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HIGH! CANADA MAGAZINE

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HIGH! CANADA MAGAZINE

FIND OUT WHAT ALL
THE BUZZ IS ABOUT!

We are pleased as anything to celebrate our 30th issue and even more hyped to offer it to you in wonderful **Technicolor 3D**. This month we are excited to present some of the technology and people connecting cannabis users to cannabis itself.

We are anxiously getting ready to launch our new website at www.highcanadamagazine.com as well as our sensational new YouTube talk show **Tonight on High! Canada**. So many exciting things going on this April and we are stoked to share them with you.

Cy Williams



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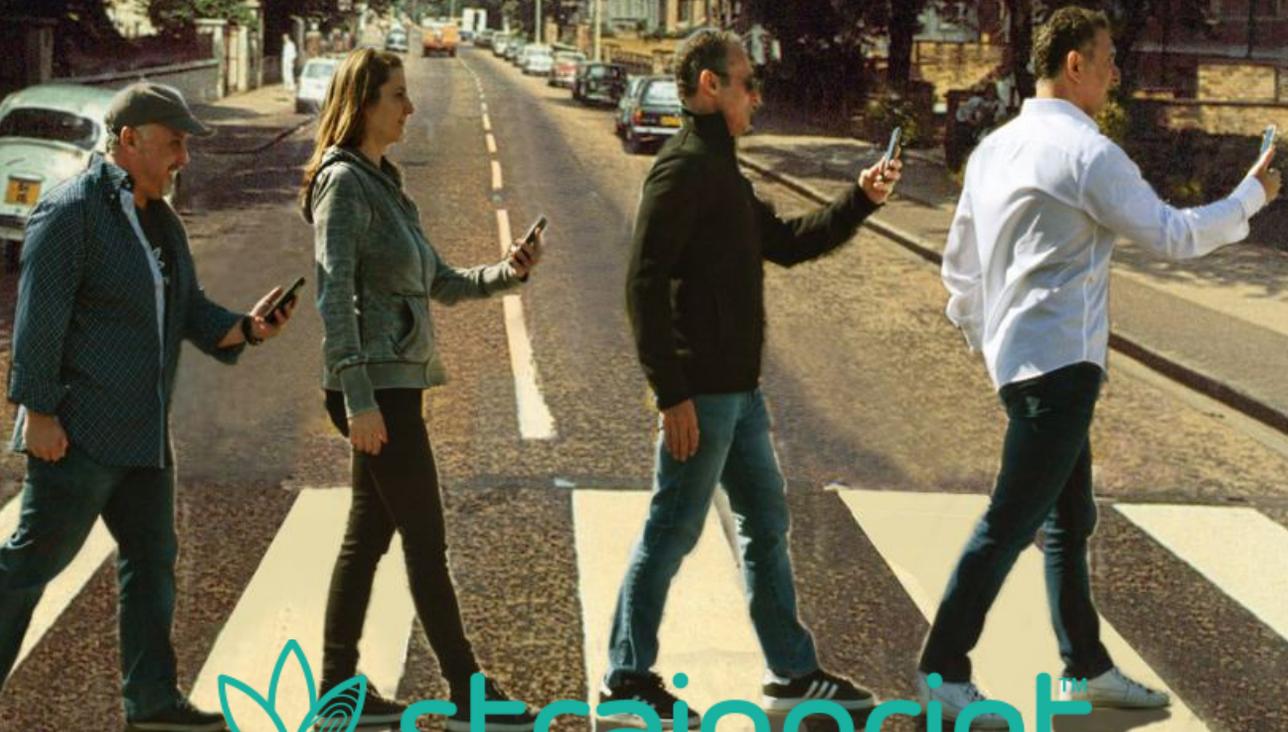


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HIGH! CANADA
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CANADA'S TOP COMPANIES TO WATCH IN 2018 TECHNOLOGY AND THE 'NEW' CANNABIS



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CANADA'S
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Founded in Toronto in 2016, StrainprintTM Technologies Ltd. is the leading demand-side cannabis data and analytics company, gathering real-time cannabis consumption and efficacy data on lab-verified strains.

StrainprintTM data supports global cannabis research and provides advanced business intelligence and treatment guidance to producers, retailers, medical practitioners, pharma, government and industry. Strainprint is HIPAA, PIPEDA and PHIPA privacy compliant, military-grade encrypted and all patient data is completely anonymized and at rest in Canada. Strainprint can be seamlessly embedded or integrated with most electronic medical records (EMR) and seed2sale software systems.

Strainprint Analytics is accessed by customer subscription. The Strainprint App is free to patients and can be downloaded from both the iOS App Store and GooglePlay Store. www.strainprintanalytics.com

Who is Strainprint?

Our mission is to help people use cannabis in the most effective way possible. By guiding patients to track their own cannabis intake, we will help to refine and improve treatment. It is our aim to advance the scientific understanding of cannabis and its legitimization as a therapy.

Andrew Muroff is our Chief Executive Officer. Andrew is a hands-on entrepreneur that has led public and private technology companies since 1995. To Strainprint, he brings deep corporate and financial experience, broad expertise across regulated cannabis markets in Canada and the U.S., and a passion to help people. He is a published legal author with



graduate degrees in Business and Law and is a member of the State Bar of Michigan. Hailing from "South Detroit" - a.k.a. Windsor, Ontario - Andrew and his wife of 20 years have 2 amazing kids with whom they explore the world. In his spare time, he builds custom electric guitars and regularly performs in a number of rock and roll outfits.

David Berg is our President & Chief Technology Officer. David is responsible for the on-going development of the Strainprint application and emerging analytic products. David works directly with the company's developers, customers, partners, physicians and clinicians to deliver on the vision of a crowd sourced medical cannabis tracking ecosystem. David has a broad technical and business background with over 20 years of experience managing product and engineering teams for major multi-national technology companies. David has spent the last 3 years working in the medical cannabis industry and has experience working in commercial cultivation and distribution in Holland, Jamaica and Canada. David has a degree in finance and marketing from York University and a Masters in Business Administration from the University of Windsor.



Stephanie Karasick is our Chief Creative Officer. Stephanie was born and raised in the suburbs of Montreal, and left shortly after getting her degree in Graphic Design. She moved to Toronto, working as a copywriter at Leo Burnett, Saatchi & Saatchi, JWT, Taxi, and MacLaren McCann over a span of 15 years. Somewhere in that time, she began studying photography, left the corporate world to work as an editorial and family photographer, and a mom. The idea for Strainprint came to her after her first few months of using medical cannabis, when she was noticing how little information and scientific validation there was on various treatments.

Evan Karasick is our Chief of Customer Care. Evan has been an innovator in the digital space for more than 20 years. Along with his expertise and passion for Strainprint, Evan is the principal and founder of Channel 1 Media, a digital marketing agency that specializes in the creation of customized sales tools for over 180 sports franchises and venues in North America and Europe. Born and raised in Vancouver, BC, Evan holds a B. Comm in Urban Land Economics from the University of British Columbia, and a Piano Performance Degree from The Royal Conservatory of Music. He currently makes his home in Toronto, with his wife and two daughters.

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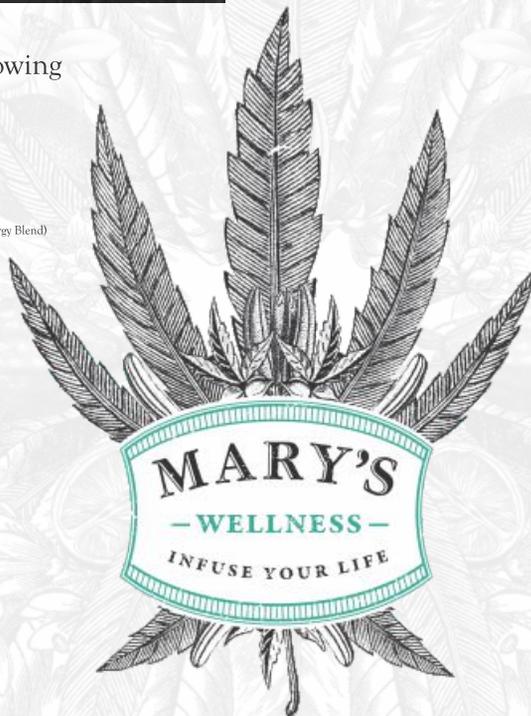
What is Strainprint Analytics?

