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HIGH! CANADA MAGAZINE

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**HIGH!
CANADA
MAGAZINE**



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NOVEMBER 2018 - ISSUE 37

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**CANADIAN CANNABIS
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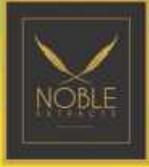
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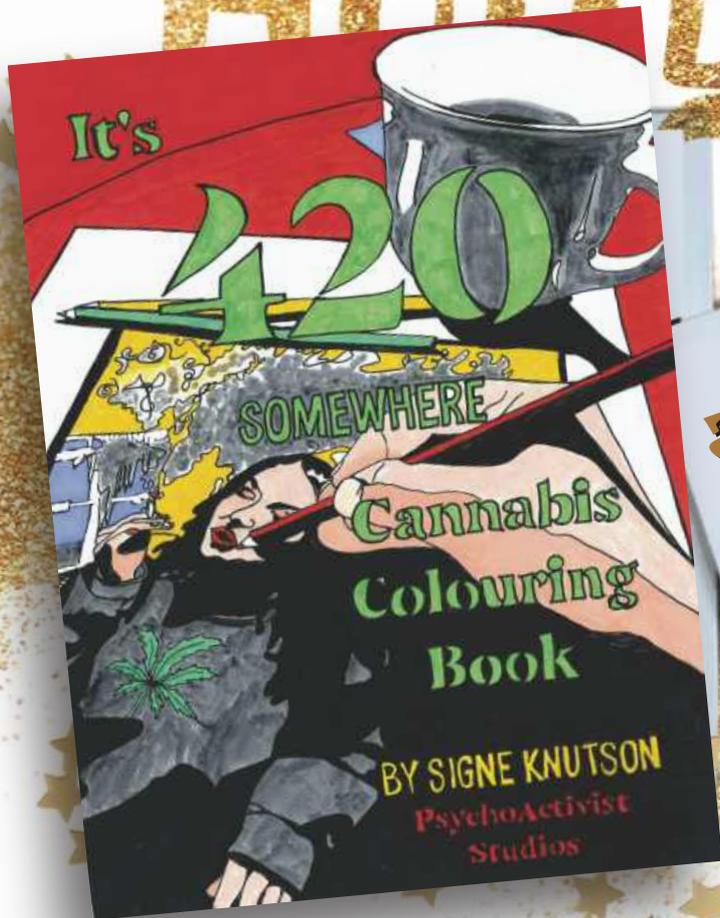
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Because of the Federal government's cautious and measured approach to the legalization of cannabis reflected in Bill C-45, it is not a surprise that Bill C-45 has placed significant restrictions on the marketing of cannabis-related products and accessories.

Under section 17 it will not be permitted to market such products by association with real persons or fictional creatures, through testimonials, in a way that communicates information about price or distribution, or in any manner that would be attractive to young persons (defined as those under the age of 18). Lifestyle advertising is also specifically prohibited.

There are some exceptions to the strict limits on marketing. For example, the Bill permits the use of cannabis-related "brand elements" on something that is not cannabis or a cannabis accessory - although only in certain circumstances. This means that you can put these brand elements on promotional or other items such as t-shirts or ball caps - except of course, that the "thing" on which the brand elements are put must not be associated with young persons, reasonably likely to be appealing to young persons, or associated in any way with a glamorous or interesting lifestyle. As a result, instead of t-shirts and ball caps, it may perhaps be more realistic to find cannabis-related logos on things like oven mitts and propane torches.



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A provision worthy of note in the newly passed Bill C-45 is found in section 16(a), and is an attempt to balance the marketing restrictions with the freedom of expression. It provides that the restrictions on marketing do not apply to a literary, dramatic, musical, cinematographic, scientific, educational or artistic work, production or performance that uses or depicts cannabis, a cannabis accessory, a service related to cannabis, or a brand element of any of those things. Whatever the mode or form of its expression, if no consideration is given, directly or indirectly, cannabis can be depicted in work, production or performance.

It will not be prohibited to show persons in films or on television consuming cannabis or using cannabis-related accessories as long as there is no product-placement or other marketing dimension to the depictions.

The prohibition in section 20 is also of great note. It reads that it is prohibited to promote cannabis in a way that is prohibited by Bill C-45, this includes promoting cannabis, or a cannabis accessory, or a service related to cannabis or a brand element of any of those things in a publication that is published outside of Canada, a broadcast that originates outside Canada or any other communication that originates outside Canada.

The prohibition in this section is not limited to Canadian-based persons or businesses or ones with



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Canadian ties who engage in such marketing outside the country. Yet its application would surely have to be limited to a person or business with some connection to Canada. Further, it does not say that the publication or communication must make its way into Canada, or, if it is online, must target Canadians in some way.

Section 21 of the Bill would prohibit the use of cannabis-related brand elements, or the name of someone associated with the production, sale or provision of cannabis or related services, in the sponsorship of persons, events, facilities or activities. It will also be prohibited to use cannabis-related brand elements or names of producers or sellers on facilities.

As we have now moved from 'criminalization' and total 'demonization' of cannabis to the limited right to legally sell cannabis and related products and the new laws are meant to be reasonable limits, totally justified in a free and democratic society. It is not a total ban on marketing. The bill does create an exception for "informational promotion or brand - preference promotion", so long as such promotions are carried out in prescribed places and in a prescribed manner (to be determined by regulations) or are carried out in ways that are careful to ensure that the messages do not reach young people.

*Cy Williams - Publisher
High! Canada Magazine*



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ONTARIO

ESTABLISHES STRICT REGULATIONS FOR THE LICENSING AND OPERATION OF PRIVATE CANNABIS STORES

From the office of the Canadian Ministry of the Attorney General

On November 14, 2018 at 5:30 P.M. Ontario's Government for the People implemented the latest phase of its planned response to the federal government's legalization of cannabis by passing strict new regulations to protect children and youth, keep communities and roads safe and combat the illegal market.

The result of widespread consultations with the people of Ontario, these regulations provide clarity for a private recreational cannabis store system that will begin April 1, 2019 under the close oversight of the Alcohol and Gaming Commission of Ontario (AGCO).

The regulations establish a minimum distance of 150 metres (approximately 500 feet) between cannabis retail stores and schools, including private and federally-funded First Nation schools off-reserve. This distance buffer will help protect students and keep communities safe, while other regulations will combat the influence and participation of organized crime in the legal licensed framework.

"The purpose of these regulations is to keep kids safe and to ensure all people operating in this tightly-regulated retail system behave with integrity, honesty, and in the public

interest," said Attorney General Caroline Mulroney. "The application process for private cannabis retail store licences will begin on December 17, 2018, and we will be ready with laws and regulations to protect Ontario's youth and to combat the criminal market in response to the federal government's legalization of cannabis."

Other new strict regulations established by the Ontario Government include:

Retailers will not be permitted to allow anyone under the age of 19 to enter their stores. This approach and other regulations were developed to address the risk of youth exposure to the cannabis retail market.

Specific instances in which applicants will be denied a licence, include cannabis-related criminal offences. Notably, illegal cannabis retailers who were operating after October 17, 2018 are not eligible for Ontario cannabis sales licences.

A prohibition on the issuance of a licence to any individual or organization who has an association with organized crime.

Requirement that individuals or entities applying for an operator licence demonstrate their tax compliance status to show that they are in good standing with the government.

A requirement for all private recreational cannabis retail storefronts to be stand-alone stores only. Individuals with a

store authorization, cannabis retail managers and all retail employees will be required to complete the approved training to ensure that any individual who works in the cannabis retail market is trained in the responsible sale of cannabis.

