the Expo should prove to be a very exciting weekend for all who attend. Drop by the Vape Lounge and try the latest vaporizers, check out the exhibits, and make sure to visit as many workshops, panels, and Q&A sessions as you can.

Me, I'm going to be checking out the cooking demonstrations, maybe talk to some chemists about extraction, and find the hydroponics booth, the different seed vendors, and talk to growers to get some tips on getting my inside garden going. Drop by the High Canada booth and share your experiences (and your brownie recipes).

**H.K. ABELL  
ADVOCATE, WRITER**





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# HIGH! CANADA

**SITS DOWN WITH  
PETER CARSCADDEN  
DIRECTOR OF BUSINESS  
DEVELOPMENT AT LIFT.**

**Peter - you work with dozens and dozens of cannabis-based companies on a daily basis - tell us - did you ever think you would be doing what you are currently doing for a living?**

Honestly... not even in my wildest dreams. Having spent my teenage years as a recreational cannabis user, I often look back to when I was in high school and my friends and I would wander off school property to smoke. Our principal caught wind of our little ritual and actually camped out on the roof with a camera to catch us in the act.

One by one, we were interrogated and vehemently denied the allegations passionately and with disgust that they would make such wild accusations. And then he broke out the photos....

Parents were called, lectures were given, and guidance counselors told us that our cannabis use would make us lazy and uncoordinated, and that our futures as upstanding members of society hung in the balance. We were each assigned to write an essay on why cannabis is bad for you, which ironically, was the first I'd learnt of its medical benefits. Being the shit disturber that I was, and armed with all this newfound knowledge, I chose to submit an essay on the benefits of cannabis use and when it didn't quite meet the minimum page requirement, I simply listed off several successful cannabis users. It's always been my hope that I'll run into that principal again, just to tell him "a toad a so".

**Tell us about how you got into cannabis and the cannabis community?**

Friends of mine over the years have had varying enterprises within the cannabis industry, ranging from street dealers to dispensary owners, but everything really started coming together while living on rural Vancouver Island. I lived in a small log cabin on a mountain in the middle of nowhere, which was on the property of a large-scale MMAR grower who taught me a lot and really introduced me to his world.

At the time, I had a career in retail management at a leading telecom retailer and was quite successful in my role. Each day I would come home from work, more demoralized than the last, and although I'd always prided myself in the customer service provided by myself and my teams, the work simply wasn't satisfying. I knew I wasn't doing good in the world and no amount of climbing the corporate ladder was going to change that. I needed to make a change.

As I assume is common practice when planning a major break from your career path - I hit Google, Kijiji, Craigslist and Indeed in the hope that I could find a role that would ignite my passion. I started applying for any job that might get me out of my funk, and received job offers for roles as varied as an undercover animal abuse investigator, to a professional cuddler, but it just wasn't cutting it. Defeated on a cold winter morning, I sat in my little cabin, which was heated by a wood stove burning nothing but the stalks of cannabis plants, drinking coffee which was made from water boiled on that stove and smoking a bowl which was picked right off one of those very plants, it hit me. The cannabis industry was something I was truly passionate about, and the work I'd be doing could truly change the lives of patients across the country. I took online courses, I networked, I asked stupid questions and then I asked more stupid questions. I chatted with every person who would hear me and slowly developed an understanding of how I could put my skills to use. Within a couple months, I had hundreds of bookmarks, dozens of contacts and I was firing on all cylinders to find my place.



Throughout my research, Lift and Lift News in particular were providing me with so much valuable information and had such an inviting brand, I knew I'd found my next employer (even if they still had no idea who I was, and had no job openings available). What started with me volunteering as a community moderator, quickly evolved into a sales role and my experience with customer service was immediately put to good use. I was then provided with a blank floor plan and told that we'd be creating a trade show from scratch...

**Peter - You are back in Toronto for an even bigger, even better Lift Expo and there is an incredible buzz circulating about this event. Can you bring us through the evolution of the Lift Expo event in Toronto and tell us a bit about what to expect this year?**

The Lift Expo started from pretty humble beginnings. Before it was even a glimmer in our founder's eye, Lift was putting on smaller scale forums in both Toronto and Vancouver. These forums were simply a handful of exhibitors and panel discussions, with the goal of informing the public and facilitating dialogue about the future of the cannabis industry. After a number of successful forums, by the end of 2015 it was clear that

Canadians were craving more. It had been years since the last successful cannabis trade show in Canada, and Lift was in a unique position where it was able to bring together all facets of the cannabis community as an impartial third party. As the show began to materialize, we pored over every minute detail. We didn't want to simply recreate other successful events, we wanted to create something new. We wanted to educate, excite and inform. We wanted to be as inclusive as possible and most importantly, we wanted to represent the cannabis industry in a way that would encourage the participation of onlookers, passersby and the cannabis curious. We wanted to flip the perception of the modern cannabis user on its head. Although we learned a lot along the way, I think we found a winning formula. Going into this year, we're now able to execute on our goals from last year even more effectively. If you attended previous Lift Expos, you'll notice many of the same things that made the previous show great, only now there is so much more to get excited about.

**Can you fill us in a little on what kind of planning goes on behind the scenes as you and your team get ready for - as many refer to it as... the cannabis event of the year?**

The Lift Expo thrives on collaboration. Everything we're able to accomplish is brought to you by the support and dedication of those participating in the show. The Lift team is so beyond grateful for every single collaborator that takes part and it's that support that has got us to where we are today. We, of course, have meeting after meeting, and work long hours to accomplish crazy deadlines, but when push comes to shove, we have a passionate team and a sprawling network of supporters who are helping us bring it all together. It really is the community that has built the Lift Expo, and we're always eager to receive feedback, collaboration ideas and support. In my eyes, Lift's goal is to provide a canvas on which the community can paint its masterpiece.