Strainprint Analytics business intelligence platform is built on top of North America's largest longitudinal medical cannabis study, Strainprint Analytics has over 400,000 tracked medical outcomes and over 6 million data points on strain efficacy and actual ACMPR patient use. The Strainprint Analytics platform is shaping the global cannabis industry by empowering clinics, LP's, retailers, Pharma and government with real-time decision support tools, while helping thousands of ACMPR patients to successfully treat a variety of symptoms and live healthier lives.

- The Strainprint journaling app guides patients on what works best for them and at the same time drives a massive global data set.
- Strainprint's industry-leading cannabis journal & outcomes tracking app is available to patients and doctors for FREE on both iOS and Android.
- Data collected from the mobile app is analyzed to provide patients with a personalized strain efficacy scoring, based on real-world treatment experience.
- Data from the global user base is cleansed, anonymized and amalgamated in an enterprise-class, secure cloud-based platform.
- Producers, retailers, clinicians, researchers etc. subscribe to access Strainprint data through the Strainprint Analytics web-portal.

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THE HOT BOX

Where can people find Strainprint?

The Strainprint App is free to patients and can be downloaded from both the iOS App Store and GooglePlay Store. We can be found at strainprint.ca

For industry that is interested in our data and analytics they can reach out to us directly. We anticipate our companion app strainprint analytics edition to be available as of summer, 2018. We look forward to that launch! Currently we work with many industry leaders including, but not limited to 48 North, Emblem, Canna Farms, Peace Naturals, Grow Wise Health, Flowr and SheCann. The only way we can craft public policy on Cannabis is to know the facts on strain efficacy and patient use.

This is why we are so pleased to Introduce Strainprint Analytics™. The most comprehensive data platform built on the most comprehensive patient data available today.

Can you tell us more about why you launched Strainprint's Business Intelligence Platform - Strainprint Analytics?

Strainprint is a company that is made up of medical cannabis patients, developing solutions for medical cannabis patients. The company really came about out of necessity and serendipity. At the time that we were introduced, we were all working on a number of different Cannabis cultivation and infrastructure projects at the same time and we were all dealing with family members that were using Cannabis to treat a number of complex medical conditions.

We all share the vision that Cannabis can provide a great deal of value to patients around the world but that it was lacking legitimacy due to a lack of controlled study.

At the time, we were doing a great deal of research regarding cannabis and its use for autoimmune and inflammatory diseases and was surprised that there were no good sources of published information. We took the time to talk to numerous physicians and clinical researchers but realized that there was very little knowledge. This caused us to dig deeper and we were appalled to find out that there were no studies of material substance - globally.





It was at this point we realized that this prototype application, which at the time was called WeedDR became very interesting to us. It was even more obvious to us the power that a crowdsourced application could provide for the wide spread study of Cannabis as a medical tool. This is when we all decided to get together to really develop Strainprint in to a tool that could really help people and build a base of research that could help patients, physicians, researchers, therapeutics companies and others, to usher in a wave of next generation therapies. The interesting exercise was to build a tool that was easy for patients with a broad range of medical conditions and symptoms to use. Its not an easy thing to build a tool that can track over 350 medical conditions, over 3500 lab verified strains and 12 ingestion methods - but it has been a learning experience and fun. Then we had to find a way to make it secure and private for both Canadian and American patients - to that end we made sure that the solution was HIPAA, PIPEDA and PHIPA compliant.

The amazing thing about working on this project is the level of passion and engagement seen in everyone we work with - patients, doctors, researchers, licensed producers, pharmacists and other software companies - it is incredibly rewarding!

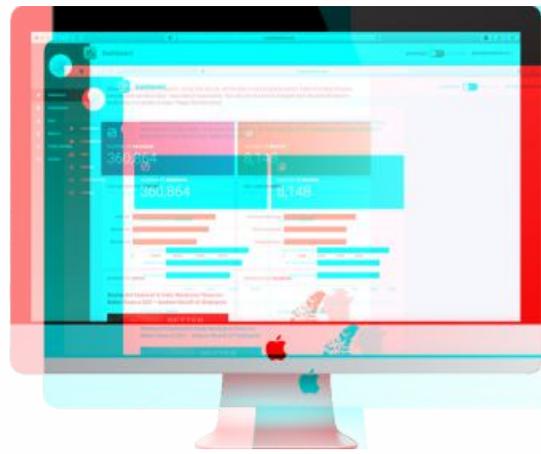
We spent the better part of two years developing the solution. Last year we launched the Strainprint mobile App for patients

on the Google Play and Apple AppStore. In a little over a year we have collected well over 6 million data points and 400,000 lab verified medication sessions. It is exciting to see that every month we see thousands of new patients join the platform - it has really taken on a life of its own.

Two weeks ago we launched Strainprint Analytics our business intelligence and decision support solution for the medical cannabis industry. This web-based analytics tool enables doctors, researchers, clinics and producers to analyze the anonymous Strainprint data to better understand the way patients are using cannabis to treat a wide array of conditions and symptoms. Perhaps as is important is mapping the patient rated outcomes against the chemical composition data that we collect from ACMPR lab verified sources.

Analyzing patient response patterns against the chemical composition (cannabinoid, terpene and flavonoid) combined with dosing and ingestion method information is helping us to uncover the true medicinal properties of this amazing plant. Strainprint is here to provide the community with the data that is needed to advance research and product development to meet the growing needs of our patient base.

At the end of the day, it is all about helping people. This is who we are at Strainprint and this is what we do.



Tell us about where Strainprint is right now?

After 6 months of development and a month of quality assurance testing, we introduced Strainprint Analytics last month in Ottawa to provide first hand evidence to our government that Strainprint has a mountain of scientific data on ACMPR medical cannabis strains and patient use. Specifically, that's almost 400,000 medical records from tens of thousands of ACMPR patients who have tracked their medical outcomes using our mobile app. We're not talking about qualitative "reviews" like you find on Leafly or Lift, but rather research-focused (doctor-designed) medical outcomes of strain efficacy and real-world use. It is by far the largest and most granular data set of its kind in the world with over 6 million data points...and it's growing by ~30% per month.

We specifically launched in Ottawa, because our federal and provincial governments are scrambling right now to define public policy for the future of recreational cannabis use in Canada. We have heard over and over again that they need to collect more data and need more time to consider it. We wanted to prove that the data is ready for them to consider right now in real-time on Strainprint Analytics. Its not only incredibly valuable for producers and clinics that serve medical patients, but also for serving recreational customers and for driving public policy decisions around things like, employee education, workplace cannabis use, packaging and labeling and better understanding impairment. There are also a ton of research applications that caught the government's attention, including eldercare and palliative care studies that can potentially reduce the financial impact on the various levels of government.

We have now begun rolling out Strainprint Analytics access to all of our LP, clinic and biotech customers, who have been patiently waiting for us it to be able to visualize the industry and patient data. On top of that, we recently attended the Canadian Consortium for the Investigation of Cannabinoids (CCIC) conference in Toronto and had the opportunity to demo Strainprint Analytics to about a dozen new LPs and clinics and variety of physicians. The reaction was unanimous excitement and the feedback is that there's nothing like it anywhere in the world, let alone Canada.

In the coming months, you can expect to see more and more LP's and clinics rolling out mobile app activation codes to their patients and using Strainprint Analytics for business intelligence and making better treatment recommendations, based on real data. We're also beginning to expand our sales efforts into Europe, Australia, Latin America, and key, legal markets in the U.S. On the technology front, we're deep into integrations with various Seed-2-sale, EMR and EComm platforms. In 2018, we're also going to be releasing dedicated versions of Strainprint Analytics for clinics, pharmacies, patients and later this year a version for recreational (adult-use) stakeholders. Lots of work to do!

