

Winder: Well howdy friends. Winder Lyons here and Eddie Stone.

Eddie: Hi folks!

Winder: So this is our first of our fireside chats of the new year. I'm wearing my Christmas holiday shirt. And just –

Eddie: I am not wearing any of my selections of ugly Christmas sweaters. My wife and kids deplored, er...encouraged me not to do that in new year, so – just regular threads today.

Winder: Got you. Okay. Well, the new year is upon us and wow, what a start it is already. As –

Eddie: Can I make a comment about that? I have to say, I mean, I've been doing this for what feels like my whole life but yet then sometimes, it feels like a blink of an eye. But we're coming up on our seven year anniversary and we are a company that had some great growth and we've had some real sort of breakneck periods of time. But this past fall, it's like somebody just kept their foot on an accelerator with new customers and members and our international expansion and you know, we essentially doubled our business in the fall.

And then coming out the new year we're, you know, for this particular month, we're tracking about 35% up month over month. And so it's, you know, it's exciting and I understand the interest but let me just say, thank you to all those advocates we have out there for what we're doing and those that are willing to share their stories and their successes. Because that's what's driving this is people are hearing of other people's success and you know, better able to sleep or control their weight or whatever it happens to be. So, it's a fun time to be involved.

Winder: Well, that's an understatement, sir. It's just incredible and right after Christmas, you brought out a new version of our incredible hemp oil, a CBD product called Calm. It's called Advanced. What a thrill that one has been. So, why don't we just dive in on that, give us the skinny on what's up with this new sheriff in town.

Eddie: Well, and it is fun and the people that have received it just some of those, hey, I've been using it for three nights or four days or whatever it is already, you know, what they're communicating is just great to see and it validates a little bit. So, here is what we know. Based upon some of the research and the studies that are out there, it looks like for humans, a dose of say 10

milligrams to as much as 75 milligrams, for just considering people that are of normal health and sort of normal issues. Somewhere in that 10 to 75 milligram range is where people are finding success. And body weight probably plays a role in that but it's not the only thing. Some people just have a heightened sensitivity or react faster and so we have had great success with the Calm 750 which would give somebody a dosage of 25 milligrams if they are using a dropper full essentially.

Winder: A full – a whole dropper.

Eddie: A whole dropper of the 750 is going to give you 25 milligrams of CBD. So that's the difference to – or a distinction there. Some companies, particularly that aren't being ethical with the consumer, they might say, 750 milligrams of hemp oil or whatever it happens to be. Instead of just meaning there's cannabinoids in there but the CBD is really what's doing the heavy lifting in this case. And so, you want to make sure that it's distinctive that it's a 750 milligram, that's what – 750 milligrams of CBD oil, CBD is what you find in our product, cannabidiol.

So, 25 milligram dosage, we felt like was a pretty strong sweet spot for most people. And that's turned out to be the case. You'll have people that use it for sort of chronic issues. They are just stress, anxiety, even pain and whatever it is that they're trying to manage. Maybe they're not wanting to use a prescription or not wanting to use say Tylenol or Aspirin all the time and so they are finding their sweet spot and maybe for them it's two droppers which is essentially 50 milligrams or maybe it's half a dropper. Right, because I've had a few people say, you know what, I find, I only need about half a dropper.

And whether they use it acutely, meaning they're just using it because hey, I just had one of those days and I really need to dial it down, I take a dropper when I get home but day in and day out, they don't need it. Or if they're using it which we do have some people that just are, sort of in a chronic stress situation or a chronic struggle for sleep or other discomforts and so they're using, maybe they are using a dropper in the morning and a dropper after lunch or whatever happens to be. But we introduced the advanced because we realized that for those that need that upper limit, they might not just want one dropper of the 1500 which is essentially 50 milligrams. Maybe they are looking for two of those and so, it was important for us to give that second version with a higher concentration of CBD for those individuals that need more.