**I understand Lift has some big projects underway right now - the Lift Rewards program and the Many Faces of Cannabis social media initiative being the two that come to mind - what can you tell us about these programs?**

Lift Rewards is the loyalty platform for the cannabis industry and the only legal one of its kind. Just by signing up as a member, you'll receive exclusive perks like discounts at local businesses. My personal favorite is Float Toronto, which is offering \$20 off your first

float in a sensory deprivation tank! Beyond that, users are awarded Lift Points for a number of different contributions, be it leaving strain reviews on our site, answering surveys, entering contests and more. These points can be used to unlock new deals and experiences, discounts on your next vaporizer and can even be used towards your next cannabis purchase!

If I can throw in a shameless plug, feel free to hop over to [lift.co/rewards](https://lift.co/rewards) to learn more. As for the Faces of Cannabis - Faces is really all about undoing decades of stigma. There is an amazing paradigm shift happening across the country, and more people are discovering the benefits of cannabis use every day. The goal of the Faces of Cannabis initiative is to get these stories in front of the public, to show existing users that they don't need to hide, show prospective users that they're not alone, and show the naysayers that they're straight-up wrong. Leading up to the Lift Expo, we'll be sharing the stories of a wide range of individuals from doctors to MMA fighters to kids and more. Want to get involved? All you need to do is post your selfie to the social media platform of your choice with the hashtag #facesofcannabis and share your experience as a cannabis user. Join us as we show the world that we're so much more than a bunch of lazy stoners.

**And finally - any advice to Lift Expo attendees on how to maximize their Lift Expo adventure this year?**

Clear your whole weekend!! With so much to see and do, and only two days to get it all done, the Lift Expo is really your best opportunity of the year to experience all the industry has to offer and I don't want you to miss a thing! Maybe you're looking to get your start in the industry. We'll be hosting a career fair where you can learn about the many different career paths and submit your resume, which will be given to dozens of prospective employers. There are also a plethora of amazing panels and discussions on the stage where people far more intelligent than I will educate you on things you didn't even know you don't know. There'll also be live cooking, growing and extraction demonstrations. There's even the TVape lounge, where patients can try all the leading brands of vaporizers. All that on top of the nearly 200 exhibitors showcasing their products, brands and doing contests, giveaways and promotions.

The Lift Expo is Canada's premiere cannabis event, and it's one you won't want to miss. Hop over to [www.liftexpo.ca](https://www.liftexpo.ca) for details.





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# FLAMBOROUGH ONTARIO MEDICAL MARIJUANA FACILITY FIRST OF ITS KIND TO GET LICENCE

NEWS Apr 27, 2017 01:01 by Mac Christie Reprinted from Flamborough Review

Green Relief Inc. co-owner and CEO Warren Bravo inspects the product at his 8th Concession West facility. The Flamborough aquaponics facility is the first of its kind in Canada to receive a medical marijuana sales licence from Health Canada. Green Relief can begin to sell May 1. April 25, 2017. - Mac Christie/Metroland

Green Relief Inc. co-owner and CEO Warren Bravo looks at a tank of tilapia at his 8th Concession West medical marijuana facility. The Flamborough aquaponics facility, which uses fish as a fertilizer source, is the first of its kind in Canada to receive a medical marijuana sales licence from Health Canada. Green Relief can begin to sell May 1. April 25, 2017. - Mac Christie/Metroland. A Flamborough production facility has received a licence from Health Canada to sell medical marijuana. Green Relief Inc., a 32,000-sq.-ft. aquaponics facility, received its sales licence, which will allow the company to sell medical cannabis to registered patients across the country, on April 20. Order fulfillment will begin May 1. The Freelon-area facility's co-owner and CEO Warren Bravo said receiving the sales licence is the end of a long road.

"It was inevitable that we would be getting our sales licence," he said, noting the company received its cultivation licence in February 2015. "There hasn't been a licensed producer that's been licensed for cultivation and turned down for a sales licence." Bravo, who hails from Burlington, said the system is the only one of its kind in North America. "We've broken the mold with a new growing technique – aquaponics – there's been a lot more research and development into growing cannabis effectively in our systems." The aquaponics process which Green Relief employs uses tanks of tilapia which are grown to a size of 1.5 to 2 pounds. The water from the fish tanks is circulated through the plants in a closed-loop hydroponic system and the solid waste from the fish is converted naturally to a nitrate, allowing the plants to grow freely by taking the nutrients they need.



The system also provides natural filtration and uses 90 per cent less water than conventional agricultural methods. "All of my nutrients are available in my water – I don't play with fertilizer recipes," Bravo said. "I have nutrient availability for my plants 24/7."

"It's just like any lily pad or bulrush – anything you see growing in a freshwater lake," he continued, noting the plants, fish and microbes in the system develop into a natural ecosystem. "If you're canoeing through it, fishing, it's those fish in that water that are making those plants grow. We're just commercializing a freshwater lake." In addition, Bravo said, chemicals and pesticides cannot be used in the aquaponics system, as they would harm the fish.