Thank you to the whole Strainprint team for sitting down with us to discuss Strainprint Analytics.

A real game changer!

**By Cy Williams
Photos By Phil Wong**

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CANADA'S
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TECHNOLOGY AND
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High! Canada Magazine had the extreme pleasure of speaking to Alejandro Acre, Albert Kim, Calvin Ho from GetGreenline about their successful Point of Sale (POS) software. How did you guys get started in the industry?

GetGreenline started with the goal of fixing the slow lines at dispensaries, as customers ourselves, we wanted better service. Back in 2016 dispensaries had manual and slow sales processes. One person would take the order, the other one the cash; it took five people to service one client. That was when Calvin and Albert decided to build a POS and warehousing application that would facilitate dispensary processes. During

this time, they met Alejandro, who managed a dispensary in Vancouver and was able to share insider details on every step of the process and how things could be improved. The 3 cannabis entrepreneurs joined forces with the goal of ensuring the success of the Canadian cannabis retail market.

What is the biggest improvement that your new POS application has to offer?

Existing POS systems assume that one store is the same as one inventory location; however, the best way to keep control over a dispensary is to manage inventory under multiple smaller locations within the store - front of store, back of store, warehouse, safe, etc. This way, retailers are able to run audits and transfers through smaller sectors of the business and maintain tighter control. Many dispensaries have big dreams to expand beyond single uniforms, and the technology they use should fully enable their visions.

What are some of the other benefits of your POS application?

Clients save hundreds of hours from convoluted spreadsheets and thousands of dollars from internal theft protection by monitoring their employee and inventory activity in granular detail. Large chain stores save an unimaginable amount of administrative headaches by having all of their products, reports, and inventory locations viewable from a single consolidated dashboard, rather than having completely separate data for each store.



GETGREENLINE

HIGH CANADA MAGAZINE FEATURE



What's next for you guys?

We are excited for the future. March marks the release of our new iPad application. 60% of cannabis retailers use iPads as their points of sale, they enjoy the freedom to bring the application with you as you walk around the store and are able to give the consumer a better shopping experience. We've worked along with some of these retailers to create a robust and flexible iPad POS that is seamless to use and allows the front of store staff to stay focused on the consumer to satisfy their needs. We're also working closely with regulators from the provincial governments to help them understand the process of cannabis retail and create a framework that will allow for control of transactions and products.

In the near future: Our customers have requested that we add Digital signage to our offerings and we're here to please. We are also connecting with credit card processing solutions as well as a robust loyalty program for retailers to engage their existing customer base. Check us out at @GetGreenline on FB, Twitter & Instagram.

Thank you! It was a pleasure speaking with you and will be exciting to check in with you next year to see how you have grown.

By Phil Wong





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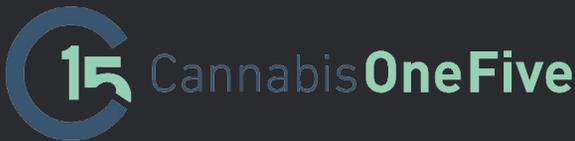
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When it comes to technology breaking down the walls between ACMPR compliance and cannabis through its software initiatives we wanted to talk to the best. High! Canada Magazine had the opportunity to speak to Cannabis OneFive aka C1-5 who are the only licensed, technology partner with access to Veeva QualityOne software in the world. The C1-5 solution brings compliance and efficiency together; delivering quality management and document control that is Part 1, Division 5 compliant (ACMPR), FDA 21 CFR Part 11 compliant and EU Annex 11 compliant. So, why should anyone modernize their Quality Management System?

As we see it, many manufacturers are reaching a turning point regarding their quality and document management systems. Faced with the need to automate paper-based systems or replace outdated legacy systems due to an increasingly complex business environment, the majority of manufacturers are either planning for, or actively considering, a modern quality management system (QMS). While no technology solution, cloud or otherwise, is a silver bullet, cloud solutions are increasingly the QMS mode of choice among major manufacturers across industries.

Tell us a little more about Cannabis One Five?

We are a technology partner with the largest and fastest growing global Life Sciences software company in the world, Veeva Systems (US \$8 billion : NYSE). Cannabis OneFive has designed Veeva QualityOne & Vault specifically for the Canadian cannabis sector.

PART 1, DIVISION 5
(ACMPR) COMPLIANT

FDA 21 CFR
PART 11 COMPLIANT

EU ANNEX 11 COMPLIANT



Vault QualityOne is a cloud-based Quality Management & Document Management software solution that meets the requirements of Part 1, Division 5 of the ACMPR (where our company name is derived from). The software is also FDA and EU Regulations compliant, making it an especially good fit for companies with global aspirations and is designed to make you Inspection and Audit-Ready for when Health Canada comes knocking.

The beauty in the software lies not only in helping you dodge fines and product seizures from HC, but by increasing control, visibility and accountability with internal and external stakeholders (like suppliers). Unlike ERPs, which automate quality functions in the supply chain (think manufacturing, product and process data), QMS automates quality functions across the entire company (think recording, management and resolution of incidents across all depts.), effectively fostering a culture of compliance. This enables you to focus on what you do best - cannabis production, testing, research, distribution etc. Furthermore, we will be adding edible and beverage modules to our software as they are introduced to the market in 2019. In short, we're real and we can absolutely help LPs, Applicants, Distributors and Laboratories reach the next level with pharma-grade compliance.

Finally, here's a nice and easy way to think of where we fit in the 'Compliance Chain':

1. Health Canada and the ACMPR tells you WHAT you must do
2. SOPs tell us HOW you must do
3. C15 PROVES you did it in a compliant fashion & produces audit-friendly trail - our QMS is a value-added compliment to any ERP Seed-to-Sale system.

Thank you for breaking it down for us!

By Cy Williams

OneFive Quality

100% ACMPR PART 1, DIVISION 5 COMPLIANCE

No more spreadsheets and sleepless nights!



Automate Your Record-Keeping & Become Inspection and Audit-Proof

The software automates Doc Control, Nonconformance & Investigation, Compliant Management, CAPA Management, Change Control, Audit Management, Supplier Quality Management, and Document Training Management. E-mail push notifications and a consumer-web design make the software user-friendly.

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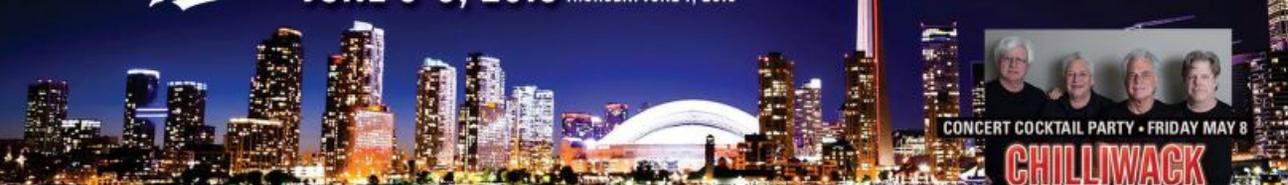
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MAGAZINE

WOMAN IN WEED
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By Cy Williams
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HIGH! CANADA MAGAZINE

High! Canada Magazine was lucky enough to speak with Stephanie Karasick - Founder of Strainprint and we were honoured to ask her a few questions. Tell us Stephanie, about how you personally became interested in cannabis?