And that seems to have really hit a sweet spot and then the reason we chose to make that inclusive of the compliant THC which means that it's .3. So it's compliant with all federal.

Winder: 0.03 right?

Eddie: Yeah. Well, that's right. Depends on how you are looking at weighted measurements. But we just simply refer to as .3. And so, that then gives them access to that and that's because – and remember that we're on the front edge of this, right? Until this farm bill that was recently passed and signed by both Congress, the Senate and the President, we couldn't even really study the effects of cannabis or cannabis byproducts in universities or any hospital setting where they accepted federal funding. Not only were there questions about the legality which is kind of open for discussion, they just simply would not support it from a federal funding standpoint.

So, now, we've got that research but before that fully kicks in, we know from some research that's out there, there is a suggestion that THC is associated with relieving discomfort as much or greater than the CBD. And so, THC is a cannabinoid. CBD is a cannabinoid. And so they operate similarly but they're different. They affect CB1 receptors, CB2 receptors slightly different, and so we wanted to make sure we gave an opportunity for those that you know, feel like the THC may give them some relief from discomfort, we wanted to give them that option. Of course, for someone that doesn't want that, they can just simply double up on the 750 - Calm 750, zero THC. That choice is there.

And then the other thing that we find is that THC is often associated with alleviating a nausea and particularly for people going through a chemo treatment, so radiation treatments or various type of really serious stuff, nausea is a real problem that can even prevent people from being able to follow through with a treatment protocol. And of course, you've got people that get car sick or airsick or you know whatever happens to be and so to get that relief from nausea.

Now, it's interesting to me how much nausea is a concern even when you're just generally taking medication. You remember, when I hurt my elbow, I was surprised that one of the prescriptions, they gave me leaving the hospital was for an anti-nausea medication. And I'm not a person that ever gets nauseated and so I just simply didn't fill it. But clearly, you know,

nausea is a problem. So, they give people relief for that is another one of those wonderful attributes of the Advanced (Advanced Calm 1500 mg).

Winder: With people who are – you mentioned chemo. People going through chemo often have issues with appetite and just not being hungry. Would this help address that issue?

Eddie: Well, there is sort of the anecdotal commentary that we hear about people that get high, right. And they are hungry or they eat a lot. So that kind of, those kind of jokes are made. But there is some belief that THC can play a role in stimulating appetite for some people. I was, in the fall, at a convention where cannabis plants and CBD oil things for people that are producing that and working in that industry and one of the discussions there was people that use CBD with THC to gain weight.

And so, I don't know that I have seen hard research but I know that's an area of interest and people are really starting to look at that. We've got a couple of athletes, if anybody follows this on Instagram, then you've seen some of the athletes, we work with that are really serious athletes. Right, they are working out as their full-time job. And a few of them have a problem keeping their weight on. And so, they look for things like this that will help them with their appetite, increase their appetite and so I think there is reason to be optimistic. It would just simply be somebody have to try it, to see if it helped them in that regard. But I think there is some reason to be optimistic.

That isn't to say that for someone out there that's say on a diet, for those that have been watching, I've been doing a transformation challenge with my daughter here for the past few days. I wouldn't want you to think that this would sabotage those efforts and all of a sudden just make you hungry. That isn't the type of effect that it will have.

Winder: I'm not going to start chewing on the microphone?

Eddie: You might but it won't be for that reason.

Winder: Hey, I resemble that. So, I was chatting with a friend the other day and he was, had been doing research into CBD and cannabinoids and he said that one of the things that the medical literature honed in on besides the obvious stuff of you know, seizures and all the other things was with sebaceous glands that it tends to have a profound effect which led him to conclude that maybe you know, because it's so, it's almost a specific for acne but a lot of

people say that baldness is a result of sebaceous gland issues and would this have an effect on that and if so would it be by taking it internally or would you rub some of the stuff on your head?

Eddie: Just to cover all the basics, I encourage you to rub it on your head. That clearly is something that needs to happen.

Winder: You're just trying to sell a lot of product.