"If that stuff goes in my water, my fish are dead," he said. "It's all about the fish – if the fish are happy, the plants are happy. "That means a more natural plant." He noted other growers have to spend two weeks flushing commercial fertilizer nitrates from plants with fresh water prior to harvest. "I grow to the last day – I don't have to flush until the last day."

While Green Relief doesn't sell the tilapia, they don't go to waste – 100 per cent of the fish raised by the facility are donated to Second Harvest – a food rescue and delivery program – for distribution to shelters across southwestern Ontario. "Each month our market-sized tilapia are donated to local homeless shelters in the Toronto area," Bravo said. "We have donated eight tonnes of healthy fish, resulting in more than 20,000 meals served to date." Bravo said by using the state-of-the-art aquaponics system, the facility grows four rooms of 1,530 plants on an eight-week cycle. They can harvest plants in one of the rooms every two weeks, resulting in a yield of approximately 50 kilograms.



## And the company's approach is sustainable.

"I'm not just growing soil, mixing in fertilizer and having instant results," he said. "We have a more sustainable approach – looking at a longer view and what we're doing to the Earth on a long-term basis." Bravo said other growers have spent, fertilized soil, or hydroponic water, which are environmental hazards – but not Green Relief. "If you're not using sustainability now as your model, you're only going to be a dinosaur," he said. "We put the time and effort into it." Bravo noted the aquaponics system hasn't been cheap. The building cost \$12.5 million, while he's spent \$3 million on operations and other costs. "I haven't made a dime from sales because we haven't been selling," he said. "May 1, we start selling. "The first time after four years, that we bring revenue in." Green Relief applied for its original licence in 2013, and spent 2014 touring facilities around North America, asking growers what they would do differently if they could do it again. Construction on the facility began in August 2014, and was completed by March 2015.

In June 2015, the company began growing vegetables – kale, basil, lettuce and tomatoes – until February 2016 when the company got its cultivation licence. "In November of 2016 we had our licence inspection for sales," he said. Bravo noted both he and co-owner Steve LeBlanc have backgrounds in the construction industry – Bravo in concrete construction and LeBlanc in concrete restoration. "We designed this building as a concrete, earth-sheltered bunker so we could maintain a very stable environment for our plants," he said. Moving forward, the company has plans to expand – both within the existing facility and beyond. Adjacent to the existing structure, Green Relief plans to erect a 220,000 sq.-ft. building which will include 8,000 sq.-ft. of space for research. Inside the building, the company will install a \$700,000 oil extraction machine from Italy, an investment that will give the company the most efficient extraction process in Canada. Bravo said that will allow Green Relief – which has no plans to venture into the recreational marketplace – to better serve its customers, as many medical marijuana patients do not want to smoke. He added the time spent waiting for the sales licence allowed the company to experiment and make sure they had the proper product to give to their patients.

"I'm not going to put out an inferior product," Bravo said, noting the company grows six strains of cannabis. "I'm absolutely ecstatic that we have our sales licence, but now the real work begins," he continued.

"Now I have the ability to focus on the science, to get the products out there...to start helping people."





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## Cannabis Research A to Z

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# A GREENER OUTLOOK ON HEALTH AND WELLNESS STARTS WITH TOUCH.

Founded in 2013, a seemingly simple idea began to sprout: infuse the finer ingredients in life to offer natural holistic relief. Miss Envy Botanicals began, then, to blaze the trail within the rising Vancouver dispensary market. We continue that strive today, providing organic, luxurious care – all natural, and handmade with love. Recognizing a need in the world of west-coast wellness for high quality, innovative cannabis products, Miss Envy provides smoke-free alternatives for the active lifestyle. We create a balanced perspective to alternative medicating practices, while allowing consumers to enjoy an elevated experience. From topical body care aids, culinary additions, intimate options, and holistic CBD infusions, there isn't a step missed to ensure your every comfort, at every level. Expanding from the west coast, as one of the most recognized infused topical aid companies nationwide, there is no telling how high Miss Envy Botanicals will go.

In the beginning, there was Buddha Buddah – a cream that blends all of nature's finer elements. The cream's effervescent aroma, provides relief for the mind, body and soul, while lab tested cannabis oils paired with vegan butters and organic essential oils, provide hydrating pain relief without any psychoactive effects. Buddha Buddah is the namesake of Miss Envy Botanicals – Canada's #1 best selling infused topical aid, within the dispensary market. With an added appreciation to practical user feedback, we reformulated the original infusion last year, to reflect the needs of those who trust in Buddha. Budding in popularity and practicality of the original topical cream, there came a need for a more targeted approach to combat pain where it hurts most. To address that need, the solid partner to Buddha Buddah was created. Buddha Bar comes infused with nature's refreshing and stimulating essential oils, and an extra strength cannabis infusion, bringing spot on pain management, to keep you going strong. The Buddha line continues to expand and grow, with more of nature's infusions pairing with industry innovations. Miss Envy Botanicals' growing line of topical treatments stem from simplicity, to relieve your life's complexities, inside and out.

Adding a touch of flare to your life, Miss Envy provides holistic lifestyle options in every room, to keep you going from morning to night. Our culinary line comes in the form of 100% organic coconut and olive oil, with lab-tested THC infusions. Providing an infused oil base

By Teniel Messado Photo Credit: Sean Berrigan

allows for a custom experience that suits the taste buds and dietary needs of all – while allowing for extended pain relief, whatever the affliction. For a more sultry slip into your post-meal siesta, the Canna Sutra line offers a higher level of intimacy with organic massage oils and personal lubricants to ignite your senses with a single touch. From breakfast to the bedroom, Miss Envy changes the game and is the highlight of your medicating experience.