Quick Facts

The government has consulted with municipalities, Indigenous communities, law enforcement, public health advocates, businesses and consumer groups, as well as representatives from other provinces to create these new regulations.

The private retail store model will be tightly-regulated and strictly enforced by the AGCO, establishing a zero-tolerance approach for any retailer who provides cannabis to anyone under the age of 19.

It is anticipated that the AGCO will begin accepting applications on December 17, 2018 and private retailing of cannabis will begin on April 1, 2019.

The government has committed to providing \$40 million over two years to help municipalities with the implementation costs of recreational cannabis legalization.

Private retail recreational cannabis stores will be permitted to

open between 9:00 a.m. and 11:00 p.m. on any day. These operating hours are consistent with on-site retail stores for alcohol and will provide retailers with the flexibility to respond to local market conditions and consumer demands.

A market concentration limit of 75 stores per operator has been set to prevent a high degree of market consolidation, promote opportunities for small businesses and promote investment in the cannabis retail sector.

Additional Resources

The new recreational cannabis regulations will be posted on Ontario.ca/e-Laws

Find out more about the licensing process for private recreational cannabis stores on the AGCO website

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FEATURED KEYNOTE

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LEGALIZATION. WHAT'S NEXT?

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by Williams

Earlier this year, Hybrid Pharm opened its doors for the first time in Ottawa to great acclaim and excitement. The first of its kind in Canada and with a very clearly defined goal which is to provide a higher quality experience and therefore a higher quality of life for their patients. Using traditional and non-traditional methods, Hybrid Pharm intends to embody a balanced approach to treat the mind, the body and the soul. For those of you who are not familiar, Hybrid Pharm is a modern wellness pharmacy located in the Westboro neighbourhood of Ottawa. They focus on providing patients an avenue to achieve greater health through a hybrid of means. The Hybrid Pharm pharmacy, compounding lab and medical cannabis access centre focus on medicinal health, while educational and wellness events focus on healing through lifestyle

RAHIM DHALLA



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modifications. According to founder and the pharmacist behind this incredible venture Rahim Dhalla, Hybrid Pharm is there to guide you along your person path to 'happy health'.

Rahim graduated in 2009 from the Massachusetts College of Pharmacy and Health Sciences in Boston, MA with a Doctorate of Pharmacy degree. After working for 3 years in retail pharmacy, he returned to school to complete an MBA. Rahim returned to Ottawa in 2013 to help run the family pharmacy business.

In mid-2016, Rahim's father was diagnosed with cancer, and he made the choice to leave

the business to support his family. After thorough research, he started his father on cannabis to help with his cancer symptoms, such as pain, chemo-induced nausea/vomiting and cachexia, with visible success. Unfortunately, Rahim's father passed away in late 2016 due to the progression of the disease. It was through this experience that he truly realized the medicinal prowess of cannabis. It gave him a calling: to help patients improve their overall quality of life utilizing a hybrid of traditional and non-traditional medicines.

Essentially Hybrid Pharm combines the pharmaceutical and natural medicinal worlds in



a community-focused, lifestyle pharmacy. Services include traditional and personalized prescriptions, medical cannabis access, wellness & education seminars, over the counter health products, plus so much more. The Hybrid Pharm certified team works alongside Health Canada and complementary healthcare professionals to provide the highest quality care that your health deserves. Not bad right?

High! Canada Magazine has had the last few months to really watch the development of Hybrid Pharm and we are nothing short of astounded at the success of this model. Success in Ottawa will be key to seeing other Hybrid Pharm locations open across the country over the coming years.

When it comes to cannabis, Rahim and his team are eager to serve any and all medical marijuana needs with clarity and confidence. They walk you through the registration process, teach you how to order and recommend specific strains that are best suited for your medical condition(s). As safety is their number one concern, they monitor your progress and safety through drug interaction checks and regular follow-up appointments.

Hybrid Pharm runs a number of hands-on classes, workshops & events focus on bridging the gap between medicine and lifestyle changes. Learn new healthy recipes, get active, and join community events that embrace a healthy cannabis positive lifestyle.

For more information on Hybrid Pharm and the wonderful work they are doing in Ottawa visit them online at www.hybridpharm.com



By Cy Williams

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Corporate Luncheon & Seminars

Keynote: Part 2 of Legalization

Post Cannabis Act Transition & What to Expect in 2019
Chuck Rifici



Driving Growth Through Innovation

Post Cannabis Act.
Trina Fraser, Adam Miron, Danielle O'Beirne



Cannabis, Concentrates & Chronic Pain

The Future of the Industry in Canada.
Rahim Dhalla, Dr. Sana-Ara Ahme



Growing Brands

How to Successfully Position your Business.
Niel Marotta

In Conjunction with  **NOVEMBER 24-25 SHAW CENTRE**

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Shaw Centre, Ottawa

Industry Day

November 23rd



Chuck Rifici
*Chairman and CEO,
Auxly Cannabis Group*



Trina Fraser
*Partner,
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Nick Pateras
*Vice President, Strategy
Lift & Co.*

Cannabis, Concentrates & Chronic Pain:

The Future of the
Industry in Canada



Rahim Dhalla
*CEO,
Hybrid Pharm*



Dr. Sana-Ara Ahmed
*Founder of
The Health Boutique*



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SATURDAY

- 11am Best Growing Equipment and Fertilizers
- 11:45am Cooking with Cannabis, The Wellness Soldier
- 12:30pm The Next Trend in Cannabis: Vaporizers and Oils
- 1:15pm Accessibility, Health and Community
- 2pm Macro Trends in Cannabis: The Next Chapter in the Industry's Story
- 2:45pm Cooking with Cannabis, Pat Crocker
- 3:30pm Investing in Cannabis
- 4:15pm Cooking with Cannabis, The Wellness Soldier

SUNDAY

- 12pm Panel: Women & Cannabis. What's Out There for Me?
- 12:45pm Cooking with Cannabis, Pat Crocker
- 1:30pm The Basics of Home Growing
- 2:15pm Seed to Sale
- 3pm The Beauty & Curse of Cannabis. Is Cannabis Right for You?
- 3:45pm Panel: A Veterans Journey. Coming Out From the Darkness of Opioids and Opiates with Medical Cannabis.



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Corporate Luncheon & Seminars

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Post Cannabis Act Transition & What to Expect in 2019
Chuck Rifici
Chairman and CEO, Auxly Cannabis Group