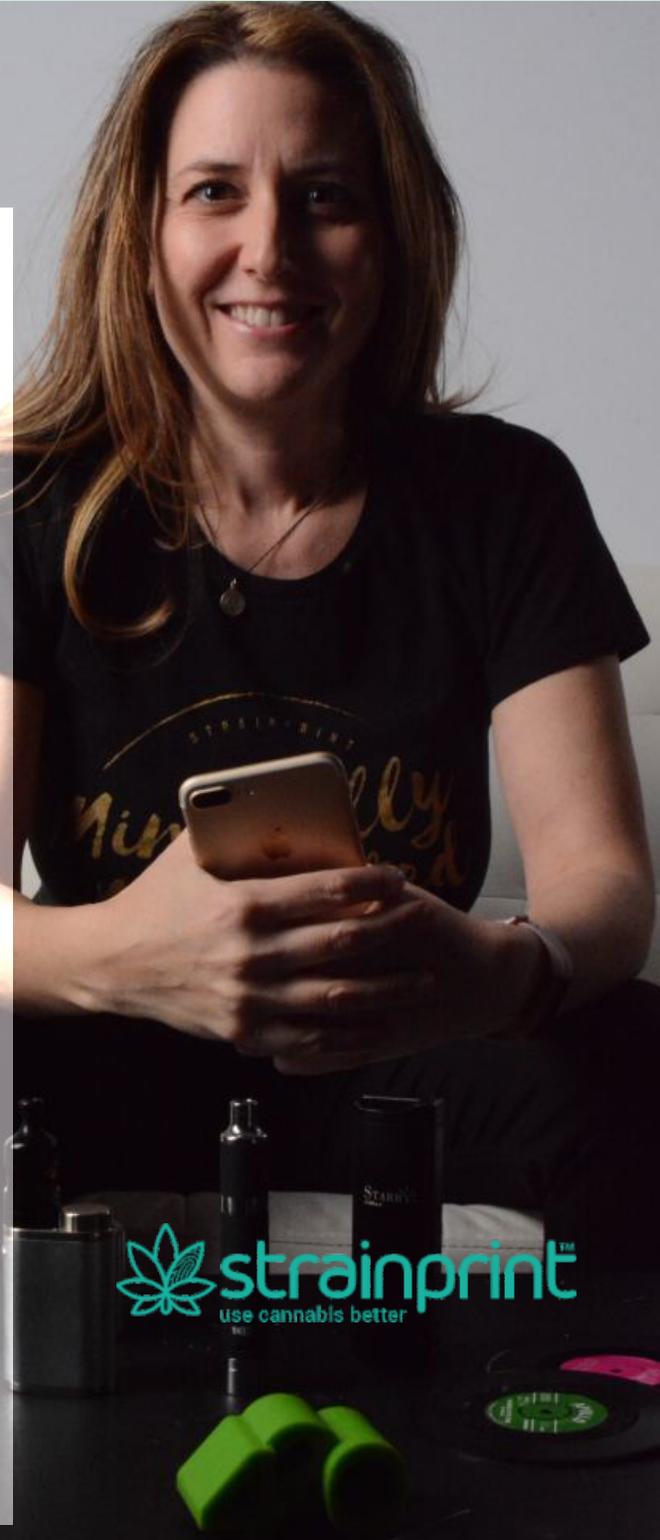
In the summer of 2014, I got my prescription for medical cannabis. I'd been diagnosed with PTSD, and battled anxiety and depression for years. I was nervous about trying it, but after a few days, everything changed. For the first time in my life, I was able to find joy and peace. I began noticing that certain strains worked better for me, so I began taking hand-written notes, which turned into a robust journal of my medical cannabis experience. My journey to find peace in life was the genesis of Strainprint. I wanted anyone who uses cannabis as medicine to understand what works best for them.

Tell us about how that led to an active career for you in the Canadian Cannabis space?

I never really expected to have a career in the cannabis space, it just sort of happened. I was fortunate that my husband has a business that develops websites and apps and was able to get a prototype of the idea built. The following year we brought some incredible partners on, so we could build it properly and get this tool in the hands of patients across the country. It took us well over a year to get the software to a point where we could launch it. (Free on the App Store and Google Play) Recently, we launched Strainprint Analytics, which is essentially a dashboard of all of the data that's been collected, and it's going to help businesses, researchers and government, to better understand how cannabis is working for people treating for different symptoms.

Have you faced any adversity or specific challenges while creating this new type of business model and if so how have you passed over these particular obstacles?

Of course, every industry has its share of people who have different motivations and beliefs, and that's how I see it. We've had people tell us they're building the same software, don't see the value in what we're doing, or are still trepidatious of legalities surrounding this space. Those interactions generally fuel me to push harder and to do better.



 **strainprint**
use cannabis better

Advice to other women entering the Canadian Cannabis industry?

My biggest piece of advice is to follow your gut, and be nimble. The industry changes by the minute and those that are successful are able to roll with the punches and adapt quickly, or even capitalize on the constantly changing market. It is still a male-dominated business, but I believe if you stick to your convictions and not let yourself feel less than, you can have a beautiful and rewarding career, where you get to see people getting well.

Three things you think every Canadian needs.

1. With legalization just around the corner, this is a time that Canadians should use to learn about cannabis. Very few people understand this plant, as we all grew up being told drugs are bad, and cannabis is one of those drugs.
2. Advocate for your health. Your doctor wasn't trained about cannabis in med school, and likely has reservations about you using it in place of traditional medications. If you feel this is a viable option, tell your doctor to refer you to a clinic where you can get seen by a healthcare professional that has spent years learning about cannabis.
3. Also, I think every Canadian needs a toque, it's a wardrobe staple for me, and the entire Strainprint team. They are now available on our Strainprint Shopify!



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Cannabis couture and clothing has deep roots in goddess cultures worldwide.

Cannabis cultivation, 'hemp' clothing & high fashion are entwined into humanities history for thousands of years. One could say that our use of cannabis is responsible for modern civilization. High praise for high fashion. Let us skip across time....

Celtic princess, Cambri Formosa, taught women the sewing of hemp and flax in 373 BC. She was teaching the arts of hemp fabrics and hemp cultivation in the British Isles over 2,000 years ago. She, and others, helped spread hemp textiles across the kingdoms and throughout Europe. The number of British and Irish place-names that contain the word 'hemp' or variants thereof, show the ubiquity of hemp crops. Scottish and Welsh hemp use predates Christianity. Roman and Anglo-Saxon hemp remains have been found that date back to 140-400 AD. The Norse goddess Freya the goddess of Love and War is associated with cannabis in ancient legends. Viking farmers actively cultivated hemp in their settlements in many regions. Cannabis artifacts from a Norwegian farmstead date from 650 A.D. to 800 A.D. Viking burials of warrior queens held hemp fabrics and seeds. The Germanic goddess, Ostara (Easter) was worshipped with hemp in old Europe 1200 years ago. Medieval records in 1175 show hemp as being a valuable and tithe-able item. The tribal beat goes on.

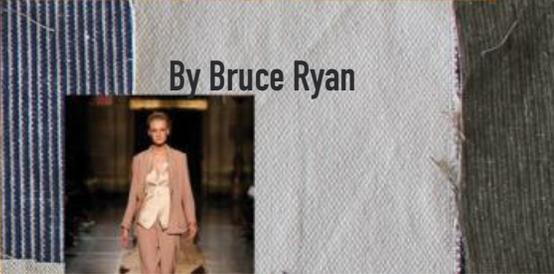
For countless centuries, we have been growing cannabis (hemp) worldwide and weaving the sacred plant into clothing for humanity. China, over 6,000 years ago, was cultivating cannabis across the land. The Chinese Goddess, Ma Gu MaKu, (Magu) was responsible for spreading cannabis throughout Asia. She is shown as a young vibrant woman who heals. (Ma is

the Chinese word for hemp today.) Traditional wedding dresses in China are made of hemp fabrics. People in China have been eating the sacred seed for thousands of years and made hemp paper 4,000 B.C. Today, China grows a majority of the world's hemp supply.

Sheshat, the Egyptian Goddess of knowledge and writing, is enshrined in stone with the seven-leaved symbol of cannabis carved above her head. This ancient artifact shows the reverence and wisdom of the Tree of Life throughout the known worlds for thousands of years before our time. Hemp twine and fabrics from ancient Egypt show that cannabis couture has indeed been in fashion for many ages.