Always on the forefront of the industry, Miss Envy innovates with superior CBD based products. Daily routines can be made easy, with CBD capsules in travel packs and monthly, child resistant bottles. Experience cleaner relief, with full-spectrum solvent free CBD oil, in easier to use packaging. Miss Envy also provides pharmaceutical grade, 99.6% isolate – pure certified organic relief in every crystal. Setting the wave for the industry, listening to client feedback, and always pursuing progress, they are committed to creating cannabinoid solutions for your every need.

Miss Envy Botanicals has lit a fire in the Canadian industry and gives no sign of stopping in the future. With continued expansion of products and presence throughout Canada, they continue to strive to be the premier source of quality cannabis wellness options, for a high-end holistic lifestyle. Community events, creative endeavours, and customer care allow for continued success in a saturated marketplace of sub-par standards. Only time will tell how high Miss Envy will go – and the sky's the limit for success.

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with Jason Vaillancourt and Dylan Dodds

Jason and Aurelia Vaillancourt opened Growers Paradise in Brampton, Ontario in February 2013 and very quickly became your one stop shop for all your grow gear, nutrient, hydroponic and extraction needs. Servicing all the GTA and surrounding area. At Growers Paradise our exceptional service, knowledgeable staff and prices no one can beat has made us Ontario's premier hydroponic retail outlet.

To ensure you're getting the best for your plants we have developed the Ganja Brands nutrient line up, a pharmaceutical grade nutrient comprised of only the best raw ingredients available to us in Canada. At Growers Paradise, we are also extraction experts, and with concentrates becoming more popular in the industry we want to ensure you are getting the best possible equipment to ensure your safety. Whether you are a hobbyist grower or a large commercial facility we

can get you what you need when you want it. With accounts with the largest suppliers in the industry we have everything you could possibly need to meet any of your growing and extraction needs. The motto of Growers Paradise is striving to build customers for life something the Vaillancourt's learned while working for one of Canada's top retailers Canadian Tire Corp and have applied it to running Growers Paradise, and with 17 years of growing experience we know we have a formula for success. Our bright inviting store front is always fully stocked with all the best equipment in the industry at the best possible prices, if you ever see a better price than what we have on our products lets us know and we will price match any other competitors price out there. Business is booming and we respect every dollar our customers spend. We know you work hard for your money and want to ensure you are not only getting the best possible equipment but the best possible advice. At

Growers Paradise we are growers, licenced under the ACMPR and we want to ensure you can get the best possible results from your medicine. With years of hands on growing experience we have the knowledge to make sure you are walking out of the store not only with the tools for your success but with the confidence to use your equipment to its full potential.

With growing your own becoming more and more popular repeat customers are now the norm and will regularly stop by just to say hi and see how things are going. While we love to see old friendly faces, the referrals from our customers have brought in many new faces to the industry and helped our business grow and have given us the ability to expand the business into new ventures.

Over the last 2 years Jason and the team at Growers Paradise have been working closely with a team of top quality scientists to build the Ganja Brands nutrient line up. A nutrient line up tailored specifically for the cannabis community. Containing only the finest chelates and pharmaceutical grade mineral salts available in Canada; therefore, increasing the plants ability to absorb the essential nutrients that it needs to grow and thrive. Our full line up of product is guaranteed to provide you with everything you will need to be able to produce the best possible medicine. We are so sure that you will love the results you will get with Ganja Brands that we stand behind them 100 percent with a money back guarantee. From roots to flowers we have got you covered. Our Ganja Roots product delivers the key beneficial needed to accelerate rigorous root growth and health ensure your plants can uptake essential nutrients they need, healthy roots are the foundation to any plants ability to grow and thrive.

The Ganja Thrive a favorite nutrient formula containing B-vitamins specifically to strengthen and promote the plants ability to uptake essential macro and micro nutrients. While easing plants stress to produce large dense flowers and preserve overall health and stability. Ganja Candy is essential throughout all stages of the plants growth with its combination of simple and complex carbohydrates and amino acids gives you plant the energy needed to produce dense sticky flowers and strong healthy roots. Our Ganja Cal-Mag carries the highest grade of chelated iron available on the market, guaranteeing your plants have the calcium magnesium they need to transport the vital nutrient and oxygen the plant needs to promote vigorous growth and development through all stages of growth. Ganja Monster is formulated to be used specifically throughout the flower phase and will reward you with bigger dense flowers,

increased oil and trichome production guaranteeing a full finish. But what would any nutrient line up be without a good base?

Our Ganja Grow and Bloom two-part base formulas deliver that and more. Using only the finest chelates and pharmaceutical grade mineral salts available our product increases the plants ability to absorb the Beneficial's and nutrients that your plants need. At Ganja Brands, we understand the important of high yielding plants with both flavour and potency. Our Ganja Brands nutrient line up is the evidence of Growers Paradise's passion for plants and our dedication to the cannabis industry with 100% quality always.

But our expertise doesn't end when the grow room closes. At Growers Paradise, we are extraction experts and offer products from the most reputable companies in the industry; including Apeks Supercritical, Summit Extraction Tech and Across International just to name a few. We are experts in many areas of the concentrates industry including shatters, waxes and oil including CO2 oil. We offer absolutely everything you need for and method of extraction you are looking for.