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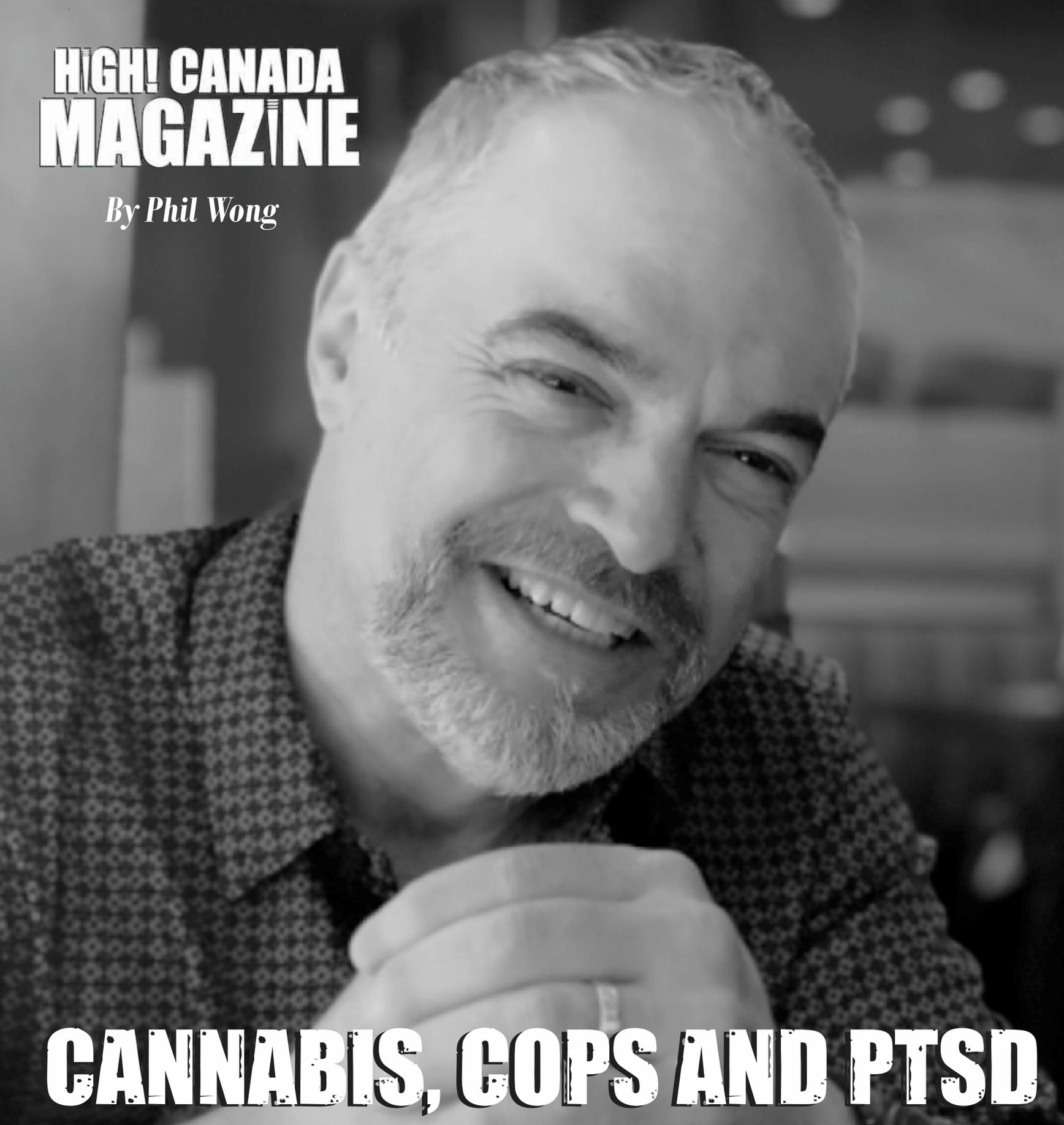
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HIGH! CANADA MAGAZINE

By Phil Wong



CANNABIS, COPS AND PTSD

I get a lot of interesting requests as a writer, so when my friend insisted that I talk to this cop about cannabis, PTSD and first responders, I was all ears. I have heard some PTSD stories before, some from cops and they were very graphic, and I have always been intrigued by what it meant for individuals and how it affected them.

We decided to meet for lunch and as I am walking up to him from my car he goes to me “You look like a reporter!” first time for

everything, as we shared a laugh. I refrained myself from saying “You look like a cop!” I didn’t feel that comfortable around him yet! Lol!

Meet Vince Lefaive, a 31 year Patrol Sergeant, now retired with the Durham Regional Police Services. Vince is an advocate for First Responder PTSD and a proud cannabis patient. Along with a stellar career with the force, and a very enlightening, spiritual disposition on things, Vince is one very passionate

individual about policing and has no regrets, and has stated that he would do it all over again, if he could!

Vince, what was your perception of cannabis use when you first started your career in Durham Region 30 years ago?

I have always found this question interesting for a number of reasons. You see as a rookie, I was under oath to enforce our laws and to this day believe in that duty, we live in the best part of the best country in the world, and my faith in our system has never wavered.

That being said, I took pride in the existence of our charter of rights and freedoms, and when I had the opportunity to counsel offenders, say young people, in many cases good young people, I had caught smoking a joint, as opposed to ruining their young lives with a criminal record, I seized that opportunity. The shorter answer is in all of my years enforcing the law and sharing in the tragedy of families whose lives have been completely destroyed by alcohol and/or opiates (both lawfully obtained and unlawful) I concluded that efforts at criminalizing cannabis use were utterly futile. Please keep in mind I am referring to individual use, and respectfully limit this reply to that aspect of the equation and not the larger picture of orbiting structured and organized crime.

With over 30 years on the force, you must have seen a lot of “different” things as first on the scene. How would you describe PTSD to someone?

For me, First Responders PTSD holds a special and insidious characteristic. Studies have revealed, (and I have been part of a coast to coast study for some 23 months now at www.thecannabisreporter.com) that over a 30-year career, many of us can expect to live the tragedies of many lifetimes. Often hundreds of incidents measured against an average “civilian” lifetime of a small percentage of such. What manifested for me were relentless replays of incidents or “triggers” where I would find myself bathed in smells, sounds and visions which replay relentlessly, challenging your ability to function with a semblance of health. Coping mechanisms for so many with PTSD represent a desperately unhealthy solution. Addiction, reckless behaviour and denial for so many prove a gateway to a collapse in whole health and ultimately for some, suicide. What I have learned about the suicide issue and believe strongly is that for so many in the profession, they are often true A-type personalities, and A-type personalities typically relentlessly seek solutions, and suicide is viewed by some as just that. It sounds callous to simplify this equation in such a way, however, for me this is my experience.

What changed for you?

For me January 8th, 2018 was the tipping point. You see, I was in treatment for some 15 months at that point, I was doing everything right, the application of cannabis to my condition through Apollo Research had demonstrated relief, and my personal and professional life was absolutely on par with my expectations. However, by midnight on January 8th, I found myself suffering an absolutely terrifying internal bleed, one which essentially changed my perspective in terms of remaining anonymous. I had finished a 48-hour work tour and had a 12-hour

layover before entering back into another 12-hour extra duties shift. A nightmare featuring Mike Tyson punching out a fire hydrant played into what was happening in my abdomen. Thankfully the bleed would not prove fatal, but for me during that midnight episode, I was convinced this is how I was to die. For death to visit in such an unholy manner insisted that I speak, and to take the fight for my life to the very public I now ask to judge me, I am now the evidence some may attempt to claim does not exist.

You said " Cannabis saved my life!" How so?

For me, ensuring cannabis is treated as a safe (when used as directed) non-toxic and affordable medicine for first responders and their health care benefits providers and a gateway to better health, is something I pledge to demonstrate during every intelligent interaction. My health was absolutely headed for disaster, for me to say I am on public speaking tours to share the complete healing capabilities for so many, is my new calling.

My profession insisted that I serve Justice. I only ask now that after more than 3 decades of sacrifice, that same Justice not allow me to sit alone in front of the very organization I grew up with, expected to remain silent.

First responders sell their souls to the profession to one degree or another, my function is to ensure a means to obtain a full refund is both available and recommended. It absolutely saved my life, it is saving others too I assure you, I represent several in my organization who have chosen to remain anonymous, and I absolutely respect that right. I speak for them all regardless, including those we have lost in the line of duty. This is my way of not forgetting them, to assure them I am working very hard to prevent their situation from repeat, which we are seeing in epidemic proportions.

Fast forward to today, and how are things with you and Durham Region Police Services?

I assure everyone that I am being treated very well by my organization. I have many friends of all ranks who support me. However, I have come to terms with the fact that our insurers, namely WSIB and private providers, require a great deal more education on the subject of the medicine.

I do however have to insist on making appearances at Police Services Board meetings, the same Board that is fully aware of my situation, to ensure that all stakeholders in the equation are fully educated and informed as to my success.