Today, high hemp fashion is in full swing. Many companies are in the market and new ones are entering daily. The truly fabulous fine fabrics coming out of Italy and China range from silk to suit-quality, upholstery fabrics up to heavy-duty industrial coverings. A friend of mine in China recently sent me dozens of hemp fabrics: ranging in weight from silk to a canvas: in a beautiful array of weaves, blends, finishes, and patterns. Long gone are the rough hemp textiles from two decades ago. Truly astounding what modern technology and ancient crops can weave together.

Ralph Lauren in Italy has shown a high-end approach to hemp fabrics, fashion and design. In January 2008, before the opening of New York Fashion Week, two dozen internationally recognized designers including Donatella Versace, Behnaz Sarafpour, Ralph Lauren, Donna Karan and Isabel Toledo, captured the audience with stunning creations made with hemp-based fabrics supplied by Hemp Industries Association at the Earth Pledge eco-fashion show. Heads turned at Donatella Versace's cream-colored knockout hemp-silk gown with an open back and a dramatic draping that was the finale piece of the show.



By Bruce Ryan

Some of the advantages of hemp fabrics over cotton and synthetics are: stronger organic and natural fibres, better wear, long-lasting, UV & microbial resistance with anti-bacterial qualities. Hemp is easier to grow, uses less fertilizer and water. No pesticides or herbicides are needed. Unlike cotton, these garments will be around for decades. In fact, some of the dresses, fabrics, papers and yarns from ancient China & Egypt exist today as mute testimony to the ageless beauty of cannabis.

Now we can take advantage of all that has come before: let the goddess clothe us, feed us, house us and light our way: she shall overcome the darkness and ignorance of prohibition which has outlawed her blessings. Buy some hemp clothing and fabrics - support the future of cannabis around the planet.

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WOMAN IN WEED

@Nicoley_Shmoley

High! Canada Magazine had the chance to speak with Budtender and Model Nicole recently on the shoot of an Engaged Fashion summer line shoot in Hamilton, Ontario. Tell us Nicole about how you personally became interested in cannabis?

My interest in cannabis started when I smoked my first joint at 18 years old. I've been smoking ever since! Although I started off smoking recreationally, I soon experienced it's medicinal benefits. A couple of years ago, I had a back injury from ballet and I found Cannabis/CBD products helped me immensely. I couldn't recommend CBD enough!

Tell us about how that led to an active career for you in the Canadian Cannabis space?

Aside from being a budtender, I'm also a freelance model. Funny enough, my modelling is what led me to working at a dispensary. My friend @mad_whits (check out her Instagram; she's amazing) not only sold me my first bong but also introduced me to this career. Although it has its risks, I love doing what I do. Herbal Life customers are the best!

Have you faced any adversity or specific challenges within this space and if so how have you passed over these particular obstacles?

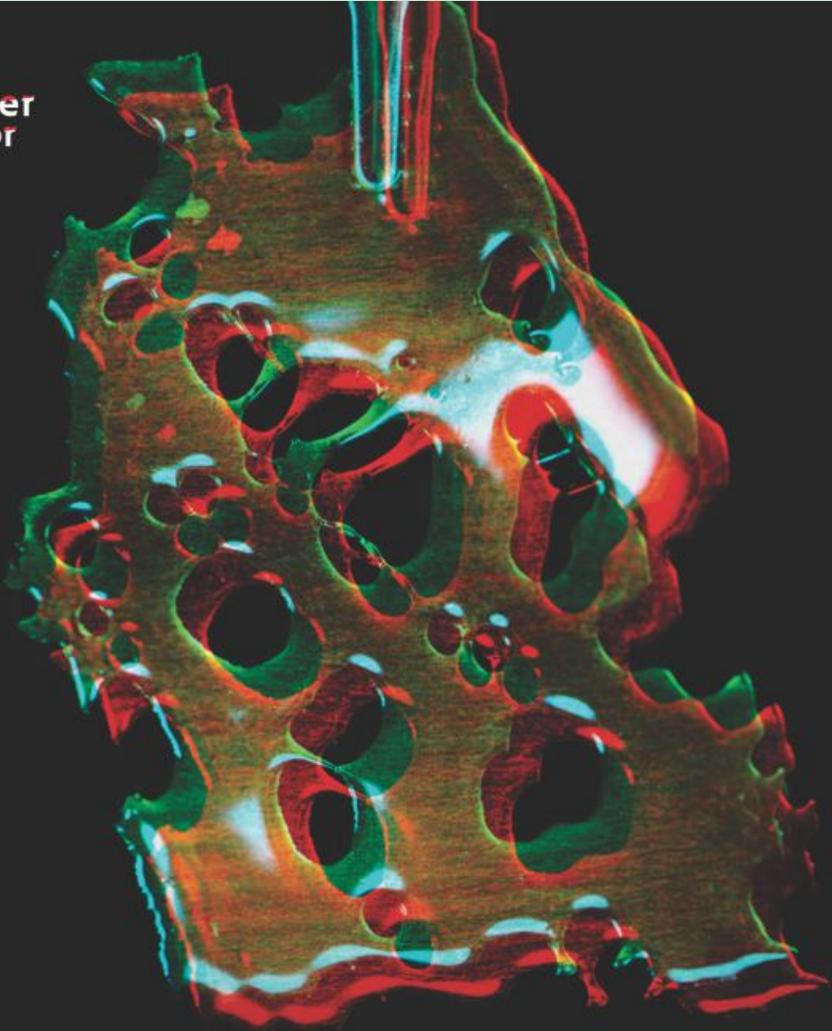


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The difficulties I have faced in this industry would be adjusting to how fast paced it is. It was real daunting at first since I was brand new to budtending and didn't know what to expect but with time and experience, I've definitely improved/gotten faster. I can move through a whole line now fast and efficiently!

Advice to other women entering the Canadian Cannabis industry?

My advice to other women entering this industry would be to educate yourself on all things Cannabis. Knowledge is crucial in this line of work; you want to be able to answer all of your customer's questions/concerns and be able to pinpoint what it is that they need. Also, remember your worth and don't be afraid to speak up. Your voice matters.

Three things you think every Canadian needs?

Three things all Canadians need: love, a really good lawyer, and of course weed!

Photography by Mike Greggain
@michaelgreggainphotography

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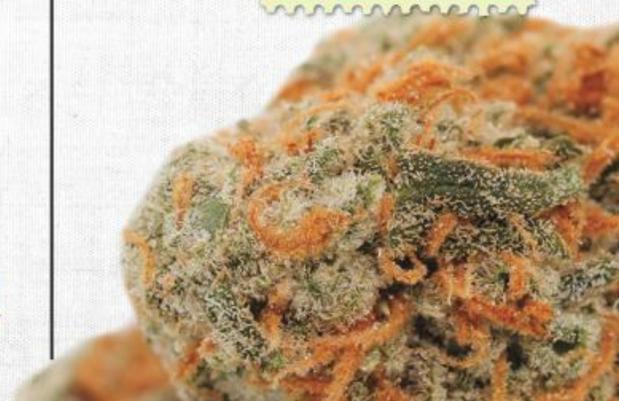
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Announcing the Official Launch of Shatterizer Silver and Shatterizer Black

"We are thrilled to announce the Shatterizer is now available in silver or black, with a new high-grade aluminum top," exclaimed inventor and company co-founder Matt Zysman. "We listened to the cannabis community around the world, on both the medicinal and recreational sides and are pleased to launch our additional Shatterizer concentrates vaporizer product line."

Reverse engineered around user insights and essentially co-created with clients who enjoy their Shatterizer most, the company has developed an offering to compliment the original borosilicate glass version, which launched in 20 countries around the world, September 2017. These two new vape pens and interchangeable aluminum tops to be sold separately as accessories, will provide enhanced discreetness in silver and black and increase the overall stylish-ness of the brand.

The Shatterizer's new highly durable top option is designed

to maintain the flavourful taste of cannabis concentrates (like shatter, resin, rosin, bubble hash, budder, crumble, wax, distillates and more) and deliver upon the density of perfect clouds. Matte on the outside and smoothly finished on the inside, Shatterizer Silver and Shatterizer Black will satisfy on-the-go, easily transportable, high-quality 'everywhere' vaping.