Especially as concentrates take over the industry everyone wants to make quality products, but we stress safety over anything if you want to make concentrates you need to make sure you use the proper equipment to keep yourself safe. We offer a full line of explosion proof extraction fans and leak detection equipment. With every product, you purchase from us we ensure you will know how to operate your item both properly and safely. From closed loop extraction systems and rotary evaporators, to large commercial grade supercritical CO2 extraction systems we have the expertise to train you for anything you are looking to try. Our endless selection of products caters to any level of extractor making it possible for anyone to make their own medical concentrates from the comfort of their own home while ensuring theirs and their families safety and at an affordable price. We guarantee your satisfaction!

Experts in the industry Jason and the staff at Growers Paradise can help you with anything you need for your plants as well as medical cannabis needs. The foundation of building customer for life has aloud us





## Unprecedented service and a selection that no one can beat sets Growers Paradise apart from the rest.

to grow and expand as a company, keeping customers returning on a regular basis and constantly bring new faces to the shop. Since the official kick off the Ganja Brands nutrient line up at the 2016 Lift Cannabis expo the response has been better then we expected and we can't wait to continue to promote our product at this years Lift Cannabis expo.

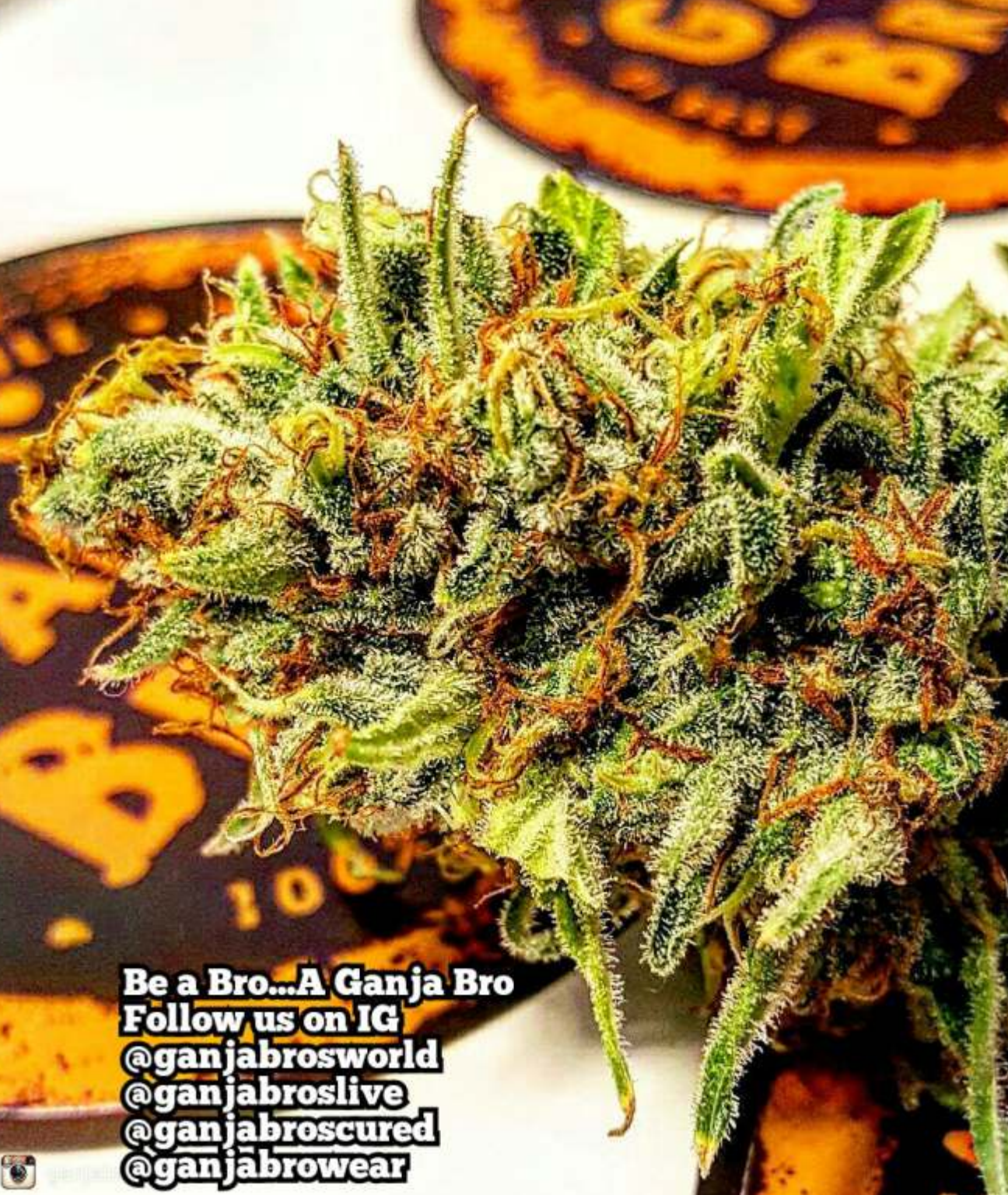
Taking place May 26-28, Growers Paradise is a platinum sponsor and we are looking forward to meeting more new faces in the industry and expanding the company even further. Come on down to the store and see for yourself Jason and the team have everything you will need and are conveniently located in the north end of Brampton, we are open six days Monday thru Friday 10am-6pm and on Saturdays from 10am-4pm.

Jason Vaillancourt and Dylan Dodds, have taken their years of growing experience and industry knowledge and apply it to everything we do at the shop. We want to ensure our customers success.

At Growers Paradise we are growers and want to ensure you are getting advice that will work for your situation.