I have complete faith now that the case has been made professionally and by an officer with an impeccable service record that included decorations and promotions, that my Service will eventually relent and allow the program onto an accepted treatment schedule. That is to say; covered by the same benefits that prove ready to cover a whole range of highly toxic and questionable pharmaceuticals. My organization taught me how to lead, how to do the right thing, and how to write. This is where I am. For my assurances that lives have been saved, that evidence speaks for itself in that respect, to continue to be ignored, just does not suit me.

HIGH! CANADA MAGAZINE

By Phil Wong



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So what else is next for Vince?

I have to say thank you for your efforts in educating and sharing these good news stories, you are truly appreciated. With the absolutely jaw-droppingly amazing people I have met in the medical cannabis community, I know in my heart of hearts that this is my next profession. I intend to turn my efforts precisely in the direction of patient's rights and responsibilities. Gratitude plays into my every day, and I'm grateful for all of this.

On October 10th, I will be speaking at the Bayview Golf and Country Club with "Let's Talk Cannabis" about my experiences; it would be an honour to see you there!

For more information: <https://letstalkcannabis.ca/events>

To listen to Sgt. Vince Lefaive's podcast from the Cannabis Reporter click below - <https://www.thecannabisreporter.com/advantage-canada-ptsd/>

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By Phil Wong



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LEARNING TO LOVE OR AT LEAST TOLERATE BILL C-45 MARKETING & PROMOTION RULES & REGULATIONS



As far as cannabis promotion and marketing goes, the Canadian federal government lays it down and leaves it up to the rest of Canada to interpret it correctly or else. Knowledge is power...

16 Subject to the regulations laid out in Bill C-45, this Subdivision does not apply

- (a) to a literary, dramatic, musical, cinematographic, scientific, educational or artistic work, production or performance that uses or depicts cannabis, a cannabis accessory or a service related to cannabis, or a brand element of any of those things, whatever the mode or form of its expression, if no consideration is given, directly or indirectly, for that use or depiction in the work, production or performance;
- (b) to a report, commentary or opinion in respect of cannabis, a cannabis accessory or a service related to cannabis or a brand element of any of those things, if no consideration is given, directly or indirectly, for the reference to the cannabis, cannabis accessory, service or brand element in that report, commentary or opinion;
- (c) to a promotion, by a person that is authorized to produce, sell or distribute cannabis, that is directed at any person that is authorized to produce, sell or distribute cannabis, but not, either directly or indirectly, at consumers; or
- (d) to a promotion, by a person that sells or distributes cannabis accessories or that provides a service related to cannabis, that is directed at any person that sells or distributes cannabis accessories, at any person that is authorized to produce, sell or distribute cannabis, but not, either directly or indirectly, at consumers.

17 (1) Unless authorized under this Act, it is prohibited to promote cannabis or a cannabis accessory or any service related to cannabis, including

- (a) by communicating information about its price or distribution;
- (b) by doing so in a manner that there are reasonable grounds to believe could be appealing to young persons;
- (c) by means of a testimonial or endorsement, however displayed or communicated;
- (d) by means of the depiction of a person, character or animal, whether real or fictional; or
- (e) by presenting it or any of its brand elements in a manner that associates it or the brand element with, or evokes a positive or negative emotion about or image of, a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.

Exception — informational promotion — cannabis

(2) Subject to the regulations, a person that is authorized to produce, sell or distribute cannabis may promote cannabis by means of informational promotion or brand-

preference promotion if the promotion is

- (a) in a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name;
- (b) in a place where young persons are not permitted by law;
- (c) communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person;
- (d) in a prescribed place; or
- (e) done in a prescribed manner.

Exception — informational promotion — cannabis accessories and services

(3) Subject to the regulations, a person may promote a cannabis accessory or a service related to cannabis by means of informational promotion or brand-preference promotion if the promotion is

- (a) in a communication that is addressed and sent to an individual who is 18 years of age or older and is identified by name;
- (b) in a place where young persons are not permitted by law;
- (c) communicated by means of a telecommunication, where the person responsible for the content of the promotion has taken reasonable steps to ensure that the promotion cannot be accessed by a young person;
- (d) in a prescribed place; or
- (e) done in a prescribed manner.

Exception — point of sale — cannabis

(4) Subject to the regulations, a person that is authorized to sell cannabis may promote it at the point of sale if the promotion indicates only its availability, its price or its availability and price.

Exception — point of sale — cannabis accessory and services

(5) Subject to the regulations, a person that sells a cannabis accessory or provides a service related to cannabis may promote it at the point of sale if the promotion indicates only its availability, its price or its availability and price.

Exception — brand element on other things

(6) Subject to the regulations, a person may promote cannabis, a cannabis accessory or a service related to cannabis by displaying a brand element of cannabis, of a cannabis accessory or of a service related to cannabis on a thing that is not cannabis or a cannabis accessory, other than

- (a) a thing that is associated with young persons;
- (b) a thing that there are reasonable grounds to believe could be appealing to young

persons; or

(c) a thing that is associated with a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.

18 (1) It is prohibited to promote cannabis in a manner that is false, misleading or deceptive or that is likely to create an erroneous impression about its characteristics, value, quantity, composition, strength, concentration, potency, purity, quality, merit, safety, health effects or health risks.

False promotion — cannabis accessory

(2) It is prohibited to promote a cannabis accessory in a manner that is false, misleading or deceptive or that is likely to create an erroneous impression about its design, construction, performance, intended use, characteristics, value, composition, merit, safety, health effects or health risks.

Use of certain terms, etc.

19 It is prohibited to use any term, expression, logo, symbol or illustration specified in regulations made under paragraph 139(1)(z.1) in the promotion of cannabis, a cannabis accessory or a service related to cannabis.

20 It is prohibited to promote, in a way that is prohibited by this Part, cannabis, a cannabis accessory, a service related to cannabis or a brand element of any of those things in a publication that is published outside Canada, a broadcast that originates outside Canada or any other communication that originates outside Canada.

21 It is prohibited to display, refer to or otherwise use any of the following, directly or indirectly in a promotion that is used in the sponsorship of a person, entity, event, activity or facility:

(a) a brand element of cannabis, of a cannabis accessory or of a service related to cannabis; and

(b) the name of a person that

- (i) produces, sells or distributes cannabis,
- (ii) sells or distributes a cannabis accessory, or
- (iii) provides a service related to cannabis.

22 It is prohibited to display on a facility, as part of the name of the facility or otherwise, if the facility is used for a sports or cultural event or activity,

- (a) a brand element of cannabis, a cannabis accessory or a service related to cannabis; or
- (b) the name of a person that

- (i) produces, sells or distributes cannabis,
 - (ii) sells or distributes a cannabis accessory, or
 - (iii) provides a service related to cannabis.
- Publication, etc. of prohibited promotions

23 (1) It is prohibited to publish, broadcast or otherwise disseminate, on behalf of another person, with or without consideration, any promotion that is prohibited by any of sections 17 to 22.

Exceptions

(2) Subsection (1) does not apply

- (a) in respect of the distribution for sale of an imported publication;
- (b) in respect of broadcasting, as defined in subsection 2(1) of the Broadcasting Act, by a distribution undertaking, as defined in that subsection 2(1), that is lawful under that Act, other than the broadcasting of a promotion that is inserted by the distribution undertaking; and in respect of a person that disseminates a promotion if they did not know, at the time of the dissemination, that it includes a promotion that is prohibited under any of sections 17 to inducements.