Customers can still depend on the Shatterizer's unique differentiators including: spacious atomizer globe design allowing vapor to build and cool, 15 second continuous heat option for larger hits, long lasting battery life and 3 variable voltage temperature settings for personal



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vaping preferences. The Shatterizer's easy to clean Quartz Dual Coil (QDC) and ceramic dish (CTECH) coils are still available in convenient 5 packs, interchangeable with the silver or black additions. The bonus QDC coil remains part of the all-inclusive vape kit experience.

"Through building phenomenal relationships with our clients, we discovered they like having multiple CTECH or QDC coils dedicated to different strains, as well as multiple glass globes. We were honoured to hear the cannabis community loved their Shatterizer so much, they wanted accessories to match their lifestyle to take their Shatterizer everywhere they go.

Although many cannabis consumers prefer to use borosilicate glass with the opportunity to see the vapor build within, we can now cover the what-ifs during active usage, travel and transport, with our versatile home and away options," explained Zysman. Since Shatterizer's launch the team has built up incredible steam and in-market momentum, thus the timing of this evolution couldn't be more perfect. Connecting with over 100 leading edge lifestyle cannabis retail businesses from dispensaries to vape lounges, and listening to key industry leaders, the vaping community has verified this is a very exciting move and top-notch

product decision.

"We were blown away and very thankful for all the positive feedback we received while testing our prototype silver and black models. Over the past 6 months, within the legal recreational markets of Colorado, Nevada and California and City of Vancouver, in meeting with medicinal marijuana patients and international activists at some of the most esteemed cannabis conferences like LIFT in Vancouver, Champs Tradeshow and ASD Culture Plus, we are sincerely happy to share this news and add even more products to our beloved and growing Shatterizer brand," concluded Zysman. Media and Investor Inquiries please contact:

Valerie McCulloch mba
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ROASTING WITH
DR. BUD



HIGH! CANADA
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FEATURE

If you lived in Ontario in the 90's and early 2000's you will likely remember the strain Wheelchair - One cannabis enthusiast on the web wrote "A few years back I tried some bud called wheelchair but not heard or seen it in years, has it completely gone? Or does it still exist somewhere? I'm not even sure if it is as good as I remember it but definitely had me hooked and wanting more xx Tia"

We recently ran into the creator of the beloved strain and discovered that not only was he turning seventy but the strain itself was about to celebrate it's own 30th birthday this year.

How long have you been working within the Cannabis industry?

I was 25 when I smoked my first joint, I can't believe it but I'm going to be turning 70 this month. When I smoked my first joint it was unbelievable, from that moment I said to myself I know what I'm going to do with the rest of my life. If this is what happens to everybody, I want to be a part of that. This was back in the 70's and I immediately started selling it. I was already an electrician with two children but there was something within this herb that kept drawing me in. It became a passion beyond passion, it is so vitally important of the gifts I've been given, from the information within of the sacred herb and the healing powers within that I just give it away. The more you give away the more opportunity for openness to come in.

If you fell in love with cannabis in the 70's when did you start growing?

I would say I started to grow in the late 70's, probably around 78'. We were doing Mexican and Colombian seeds didn't know anything about male or female. There were no books, nothing on the market at that time. So I looked at it and within the book there was an advertisement for the first ever hydroponics shop ever opened in North America. It was called a New Moon, I believe it was in Seattle or Washington. So I flew down to see the place and what they were





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talking about. When I got there, I saw amazing beautiful crystal bud everywhere. I couldn't believe what I was seeing. I bought \$25 000 worth of indoor equipment, packed it all up and asked them where to find this bud. They told me California, to go to San Francisco and then go north and that's exactly what I did. This is now 83'; being a hippy and living the culture I just kind of knocked on a door. I told people I was from Canada, I grow pot, people sent me here for the best bud and seeds can you help me out? Sure enough luck behold he brought me into his house and explained it to me. I stayed with him for a month or two, he taught me a lot about indicia and making hash from the plant, it was wild. I left California in 83' with 11 purple Hindu Kush plants and brought them to Canada.

What happened when you got back to Canada?

It's a pretty cool story. We had planted Colombian and Mexican before but didn't know anything about male or female so we had never seen a bud. We were selling all the little shots and whatnots for \$140 a pound. So I planted these 11 indicia plants with the others. There were buds and crystals. I was waiting for the other plants to do the same, but I had just created the biggest accident of my life but the luckiest thing that ever happened. By not knowing male and female the 11 plants crossbred each other and I had so many seeds of the original strain now. We brought the pot from \$140 a pound to \$800 that year. We had the first indicia to come into Canada. People couldn't believe it. We were cleaning the bud in a cabin with no electricity just a lantern and we called these things coming off the plant mouse turds but as we started to touch it we realized it felt a lot like hash, so we got out the some knives and went crazy realizing it was hash. I took my first hit and threw up because we had only had 4% THC and this was the first time any

of us were trying 20-30% THC. We just discovered we were sitting on a gold mine through an accident. In 1987, I took my purple Hindu Kush and I took northern lights #5 and I made the cross and that created wheelchair. That's the original cross of the original wheelchair in 1987. When Nevil goes to Amsterdam he goes with 11 seeds called northern lights created by an Indian on an island outside of Seattle. Nevil named those seeds from 1-11. #1 was the best male ever created in the world of northern lights and #5 was the best female ever created in the world. Our wheelchair has his northern lights numbers 1 and 5 because those were the first crossed that Nevil did.

Wheelchair changed the dynamic of cannabis in Canada. We were growing a tremendous amount of it; our biggest market was in Toronto. Toronto actually named the strain wheelchair it was not me who named the strain. I was sitting at my nephews house in Toronto, we had been growing wheelchair for a while but still stabilizing it. There was a party and he was selling a whole bunch of it, a guy came up the back stairs and says hey do you have any more of that wheelchair? I thought my nephew was selling someone else's stuff so I asked him what was going on and that's when he told me they all named my stuff wheelchair in Toronto.

Talk to us about the light deprivation?

When I went to Oregon in the early 80's to look at New Moon Hydroponics I started to learn about indoor growing. So by the time it showed up we were already growing the buildings and everything. Growing indoors was a pain in the ass, its 24/7 you never get a day off. Lots of money and work to get the right atmosphere. So I asked how do I get it from indoor to outdoor? 2 hours and I had it, the answers always come to me if you ask the right questions the right way. It's all in the light. The whole

#killthestigma



indoor operation is light deprivation, so buddy turn out the light. I built a space 20 feet by 20 feet and covered the sides all in black and uncovered the top. In 45 days everything I had indoors was finished using the natural sunlight. I then upgraded to 100 feet and from there 1000 feet. This was from the 90's -01' and I stayed with wheelchair the whole time. There were no indoor grows then and everyone was waiting for the crop to come in at the end of September/October. Were coming out with rock hard indicia bud in the first week of September. We changed the whole trend of everything.

In 2005, I come back from traveling; my son was taking care of the business while I was away. I go to a native reserve and meet the Anishinaabe nation. I grew 3000 pounds of pot that year to heal the Anishinaabe nation. I started 22, 000 plants. When the chief told me I had permission to be on his reserve and I was protected and I could grow medicine for his people I jumped all over it. I got busted doing that actually and I got the largest sentence in Canadian history for growing pot. We finally got to court in 2008, there were 6 people up and 3 were found not guilty and 3 were found guilty. We got 6 years in federal prison for trying to heal the Anishinaabe nation. When I got sentenced I was in prison and I spent my 60th birthday in there. So when I got to prison, I had never been before and you spend the first 45 days where they evaluate weather you go to the prison or work on the farm. In 45 days thank the lord I got sent to the farm. I'm

an electrician by trade so I go into being the electrician of the farm. I spent a lot of my time in the greenhouse teaching others about genetics. I got really lucky. Because I had never been to prison I only had to do 1/6th of my time so that means 1 out of 6 years and then transition to a halfway house which I did in 2010 in Haul. Ontario wouldn't accept me back in because I wasn't remorseful for my crime as I was just making medicine. I start working as an electrician; I have 3 and a half years of probation. I fulfill the federal probation; I work for exactly to the day as being an electrician and the day it was over I quit in 2013. The day I got my parole was October 19 2013 I quit my job and went back to pot.