Eddie: Well, and if we can get that on film, I think it would be better if we all sort of watch this application. It's funny, you bring that up because for the past few months, we have really been deep into our research and exploration on other applications from a skincare standpoint and in part because we know that CBD oil can help to regulate because it's helping out with stress hormones and other things and hormonal balance, can help to regulate the oils you produce, how you produce them, and where it's excess, not excess and if those glands are overly active that can get in the way of hair production as well. It can be underperforming or overperforming, right?

And so remember CBD is there, to really bring some regulation and some balance to body processes. So one of the reasons, why you've probably seen some people jumping on the skincare products with CBD in them is because they know of this and it can really help out with a teenage or adult acne in this regard because you get some control over the excess oil production. So, I think it's quite promising to think that at some point in the not too distant future, we may see some specific formulations for helping out with hair loss or even just trying to retain the hair that got for healthier hair, right.

So, I think any kind of topical application in that regards is a very, very promising because remember even though if you're applying it topically, it isn't going to make it into the bloodstream. That's okay because you all throughout your skin, all the layers of your skin, all over your body, you have receptor sites for your endo-cannabinoid system. And so it will penetrate the skin and if it's a good nano product, all the other qualitative things that we know need to be there. It's going to interact. So, I think that's, you know quite possible because it's no question when those glands are out of control and not performing up the snuff as when you get hair loss and other challenges.

Winder: So, if you had say a bottle of the 1500 and were inclined to rub some on your scalp, do you think it would, it could make a difference?

Eddie: I think it could and I have.

Winder: So a little piece of that right here, just a little strip.

Eddie: For me, I'm just tried to stop this regression that's taking place here in my forehead that just gets longer and longer.

Winder: Is it working?

Eddie: You know, I can't say qualitatively Winder that I know for certain it does. But I feel good about it. I think the hair is a little healthier. And those edges where it's touching, I feel like the hair may be even just to touch darker. It's my own personal experience, right, so just make sure folks you know, this personal clinical trial of one here. But I believe that it's quite possible and these things are not something that will show up overnight.

Winder: People don't walk up because your head smells like mint, start licking on your forehead or anything, right?

Eddie: I generally do it before bed. But the dog, sometimes will come into bed and give me a nice forehead lick. He likes it. But, you know, I'm willing to explore this, right. Because I think it's quite possible and I'm just vain if I can control the crop loss, I will.

Winder: Well, that would be something. If I grew my hair back, it's game on.

Eddie: Oh, boy. Oh, boy.

Winder: All right, so I've been asked if because this has the .03 or .3 of THC, how will that affect somebody who is regularly drug tested? Will that show up and cause problems with employment?

Eddie: Oh, I would think so. 100%. So, if you were someone that was drug tested for THC, if that's something you were told by your employer and told about the test and I would assume that this would kick that alarm bell off. Just assuming, it was a competent test. I mean, your levels are going to be super low but if it's looking for, is there some or is there none type thing, then I would think, in someone in that circumstance, you would want to use the THC free product, the 750. You would not want to use the 1500. I would go ahead and just live with that assumption that the .3 will kick it over.

Winder: Okay. So I guess, time is going to tell about how the effectiveness of the different products is. Until, we get more research, it's really, you know, anybody's opinion that THC amps up the whole formula, you know and makes a bigger difference.

Eddie: Yeah, we don't have enough research and enough of a sample to make any declarative statements. We can make some general assumptions about knowing that the THC, the way it impacts those receptor sites is inclined to interact and give relief when someone's got discomfort more so than just CBD by itself. The two in concert, I think, we can have some hardy belief in that. But we're literally years away because these things don't happen overnight and I'm a little leery when I hear somebody give these really definitive statements when you peel back the research, it's a group of four or whatever it happens to be and that's just, you know, to have full confidence, that's not what we need. But what we know is that in this case there is no contraindications and so, it either works for you or it doesn't. And if it doesn't, then you stop using it and if it works for you, then you use it. And so, that's a great aspect of this.