24 (1) Unless authorized under this Act, it is prohibited for a person that sells cannabis or a cannabis accessory

- (a) to provide or offer to provide cannabis or a cannabis accessory if it is provided or offered to be provided without monetary consideration or in consideration of the purchase of any thing or service or the provision of any service;
- (b) to provide or offer to provide any thing that is not cannabis or a cannabis accessory, including a right to participate in a game, draw, lottery or contest, if it is provided or offered to be provided as an inducement for the purchase of cannabis or a cannabis accessory; or
- (c) to provide or offer to provide any service if it is provided or offered to be provided as an inducement for the purchase of cannabis or a cannabis accessory.

Exception — cannabis

(2) Subject to the regulations, subsection (1) does not apply in respect of a person that is authorized to sell cannabis that provides or offers to provide any thing, including cannabis or a cannabis accessory, or service referred to in any of paragraphs (1)(a) to (c) to a person that is authorized to produce, sell or distribute cannabis.

Exception — cannabis accessory

(3) Subject to the regulations, subsection (1) does not apply in respect of a person that sells a cannabis accessory that provides or offers to provide any thing, including cannabis or a cannabis accessory, or service referred to in any of paragraphs (1)(a) to (c) to a person that is authorized to produce, sell or distribute cannabis.



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WOMEN ARE STAKING THEIR GROUND IN THE WEED PATCH

Women are staking their ground in the weed patch and why not? In an industry largely dominated by men, women are fertilizing the ground with diverse professional skills and fresh points of view.

“Women make a lot of purchasing decisions, and as a result, cannabis growers, cultivators, and distributors want their particular opinions and perspectives,” says Bridget Hoffer, Co-founder, Marigold Marketing & PR, Toronto, Canada.

It’s true that women make major family medical and social decisions, and they log more hours caregiving than men; whether it’s their children, elderly parents or both at the same time. The Alberta Medical Association reported a 2015 ThinkHQ Public Affairs Inc. survey, noting caregivers are:

- More likely to be women (58 percent) than men (42 percent).
- Heavily skewed to middle-age category, where 53 percent of family caregivers are between 35 and 54 yrs.
- Disproportionately a “sandwich generation”, in the sense that they are caring for aging family members while they still have kids living at home (40 percent).

The thing about these numbers, is many of the professional women represented here are poised to enter this vast new commerce. That’s a circle of life win if you ask me!

As women move into decision-making roles in the cannabis business, the knowledge they bring makes for more informed decision-making; crucial in the cannabis world that’s tightly bound in regulation and safety protocol.

“Women offer much-needed creativity and resourcefulness to the Cannabis Industry,” says Kourtney Krysta, Public Relations and Communications Specialist, Bloom Cultivation, Calgary, Canada.

“They provide expertise in so many areas, such as caring for the plants in the grow rooms (cultivation), administration, production management, retail and sales, marketing, and event planning,” explains Krysta, adding that, “women are creating their brand and spreading positive messages.”

And indeed, the opportunities are endless as social groups, professional associations and career paths open up for women in this brave new world.

Heather Egger got into the Cannabis Industry and took a couple courses in the Cannabis Professional series. “Now that I’m up-to-date on Health Canada’s medical marijuana regulations – I’m ready to create friendly and informative

blogs for licensed producers,” says the blog writer. And it’s not just in Canada. A trio of gals in Richmond, Va formed Virginia Pharmaceutical Processors, after helping procure a CBD license. These ladies are a healthcare IT executive, a real estate broker, and a granite countertop company owner. Once forged, this women only alliance banded with Green Leaf Medical to bring cannabis to Richmond.

As the cannabis industry promises a bright future for many people, women emerge from their own experiences with cannabis stigmas. In this sense, they’ll be instrumental in destigmatizing the plant, and shaping a whole new belief system.

“Prior to legalization women didn’t want to run into people at the dispensary, they wanted to be discreet,” says Hoffer. “But the social acceptance legalization affords us, frees up many women to feel more comfortable pursuing opportunities in this growing business.” Continuing, Hoffer says the responsibility for ensuring accurate and relevant information is available, is shared between Health Canada, the Canadian Government, and the cannabis medical and business communities.

While growing their niche in cannabis, women understand that the key issue for Canadians is education and information. Krista agrees saying, “We need to educate the public to give people a solid knowledge base about safe, responsible use. Canada has an opportunity to be a leader in this area.”

Research is key, and RJ Irwin, founder of the Cannabis Research Fund (CRF) says, “CRF is gender neutral, and will support the mavericks of cannabis without bias.” CRF’s goal is to attract researchers at the undergraduate and masters level in the social, medical and global business of cannabis.

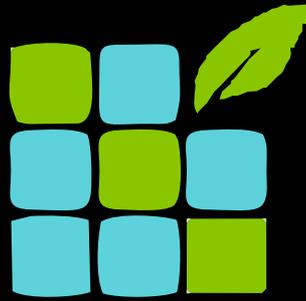
“Women are hugely under represented in science, social, business and even medical research of cannabis. That’s changing though, as women demonstrate their strengths in the global legalization of cannabis, while capturing the immense opportunities available to them,” says Irwin.

The seeds of change are upon us, so the next time you come across a great prospect in cannabis, tell your girlfriend, she might be exactly what that prospect needs.

by: Kerri Robins

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chronic TOPICS

By Michaela Freedman

How legalization has failed medical patients

Most of us already knew that the legalization of cannabis on October 17th was essentially a technicality. If you're a recreational user there is a really good chance that you're still resorting to your usual illicit sources – and I don't blame you! But for those that use cannabis medically, legalization has been a nightmare.

Ever since the Canadian government announced their goal to legalize cannabis recreationally, medical patients have been worried about the implications, and rightfully so. Commercial Licensed Producers (LPs) have struggled to meet the demand for medical patients. It's not uncommon to find that specific medicines are out of stock. The month leading up to legalization, LPs reached out to their patients to let them know that they would not be neglected and that they'd prioritize their medical sales. Most have not lived up to this promise.

Cannabis is unique because it's both a medical and recreational drug. Because cannabis is now a commodity, LPs have shifted their entire focus onto meeting the demands of the recreational market, at the expense of medical users. This has happened because there are no regulatory requirements for LPs to prioritize medical sales. Many claim that they do, but this has not been the case.

Not only are there supply shortages but strains are less consistent month to month, quality has declined, and to top it off, medical cannabis is now subject to an excise tax. Cannabis is not being taken seriously as a medicine.

Legalization has created a severe supply shortage, preventing patients from accessing their medicine. As a medical patient myself, I've struggled with finding a reliable stock of CBD oil. To avoid running





out of my medicine, I've registered with multiple LPs in hopes that at least one of them will have the right product for me. Having to seek out multiple suppliers is problematic in itself, since specific strains and products differ between LPs.

Supply shortages are causing considerable delays and this poses a serious problem for some patients. For patients in palliative care, for example, obtaining their medicine is extremely time sensitive. To avoid running out of your medicine, LPs advise patients to stock up on their medicine, but this is an expense that most cannot afford. And even when a product does finally become available, patients like myself can never be sure that their medicine is the same as it was last month.

Since production has ramped up to accommodate a massive new market, quantity has overtaken

quality. Companies have always made it clear that patients may experience slight variability in their products, such as concentration of THC, but general quality has declined greatly with legalization.

Just recently, for the first time since I've been a patient, I received dried flower that was extremely desiccated. When dried flower loses its moisture it becomes more dense, causing it to weigh more. As a result, my container was almost half empty, leaving me with less cannabis than I would have received if it was at its usual moisture. The cost increase due to lack of quality is frustrating to say the least, considering how expensive cannabis is to begin with. But even if quality is maintained, patients now have to factor in the newly introduced excise tax.