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# THE SECRET TO BEING NUTRITIONALLY HIGH

## Nutritional High Interview – David Posner, CEO



Nutritional High International Inc.  
<http://www.nutritionalhigh.com/>  
CSE: EAT | OTCQB:SPLIF |  
FRANKFURT:2NU

By Phil Wong

**Hi I am here with David Posner, CEO of Nutritional High. Thanks for joining us. What do you have planned for Canada?**

Well it's really interesting because I am born and bred in Toronto, so we have been publicly traded in Canada, and we were the first Canadian company to start focusing in on the USA marijuana industry. Our focus started and I guess you could say we first got our feet wet starting with Canopy Growth, doing consulting on the extraction side. We started off with creating some gel caps and different forms of pills.

Now what we are focused on now is we really want to see the regulations, we have really been looking closely at the regulations, and are they going to allow edibles? Are they going to allow vaping? And just the different products to see, trying to see how we will go forward in Canada. We have been in talks with variety of different LP's, but presently we are not going to make a major move in Canada, until we know where the actual legislation stands.

**Well I for one would love to see you products in**

**Canada. So, what would you say is the main difference with your company?**

Our company focus is different from an LP as we don't grow. We have a company mandate not to grow. We work with different grow partners but we want to be

the people that are just focused on extraction, the other thing too is that we do not use CO2 in our extraction, like the other LP's do throughout Canada. We do an ethanol based extraction that makes a product called the "clear", it's a higher quality, higher THC and it's also at a higher price point in the US market place. We wanted to focus on the oils and the unique edible side. Our CEO, Jim Frazier has been making chocolates for 25 years, so we are obviously going to market and emit products like chocolates and gummies, but we wanted to have a unique product in the market place, so over the next few months you are going to see a variety of new products that have not hit any of the dispensaries in the United States. So that's our goal, the "uniqueness" of our products, and to become the most high tech oil makers in the US.

**Very impressive! So what is your stock outlook for the next year?**

Presently, we are trading around a \$30 million market cap, out stock market symbol is EAT on the Canadian Securities Exchange. We really believe that the stock is at a low point right now, it traded a



lot higher it traded at the 40's during the US election, when California was legalizing, so were Nevada, Massachusetts and a variety of other states that went medical, so there was a lot of attention to this. As you know when Trump came in, the stocks started to go down as people didn't know how he was going to approach it and what we have now seen is that he is not going to go after the marijuana market in the US. We find not only that it was a good thing that Trump got in but a great thing, as it will give us another 40 years to actually create a great market share in a whole variety of different states, before we think some of the major players are going to come in. You know even when we go to Marijuana trade shows and different Cannabis Cups throughout the US, before companies like InBev, Pepsi even and some of the food and pharmaceutical companies, they were kind of going around not even wearing badges. Now, they are

straight hogging hospitality suites wearing badges. So they have an eye on the industry and what we really want to do is keep the product at a pharmaceutical level and a food grade level, and establish a whole variety of licenses throughout the states so we think we will be a "take out target".

We really believe with some of the other comparables with Marapharm in the \$70 million dollar range, with Maple Leaf Green Roll in the \$70 million dollar market cap, we're a much more developed and established company both on the revenue side and on the licensing side, and we think we are highly undervalued. Our market goal is obviously to get to their level plus. We would like to see our stock more than double and get to that \$70 million dollar market cap. Well thank you very much and all the best. Hopefully we will see the Jimi Hendrix line in Canada soon!



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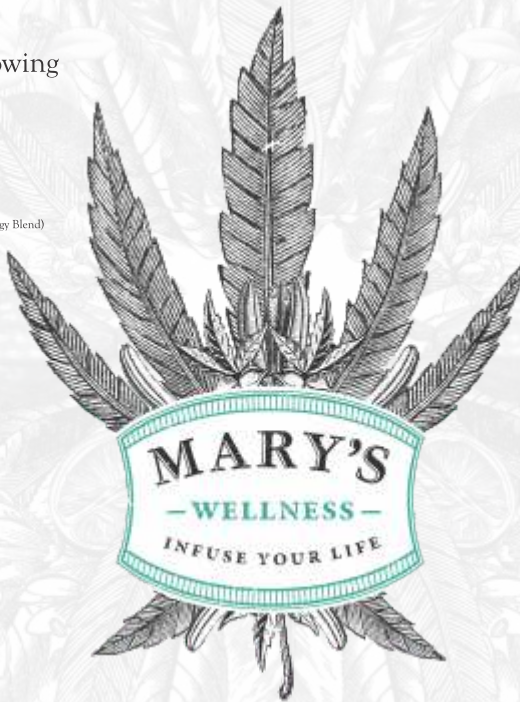
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# REWARDS

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## Step 3: Redeem Your Points

Save up as many points as you'd like, then redeem them for discounts on accessories or your next order of medical cannabis!

It's Lift's way of helping out; giving you that little incentive to not only contribute a review once, but to keep contributing for every strain you try. The end goal is to weed out the bad strains and make the good ones better. If a Licensed Producer is providing a great strain that helps with your medical condition, people with a similar medical condition need to know about this. And if another LP is offering sub-par products or has awful customer service, people need to know that too. This is the surest way to help individuals get the relief they need as quickly as possible.