Did you have any gaps in growing while on parole coming out of the halfway house?

While I was on federal parole, I went and got my medicinal licence from the doctor to be able to smoke cannabis. 2 months later I went and got my production licences to grow. So I was on federal parole, when I got my production licence the board called me in to discuss what was going on. We sat down for almost 2 hours not one person asked a question they did nothing but write. I told them I was glad they called the meeting because I was going to call it. I told them they don't understand what's going on now, your books are all wrong. I explained the



medicinal aspects of what was going on in the world to them. When I left they wished me well. I invited them to the green houses, they never came but I grew 440 pounds for 3 years on federal parole. That's why now I am educated in both the science part of cannabis and the legal aspects of cannabis.

Talk to us about the last 5 years since you've become legal?

I got contracted out for medicine for the first couple of years. Then for the last few years I've been on my own. I didn't go back to wheelchair. I've been searching out different strains. There is something to be said about the industry. The industry is hype is for calmers so a lot that we've been taught in the last 10 years in any industry is always for calmers. All this stuff about cannabis we were already doing 30 years ago. For the old guys we understand how it's all went and we still went along with it because it seemed like we needed to. We keep tweaking things because we are scientists, geneticist, botanists; we want to go for it all. After I looked at it all I pulled the wheelchair back out and started looking at it and nothing could touch it. I wouldn't pull the wheelchair out because I was contracted out but I wasn't bringing my genetics.

What have you been growing lately?

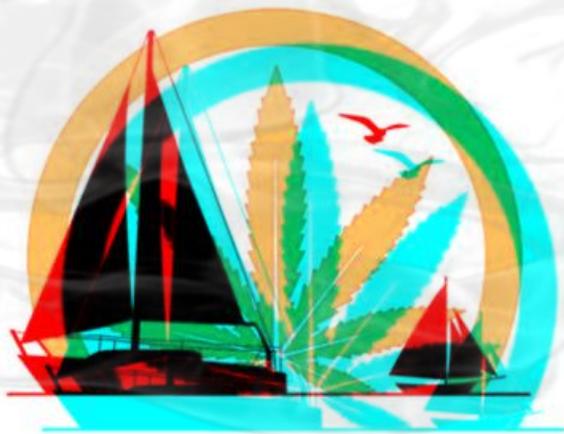
Even last year we grew about 10-12 strains. We grew some of the Zombie families, a strain from Spain, a couple of cup winners, some super lemon Kush and some wheelchair in CBD form. We put the CBD wheelchair in the lab and got a 1:2. It was a 4.08 THC and an 8.88 CBD. Almost a perfect 1:2. The numbers amazed me because I'm a big fan of whole plant extraction.

Let's talk about 2018 what are you focusing on?

Were doing 100% wheelchair. It was all wheelchair I grew for the Anishinaabe nation and I never touched it again until last year when I took out about 40 seeds. All the strains I grew last year couldn't even go near wheelchair. I bred last year, creating a whole bunch more seeds. We had about 80 plants last year and this year we have over 10 000 plants. Within that I would like to mention that I have the most extensive CBD bank in the world. I have worked on it; I have never left CBD ever as a breeder. So I have 30 F1 strains of the top CBD strains in the world. So now we've created 30 wheelchairs strains of CBD. All the profiles of all of our wheelchair is now in our CBD strains. We will now breed those out for ratios of CBD to THC, terpene profile because terpenes are so valuable in the activation of cannabinoids. Terpenes may be the single most medicinal value in cannabis but it certainly has a lot to do with activating the cannabinoids. The government is coming out with 4 new licences and I believe we are going to apply for those licences and apply for the craft industry. As a craft industry, Dr. Bud craft brand name already known for over 30 years would be a good candidate for one of those craft industries. We would also like to apply for the research and development licence within that to be able to do all the extractions.

By Cy Williams

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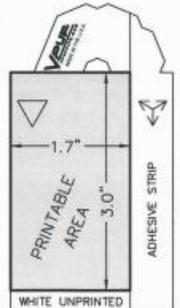


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Each day more and more research studies are proving just how much cannabis shows it's potential as a healing herb. The old tigma of yesterday seems to be less and less as each day goes by, and more educators are working hand in hand to bring factual evidence to te public forum. It's without a doubt that each year our rallies have played a major impact to ensure government officials continue to hear our voice. As one of the 420 organizers in Canada, I personally give thanks to everyone who's fought and continues to fight the good fight!

Come join us in Sudbury, Ontario this year at Memorial Park with a great crowd of folks. We have awesome local sponsors who will be present and greating everyone! 420 baby! Come and blaze with us in the Sudbury!

For more information contact Jason:
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**Smoke Up While You Clean Up!
How One YouTuber Is Fighting
Stoner Stigma (And Pollution) This 420**

Medicine Hat, Alberta is a sleepy, conservative-leaning, retirement city in southern Alberta.

That's where I've lived for the last fifteen years. I'm grateful to work in a small head shop where, as a self-described cannabis researcher and educator, I get to interact with every facet of our amazing cannabis community.

Last year we welcomed our first cannabis-specific health clinic and since that time we have seen a small uptick in the attitudes of our community regarding cannabis. Our clientele at the head shop, while once comprised primarily of young adults and the occasional old hippy, is now becoming a mosaic of everyone from senior citizens to soccer moms looking for relief from what ails them. I noticed over time that a lot of the same questions were being asked and I was having to "bust" a lot of the same myths for many people, and because I'm quite passionate about the cannabis plant, I am often guilty of giving people more information than they can digest. In early 2017 from this dilemma sprung my YouTube channel and blog: The Cannaisseur. My goal is to provide education for cannabis users of all levels of experience, as well as information on new products and services in addition to legislation affecting Canadian cannabis users.

I'm honoured to have been involved with several cannabis awareness rallies in Medicine Hat, as well as the planning of our last five 420 celebrations. This year we decided that with legalization just around the corner, we had to shake things up a

bit. Misinformation about cannabis has run wild for a century, painting cannabis users as criminals and drains on society. Minds are beginning to change, but what else can we do to fight this stigmatization?

This was the question that birthed the 4/20 Cannabis Community Cleanup. The entire idea is simply to go out and make a visibly positive impact on our community while publicly consuming cannabis. Because 420 so often coincides with Earth Day, the best way we could make that impact was by picking up the trash that litters our beautiful city.

Our planning committee is a small group of independent activists with recent support from a new organization, the Cypress County Cannabis Coalition. Events like this one are fairly simple to organize and require very little funding. Most supplies like gloves and garbage bags can be purchased from dollar stores, and we're ever grateful to HIV Community Link for donating sharps disposal boxes. We hope that easy-to-implement ideas like this one will catch on and spread to other small communities where cannabis users still face stigma and stereotyping.

For more information on the clean up and to RSVP, please visit the event page at www.facebook.com/events/382108442254883/

Links to The Cannaisseur's video and written blogs:
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Social media is the current state of the Internet. The majority of Internet usage is through smartphones and more than half of the time spent on a mobile device is spent in a social media application. These are valuable places to market and brand because the platforms have the consumer's undivided attention. Social media is crucial for any business including Canada's cannabis licensed producers.

LinkedIn is the business professional social network. Perfect for B2B marketing, recruiting and corporate culture. Cannabis corporations use this platform to publish industry editorials and business

announcements. This content can attract potential investors, partners and clients. Licensed producers can post job listings and network with qualified candidates all in one place.

Facebook Advertising is the most underpriced ad product in modern times. The return on investment is immediate and easily measurable. Facebook's targeting feature allows businesses to select specific demographics, interests and Internet behavior for advertising campaigns. Marketing dollars are only allocated to users in the selected target market that will be interested in the offerings.