The issue is that the cannabis tax framework does not differentiate between the recreational or medical markets. Unlike other prescription medication, medical marijuana is subject to provincial and federal sales taxes, and now with legalization, an additional excise tax. The cost of medical cannabis has always been the biggest deterrent for patients, a majority of whom have to pay out-of-pocket. The increased costs leave patients in a tricky spot. Many are tempted to revert back to less-taxed and more dangerous opioids, for example; medical cannabis was introduced to avoid this exact problem.

The recreational market and its prioritization has posed a real setback for the progress of legitimizing medical cannabis as a first-choice treatment for patients. Who would want to use medical cannabis if there's no guarantee it will always be available?

Medical cannabis is still in its infancy in Canada and improvements in the system are necessary if it's going to be treated as a legitimate medicine. Until it is, it will continue to be threatened by the recreational market. To fix this, here's what will need to happen.

The government needs to put policies in place to prioritize medical cannabis sales by recognizing cannabis as a valid treatment, not just an alternative to conventional medications. Currently, products that have less than 0.3 per cent THC are exempt from the excise tax, which completely negates the medicinal properties of THC. If this threshold is eliminated it will pave the way for all medical cannabis to be included within the purview of accepted medical prescriptions. Once it is recognized as a valid prescription, medical cannabis will no longer be subject to taxes, and insurance companies will be much more likely to cover it - also a huge revenue opportunity for LPs.

Fortunately, Health Canada is moving in the right direction, albeit slowly. To meet the growing demand for medical cannabis and safeguard supply, the government has already started to loosen their stringent licensing requirements. Less onerous licensing regimes are democratizing the supply chain, allowing LPs to open more facilities and enabling small-time growers to get in on the action. These initiatives will undoubtedly increase the volume of cannabis made available for all users, ensuring a stable supply.

By not favouring the recreational market, LPs will increase their steady source of revenue as more and more patients are being prescribed medical cannabis, leading to better coverage. This will also help shed the stigma around cannabis as a medicine.

Canada may have been too fast out the gate with



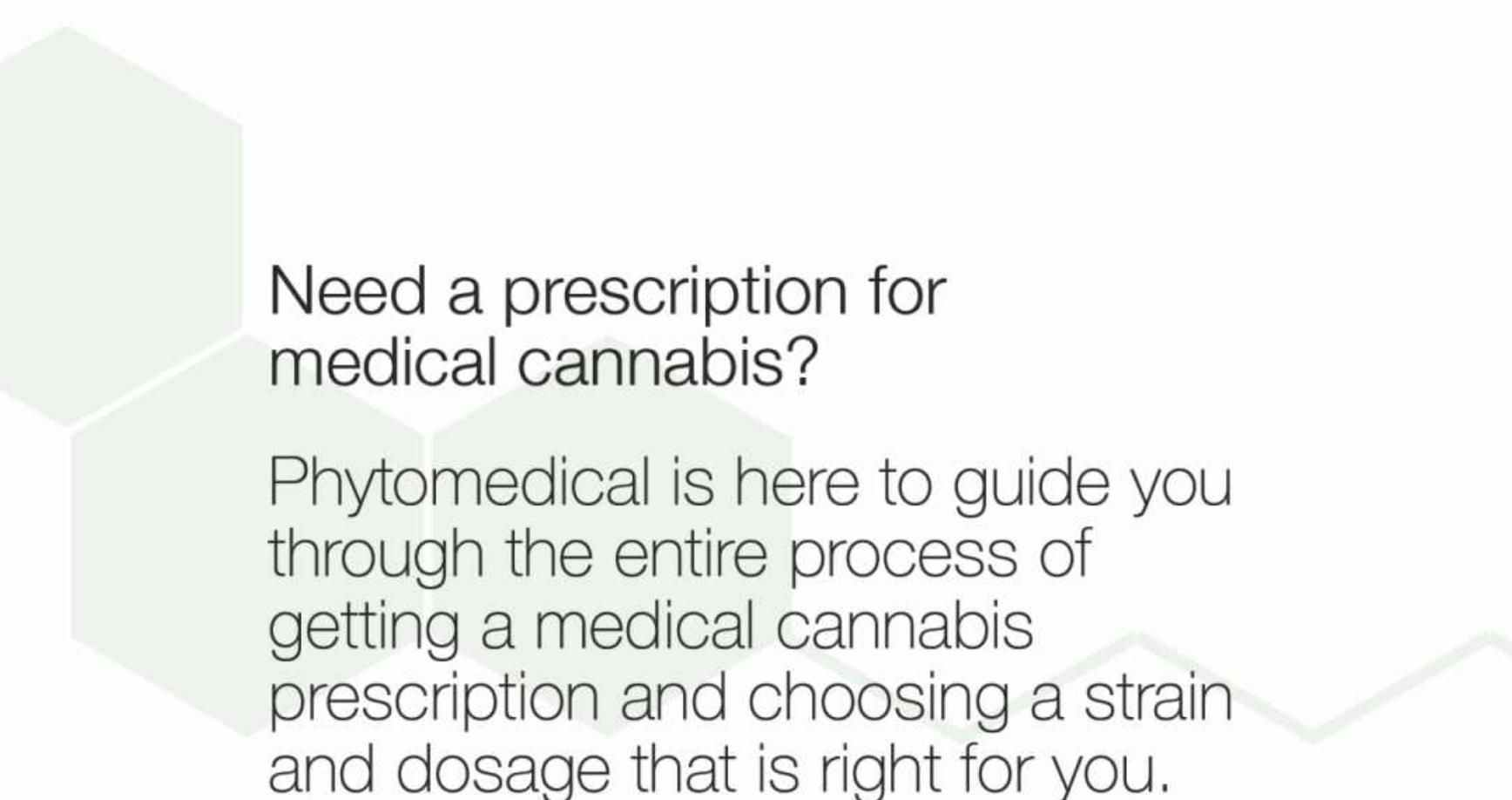
legalizing marijuana. Considering we are the first developed nation to do so, I think our response to stabilize the supply chain puts us on the right path. As the industry evolves, medical cannabis will become more accessible and affordable. For this to happen, we need the cooperation of key stakeholders to commit to prioritizing their medical programs.

When they do, more patients will benefit and eventually, as the industry extends Canada's global reach, so too will patients across the world.



HIGH CANADA
MAGAZINE

By Michaela Freedman



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HIGH CANADA
MAGAZINE

By Colin Bambury

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Licensed Producers Violate Marketing Rules

Health Canada has issued warnings to 7 Licensed Producers since recreational legalization for violating the new federal laws against cannabis promotion. Health Canada declined to identify the LPs that have not complied with the new laws or what they've done to receive the warning.

The Cannabis Act came into effect on October 17th, legalizing recreational marijuana for adult use in Canada. However, a new set of rules also came into place, including an extensive list of marketing regulations.

Eric Morissette, a spokesperson from Health Canada, said that "All regulated parties contacted have addressed, or are in the process of, addressing the issues raised by Health Canada." and "To date, when contacted by Health Canada, licensed producers have been responsive in addressing issues raised by the department concerning promotion activities. Health Canada will not hesitate to take enforcement action to ensure compliance with the law and to disclose details of these activities as appropriate."

It seems that Licensed Producers and Health Canada are actively working together to ensure marketing compliance. It is expected that in this completely new industry many mistakes will be made in the first few months. Especially because many of the regulations set out under Bill C-45 are incredibly vague and up for different interpretations.

Regulators insist that all cannabis-related promotion is completely banned, including accessories and ancillary companies. The regulations prohibit testimonials or endorsements, associating cannabis alongside the depiction of a person, character or animal, or presenting it in a manner that evokes a positive or negative

emotion such as "glamour, recreation, excitement, vitality, risk or daring."