# HIGH! CANADA

## CHECKS IN WITH MISS DEE & THE GREEN PRIDE TOUR

Driving through certain places in Canada is still somewhat iffy but I didn't want to delay the GREEN PRIDE TOUR any longer! It's taken some re-envisioning but I'm finally ready to take flight for the first of many destinations I'll be visiting over the next several months. And I leave today! I'm so excited to finally hit the tarmac and begin what I know will be an amazing, life-altering adventure. Freed from the restrictions of driving within a set timeline, I've reconfigured the tour to include more of the upcoming Canadian conferences and expos that I like to attend. I'm looking forward to seeing several colleagues, many who have become close friends over time. These events give us a welcome opportunity to relax and catch up on our busy lives.

I'll also devote some of my time to exploring local cannatourism. I love Cannabis and enjoy hanging out with others who feel likewise. Meeting people is fun for me and going on tour appeals to my inner pilgrim. And of course, I'll be speaking, interviewing, facilitating and hosting events throughout 2017. I hope you'll attend at least one! I'm attempting to post a monthly SCHEDULE but will also be adding new dates as they are confirmed. If you'd like me to visit your community, please CONTACT me with an invite and we'll explore the possibilities. I've set myself the personal challenge of blogging regularly about this journey and I look forward to sharing the experience with you over the coming months. If you're interested in getting involved with the GREEN PRIDE TOUR, there are a variety of ways to SUPPORT this initiative. I'd love to include as many individuals and companies as possible and always welcome community partnerships.

That's it for this update, stay safe and be well

Authentically yours,

**Miz D**



Decades of research in genetics, engineering and chemistry has led to the emergence of new force in Canada, dedicated to bringing the most sought after genetics, flowers, extracts and terpenes to the Canadian public. Highlighted through a pharmaceutical and recreational platform along with the most anticipated lifestyle brand in the cannabis industry to assist in your day to day. We are here for supporting patients and companies alike in the frontier of ultra refined medicine, extraction techniques, high throughput systems and overall excellence in preparations for the recreational market within Canada!



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# Retail cannabis training

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The Lift Retail Cannabis Training (RCT) course provides learners with the comprehensive yet accessible body of knowledge needed to properly educate and serve clients in a retail cannabis environment.

## WHY RETAIL CANNABIS TRAINING

Ensuring all retail cannabis staff have developed enough knowledge to effectively serve and educate clients will improve overall retail experience, encourage safe use, and ultimately reduce stigma through the standardization of knowledge and best practices in the retail industry.

The education of retail clients, both medical and recreational, is vital to combat the misinformation and misconceptions about cannabis in both the marketplace and among customers. Retail cannabis employees who are able to employ excellent sales skills, while also helping to develop customers' cannabis literacy will create an accessible and open learning environment, encouraging return visits and loyal customers.

## CONTACT US TODAY

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# LIFE LAYERED



Cannabis conference time is in full swing. Our team has been popping up all over the country meeting new contacts and making friends. I thought some tips would be useful on how to handle all the new faces at networking events.

## **Say High!**

All the people in the room, even if they know everyone, came to meet new people. You are literally in a room with people who want to meet you. Be friendly, let your personality shine.

## **Learn a few hand shakes and how to roll.**

I'm a 5'5 / 130 lady. I have a firm hand shake and I'm going to look you deep in your eyes. I will repeat your name in my head 3 times and I will probably remember it. Be confident. I have an opening hand shake and a closer, make an impression. Impress your new friends with your joint rolling skills.

## **Dress for green business, look after you and your feet.**

Step it up, clean up nice and show who you are. No need for stuffy suits and plain business professional. Inject yourself into your presentation. You will be standing so not the time for new loafers or heels. Edibles and CBD caps can help you stay light on your feet.

## **Networking is work, be fed, hydrated and medicated**

Networking is literally one long ass conversation after the next. These conversations are critical to what you do and where you are headed in life. Make sure you have lots of energy, take hydrate breaks and don't forget you can move the conversation to the medicating area, some of the best deals are made over a joint.

## **Follow up sesh.**

Dog ear the important cards, carry a pen and make notes, put that contact in your phone. Make sure you follow up with the urgent and important. The opportunities being presented to you will not always be there tomorrow. Time is of the essence in the next year. Make some follow up sesh plans at a local vape shop and make that cannabiz work for you.

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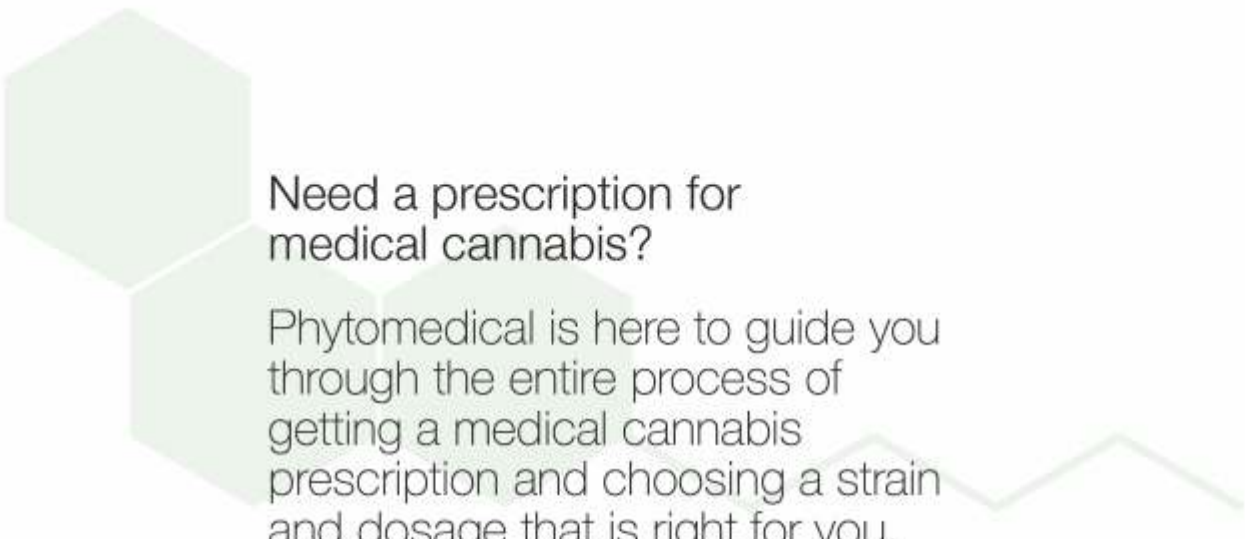