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Cannabis companies need to be careful when promoting on Facebook because of advertising restrictions surrounding drugs and pharmaceuticals. The businesses that know how to successfully maneuver through these hurdles will have an edge on the competition.

Instagram Influencers & Communities have the most attention out of any social network. Instagram is great for building brand online and connecting with the Canadian cannabis community. Influencers are modern day brand ambassadors. Users look to specific reviewers to find the best Licensed Producers and cannabis products. Instagram also allows you to search within

#hashtag communities and engage to provide value to users. This creates a following, which is essentially a database of individuals that can be asked questions and marketed to.

New Emerging Platforms are created everyday. Podcasts and audio-based technology is becoming increasingly important to businesses. Virtual reality will be an important marketing tool for organizations within the next decade. Early adapters of new social media platforms and technology will have the disproportionate advantage. It is essential to constantly research and experiment with emerging platforms.

Content Creation is increasingly important in a visual marketing environment. Original product photos, informational content and infographics are valuable brand assets that can be used for a variety of marketing applications.

Community Engagement allows a business to start and respond to relevant conversations to build brand, loyalty and trust. Quickly respond to customer questions and concerns. Monitor and prevent potential PR disasters.

By Colin Bambury

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Flavour - 5 Stars

Overall Score - 5 Stars

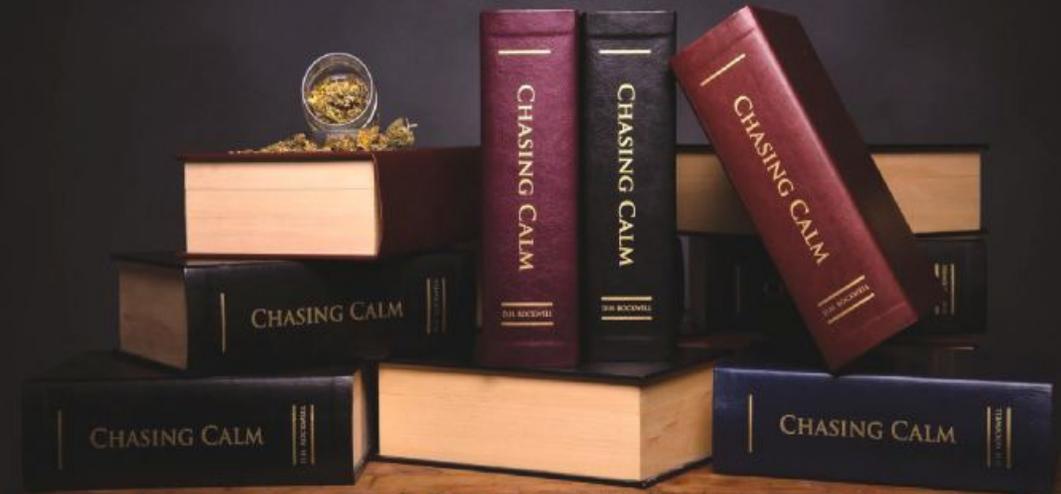
THE GANJANA MAGAZINE REVIEWS REVIEWS REVIEWS

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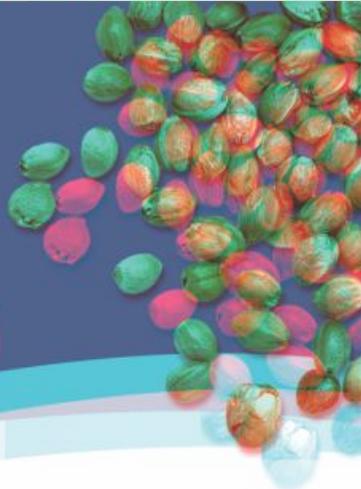
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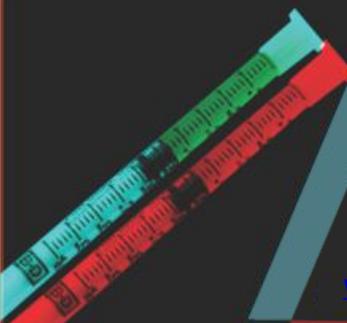
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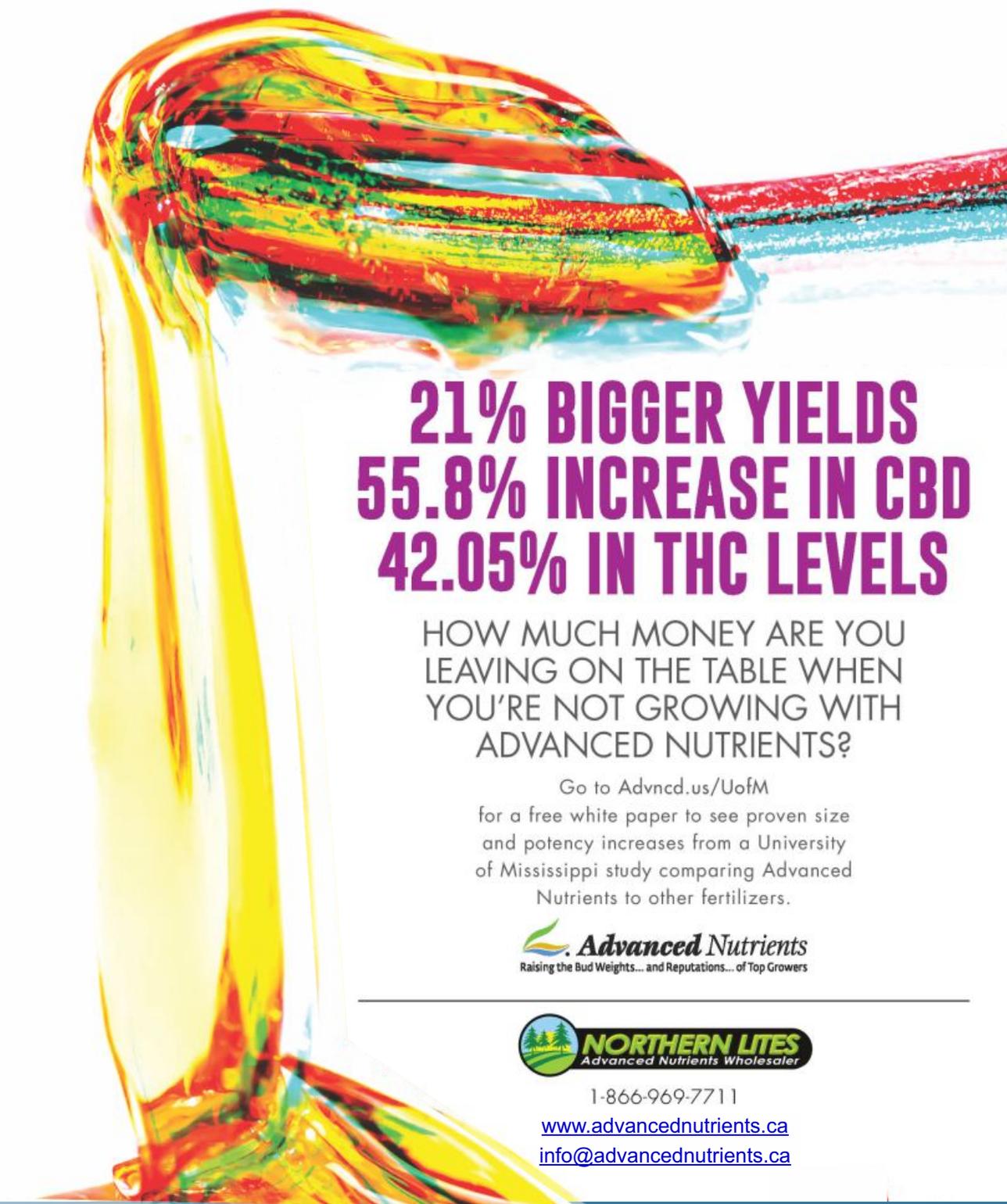
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