These are very broad guidelines and don't give legal cannabis companies much opportunity to be discovered by potential customers. This may prove to be a problem in the long-term. Especially because grey market brands (those currently operating illegally, some seeking to be licensed) are not beholden to the same marketing rules as the legal market. These companies can use all the tools in the promotion toolbox, while LPs struggle to gain brand awareness. It would be smart of Health Canada to loosen these regulations to allow for fairer competition. Many industry experts are predicting that the regs will become more liberal over time.

There still has been no official action (fines, revoking of licenses) against any cannabis companies in Canada for breaking the advertising rules. It will be interesting to see how much patience Health Canada has for these violations and how many chances are given to producers.

It is unfortunate that Health Canada refused to reveal the specifics of the violations made by these Licensed Producers. Just like the retailer situation last week, we believe it is important to examine when cannabis companies are publicly reprimanded for violating advertising rules. Not to shame or ridicule those responsible for the violation, but to learn from their mistakes. This helps us cannabis marketers figure out where the "line" is - which campaigns, imagery and wording are permitted and which are not. We will continue to cover these types of compliance stories to help inform cannabis marketers across Canada and the world.

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PROVIDES EARLY INSIGHTS ABOUT CANNABIS CONSUMERS AND THE IMPACT OF LEGALIZATION

Calgarians are very positive about cannabis from an economic perspective, but concerned about potential health and safety impacts

Insights Matter and Cannabiz Social administered an online survey with 432 adult Calgarians in order to understand behaviors and attitudes when it comes to cannabis and cannabis legalization. This highly focused study was the first of its kind in Calgary since legalization. The study explored brand awareness for licensed producers, shopping behavior online and in-store, the importance of “locally grown,” and the perceived impacts of cannabis legalization on Albertans.

“We learned that Calgarians are positive about the impact of cannabis legalization when it comes to the Alberta economy. They believe that this has the potential to be extremely positive for job creation and economic diversification, and for the economy in general,” said Insights Matter President, Dr. Derek Blair. “We also learned that Calgarians are highly concerned about the impact that cannabis use could have on road safety and the related well-being of Albertans.”

The research shows that the Calgary cannabis market to date has been driven by 18 to 34-year-olds, with 9% of Calgarians within that age range indicating they purchased cannabis in-store and 6% of Calgarians within that same demographic indicating they purchased cannabis online through AGLC. In total, approximately 39,000 Calgarians purchased cannabis in-store and an additional

28,000 purchased cannabis online in the first few days of legalization.

Although the retail cannabis market is currently driven by 18 to 34-year-olds, a portion of all age demographics indicated that they are open to the idea of purchasing cannabis at some point in the future. Significantly, among respondents who might purchase cannabis in the future, 40% would choose Alberta-grown cannabis with the sentiment being consistent amongst all of the age ranges.

“Cannabis retailers preparing to enter the market in Alberta should consider designing their stores in a way that allows them to feature Alberta grown cannabis and they should lock up supply agreement for locally grown cannabis,” said Cannabiz Social President, Peter Pilarski. “There is a real marketing play here for those building cannabis businesses within the province.”

“What is clear is that cannabis sales have not met their potential to date,” explained Dr. Blair. “A high percentage of Calgarians reported that they tried to visit an online or physical store but experienced challenges that prevented them from doing so.”

Other research highlights include:

- The percentage of Calgarians aged 55 + that reportedly purchased cannabis online from AGLC was zero (0%);

- 61% of Calgarians believe that cannabis legalization will have a positive impact on the Alberta economy;
- 49% of Calgarians believe that cannabis legalization will have a positive impact on economic diversification in Alberta;
- 72% of Calgarians believe that cannabis legalization will have a negative impact on road safety in Alberta.

Insights Matter and Cannabiz Social are collaborating on an in-depth syndicated national study in the coming month to better understand consumer demographics and preferences across Canada. Licensed producers and cannabis retailers interested in participating in that study are encouraged to contact Peter Pilarski at peter@cannabizsocial.com. Results from the national syndicated study will only be made available to participating organizations.

About Insights Matter

Insights Matter is one of the leading consumer insights and market research firms in Alberta. They use traditional and innovative research methods to help businesses see beyond the obvious when trying to understand their markets, increase customer engagement, and develop or improve products and services. For more information visit www.insightsmatter.ca.

About Cannabiz Social

We are Cannabiz Social, a CIPR Communications company. We exist to empower the cannabis industry through innovative communications. Our services include communications strategy and execution in the areas of public and media relations, stakeholder management, crisis communications and planning, media training, brand development and design, social media and digital marketing. For more information visit www.cannabizsocial.com

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**HIGH! CANADA
MAGAZINE**

By Tammi Stanhope

It's official, cannabis is now legal for both recreational and medicinal use in Canada! When it comes to promoting actual cannabis products though, don't expect to see an influx of ads any time soon. The regulations for cannabis advertising are very similar to those for tobacco. The Cannabis Act states that one of its purposes is to "protect young persons and others from inducements to use cannabis." This includes prohibiting promotions, packaging and types of products that are appealing to minors. This point seems pretty obvious to most if not to all people, however, when comparing it to ACTUAL harmful but well compensated for advertisements for alcohol and current pharmaceuticals, it's not so cut and dry.

From Mikes Hard Lemonade's use of Deadpool on their labels to a tv commercial depicting a young college girl smiling on a sunny morning because she took some Ambien the night before to get proper rest, that's not enticing to minors? Slowly brainwashing them over the course of their entire lives through tv, movies, music and social media with images that taking pills and drinking alcohol at every given opportunity is the most enjoyable and safe way to get through life? According to a new study published in the Journal of Studies on Alcohol and Drugs, researchers concluded that the more exposure kids had to alcohol ads (mostly during sports programs) the more they consumed those specific brands. That coupled with the study that kids ages 11 to 14 typically see 2 to 4 alcohol ads per day is pretty disturbing considering we know for a FACT the harm associated with alcohol and prescription drug use.

Then there is legal medical and recreational cannabis.....

There is a program called The Newspapers in Education (NIE) which is an International initiative that began in 1955 aimed to improve media literacy in schools, and of which until recently Postmedia was a part of. It was just announced the first week of November they must pull from the program and explore ways to reintroduce it so that it complies with the new Cannabis Act.

Now let me see if I understand this correctly....It has been scientifically proven (with continued ongoing testing) that cannabis assists with many medical conditions, illnesses and diseases often being used as a treatment "in place" of a harmful chemicals, and substances and this is something the government has decided the public doesn't want their children to know about?

With the current advertising laws in place, I don't see how any ad could be made appealing to youth in a non medical way and entice them into a life of abusing cannabis. If anything, we should be having open discussions with young people about the FACTS around cannabis and the dangers that may present itself if consumed before a young brain has time to grow properly. Instead we issue country wide advertising restrictions on a plant that needs to be desensitized and taught about in schools at all levels. Not only because of its thousands of years of historical and global use, but the fact that it will be something used for centuries to come.

As a country that the rest of the world is watching during this global shift, I feel it's our responsibility to take lead and show our youth a different future that isn't full of alcohol and pills, but more about education, natural ways to heal the body and less harmful ways to have a good time. Given the times we live in, with advertising being the centre of social media/tv/movies etc., whether it be black, grey or green market, the advertising is not going anywhere. If you want cannabis to be out of the hands of criminals, and stop minors from consuming, then preventing companies like Postmedia from participating in an International Education program within our schools seems counterproductive.

Start educating and inspiring a new generation of degrees in botany, biochemistry, engineering, and PhDs. Perhaps making use of programs such as The Newspapers in Educations (NIE) and implimenting some mandatory cannabis education within these papers who participate would be of more value to our youth, future and tax dollars, than a Canada wide advertising ban on a LIFE SAVING plant that is now and should have ALWAYS been legal.