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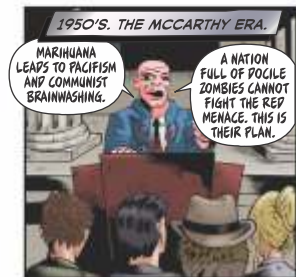


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THE END!

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Thrive Artist Collective founded by Toronto songstress Se'lah Genesis, is an Urban-Canadian creative networking hub, based in Toronto, Ontario; that promotes and supports various creative types worldwide. Whether it's music, food, fashion, photography, Thrive Artist Collective is your safe space, promoting peace, love, unity, equality, creativity and MUSIC!

This company is very much a "FUBU" type of flex, being for the creative by the creative. With members also helping to run this machine, singer Lady Parul (@ladyladyparul) takes on role of Creative Arts Director, where emcee Daptable (@dap.emcee) is the liaison; and Ms. Genesis (@selahgenesis) runs the social media and events aspect.

This multi-cultural collective consists of members located in Ottawa, ON; New York; Russia and of course Toronto, where the majority reside; with a vision to becoming a game changer in the Urban Canadian market while also gaining more artists from all over the map!

The main objective of Thrive Artist Collective is to curate live music and art showcases for phenomenal artists in the GTA, with a future focus on bringing artists outside of the GTA and Canada in for performances.

"We want to bring the best to the stage. Create a platform for non-egotistical, deeply passionate and unapologetically talented artists. The immense talent in the city is crazy and I feel it's time to unite together and let Toronto experience it! Our market is getting so saturated with cookie cutter, mediocre, ego-inflated talent when there is way too much goodness bubbling over in our city. One thing I can guarantee is that you will never attend a Thrive Artist Collective event where every single artist that performs isn't the bomb dot com. Impossible. I can't and won't allow it. LOL. Be confident in knowing your time and money are being valued, respected, and never wasted with the T.A.C. We are in love with what we do and when you come to a show you'll completely feel and overstand this."

~Se'lah Genesis

T.A.C.(their acronym) just put on their first showcase, which we happily sponsored, this past April 20, entitled Gifted & Lifted, in honour of 420!

dope artists, doing dope things

# THRIVE ARTIST COLLECTIVE.

## Upcoming Shows:

May 26th, 2017

HIGH! CANADA Official Kick-Off  
Lift Party

June 23rd, 2017

BROWN BETTY @ Jal Gua Cafe  
175 Queen St. East, Toronto 8PM  
\$10 Earlybird / \$15 at the door

[www.thriveartistcollective.com](http://www.thriveartistcollective.com)

Their next event is with us for the official High Canada Kick-off party for the Lift Expo on May 26!

Be sure to also support them as on June 23 inside of the Jal Gua Café, where they'll be hosting Brown Betty, a showcase featuring a diverse group of women of colour bringing you hip-hop, R'n'B, experimental and danceable tunes!

Visit their website and follow them on social media!  
[thriveartistcollective.com](http://thriveartistcollective.com)

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Professor Chagal's

# Stoner Astrology



## Aquarius

Look forward to embracing change this month. You will be presented with some new work ventures. Remember to be mindful in decision making.



## Pisces

Recharge your batteries for the upcoming months. You will be busier and more successful than ever. Remember to take time to walk down on the beach and self reflect.



## Aries

Your fearlessness and bravery pays off this month. Eliminate negativity and dysfunction from your space. Remember to keep your head up and feet grounded.



## Taurus

Fun surprises will pop up this month. Prepare yourself to meet someone new and interesting. Remember to take advantage of the unfamiliar.



## Gemini

You will need to adapt to changes this month. Don't be afraid of new beginnings. Remember to use your skillset and charm



## Libra

Don't fret the commitments coming your way. Work life balance will be a priority. Remember to stay focused on goals.



## Scorpio

New Love brings excitement in the coming weeks. Take time and enjoy the ride. Remember the small details and others.



## Sagittarius

Stay on your toes this month this is not a month for rash decisions. Take a step back and evaluate your strengths. Remember you catch more flies with honey.



## Capricorn

You have a fun & spontaneous month ahead. Be careful not to go overboard and indulge too much. Remember to be get some down time.



Nina  
Rakic

Event Manager

#facesofcannabis



### Cancer

New beginnings are on the horizon. Exciting opportunities will present themselves when least expected. Remember to keep an open mind to change.



### Leo

Creative inspiration will flow this month. You will discover a sense of renewed purpose and directive. Remember to find the muse in the everyday beauty that surrounds you.



### Virgo

Hard work pays off and personal fulfillment will follow. Expect steady growth in your work life. Remember to count on those around you.

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