#cannabiseducationiskey



By Tammi Stanhope

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**HIGH! CANADA
MAGAZINE**

ONE MAN'S VISION TO PLAY

Like a lot of people, Glenn Wells, CEO & Founder of Mission, BC based CannaMatch.ca, a friendship and dating website aiming to connect lovers of the cannabis plant of all kinds to each other, is looking forward to October 17th.

With the proverbial clock on Parliament Hill about to count down to a permanent 4:20, Canada is taking the historic step of federal legalization in just a week. The seismic change is expected to impact all aspects of Canadian society - from workplace law to driving regulations.

But there's something else that has had a huge impact on the personal life of cannabis users for years that has rarely been effectively addressed. And that's the effect of cannabis on the love lives of people across North America.

Wells points out the the recent studies that suggest that couples who smoke together are less likely to be involved in domestic violence and abuse. He points

to the considerable number of companies bringing cannabis based lubes to the market (and the users who swear by them!) He smiles when pointing out that a lot of couples find relaxing with a joint together an integral part of romance. And he's talking about stigma in the dating world. Pointing to his own lived experience, something he found was familiar to others in CannaMatch's extensive marketing research : Cannabis users, Wells says, can't honestly use most dating sites.

They all ask you if you do drugs. People who smoke joints and abhor hard drugs report that if they reply "Yes" to this question, very few people ever see or respond to their profile. If they reply "No" - because most people don't consider occasional use of recreational cannabis or regular use of medical cannabis to be "doing drugs" with all the negative implications that come with that terminology, they run the risk of "hooking up" with someone without any understanding of the culture of cannabis users. Wells reports he often hears from broken hearted

THERE'S SMOKE!



CannaMatch

MATCHMAKER TO THE 420 CROWD

people who met significant others on dating sites and were later devastated when their use of cannabis became a dealbreaker, because of the misunderstandings and stigmas that still exist.

With legalization, the growing acceptance of recreational cannabis as an alternative to alcohol and education and research pointing to medical cannabis as a solution to the opioid crisis, as an aid in the fight against Alzheimer, epilepsy, and even cancer, Wells says he hopes to see the stigma around use of the cannabis plant - whether medical or recreational - disappear.

"We'd like to like minded people to join us our community at CannaMatch. Meet, Toke, Date - There's no reason to hide your cannabis use - or for

singles to use sites that shame them... There IS an alternative!" Wells says the site serves cannabis users - but also provides an essential service to the growing (no pun intended) number of people working in the emerging cannabis industry. Thousands of Canadians working in retail stores, grow rooms, production facilities, and in a myriad of industry roles can sign up to find someone who understand their daily "grind."!

When asked how he thinks Oct 17 will affect CannaMatch, which was founded in 2016 and quickly grew to a couple of thousand members, Wells says "I think it's going to be massive. We truly believe we have the potential to become one of the biggest dating sites in Canada. We're going to see a lot of Canadians who have previously been silent about their cannabis use come out of the closet - or the grow room!"

For More Information :
Visit : www.cannamatch.ca

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WELCOME TO CANNABIS CITY. A PLACE IN CANADA WHERE PEACE HAS SETTLED IN EVER SINCE MARIJUANA WAS LEGALIZED.

STEVE L. BEAULIEU
CREATOR/ WRITER/
ARTIST/ LETTERER
ROSE MARI
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CANNABIS POLICE STATION

POLICE STATION

I TELL YOU, CRIME HAS GONE DOWN SO MUCH SINCE CANNABIS HAS BEEN LEGALIZED.

YEAH, AND THERE'S BEEN SO MANY NEW JOBS CREATED.

MARI JUANA

STEVEN PLANT

I KNOW, LET'S HOPE NO ONE TRIES TO DESTROY WHAT WE HAVE WORKED SO HARD TO ACHIEVE.

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I KNOW BUT I ALWAYS WORRY TOO MUCH, I BETTER?

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ALERT!



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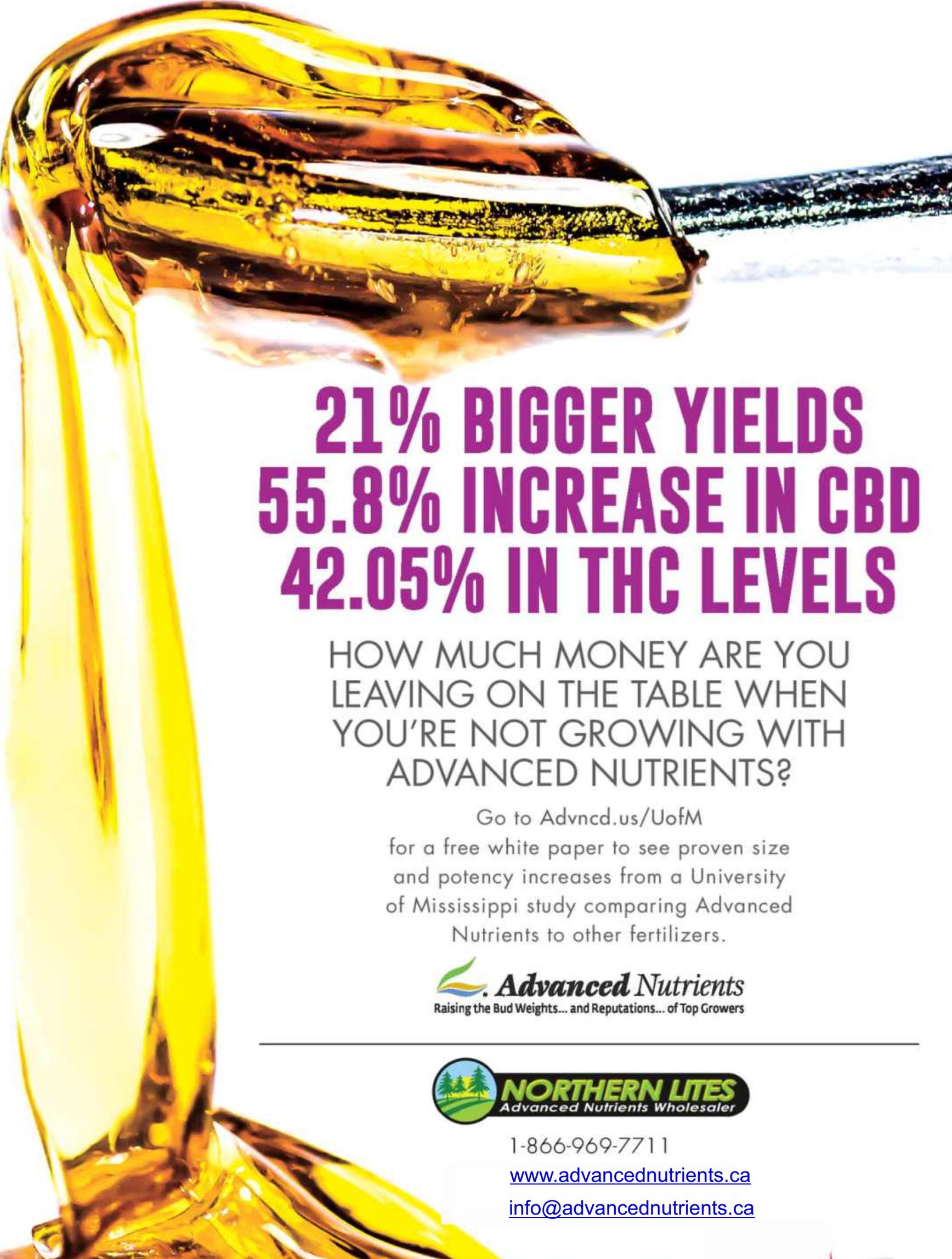
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