Winder: And you can control the amount that you're taking very easily with the dropper. I have noticed a reduction of some pain issues, I was having since I got the new stuff. It really made a difference in my elbow. I do some exercising and I – so I can really tell. And first of all, the first thing I do when I noticed something was I'd use the Soothe and it would, the pain would just be gone in almost no time. But as I'm exercising more and more mornings now with the new stuff in my system, I'm noticing a lessening of discomfort and I'm thrilled with it. I think it's fantastic stuff.

Eddie: And keep in mind though that, that is perhaps contributed to the way that the THC interacts with those receptor sites but also know that you're doubling up on your CBD.

Winder: Well, that's right.

Eddie: Yeah, so which is going to have those anti-inflammatory qualities to it. So you're coming at it two directions, if you're also using the topical, I mean, you're giving sort of your best chance to deal with this inflammation pain and put it behind you where you can go exercise and do things you need to do to live and be healthy.

Winder: Well, someone is being a little cost conscious. You know, if a bottle of the 750 would last a month, you could, I guess say that a bottle of the 1500 could last two months. And maybe even get a little more bang for your buck if you wanted, if you were really hurting for bucks.

Eddie: Yeah, so, at the lowest price for the single bottle, I think it's a \$69 for the 750, you know, so just, you know, double that and you're talking about

\$138. And if you buy a single bottle of the 1500, you're talking about \$119. So there is some savings there for sure.

Winder: It's a really good value.

Eddie: Yeah.

Winder: I like it.

Eddie: Look at the bundles, right. Here is super, you're super conscious of your, you know, with your budget, remember it gets cheaper with three, it gets cheaper with five. So we put those there to be sort of recognizing, some people from a budget standpoint, they need to squeeze the price as much as possible.

Winder: I think, it's wonderful because you know, I think it's going to do a lot, go a long way and – now, how does this, what about for the pet formulas? We had a conversation about the pet formula in our first chat about this. But are you going to do a super amped up version for pets too or this is just for humans?

Eddie: Well, what we'll – so our current pet and if you look at the weight of your dog, there is a suggestion with the gallery images on the shop page for the pets on how to start to dose your dog or cat and sort of figure out what you need to do with them based upon body weight. Now, of course, some people have big animals, dogs that resemble ponies, right. So, they are going to have to do a large dose. W

hat we'll probably do rather than a second pet product is we'll most likely have a flavorless or a natural flavor, whichever you want to call it, version of the 750 sometime by the end of the year, and then that would give a higher concentration for somebody wanting to use it with a large weighted dog. Because that pet product is just like the human product. It just doesn't have the mint or the concentration. There is no difference from a sanitation standpoint or quality of ingredients standpoint. We haven't done anything to cheapen that product. Just of the very same ilk and quality as the human. It just doesn't have the mint flavor is and the concentration is less.

Winder: Got it. Someone asked me about – he has a horse. How would you dose a horse with this?

Eddie: Well, so we know horses are being dosed because we had a couple of them during the fall thoroughbred racing season, get caught in drug test. Now, I

don't know the ins and outs of that. If they felt like that was a performance enhancing thing, if it was, it's probably the only performance enhancing in so much as it lowered their inflammation. So, muscle recovery. The same reason a human works out and use the CBD oil in their recovery to lower inflammation and allow faster muscle recovery. Same thing would be true for pets or horses or things of that kind.

So, I don't know how they got there. I know that our animal chart on the pet page would give you a clue, but just because it's X amount of ten pounds and your horse weighs 1700 pounds, you wouldn't necessarily times that by a 117. And there is probably some information on the web that may guide that but that's a little bit of a trial and error and you know since the animal can't talk to you, you'll be doing some guesswork there.

Winder: Got it. Well, anything else, you would like to add about this new offering and any new info that people need to be aware of with these amazing hemp products?

Eddie: Well, this might sound a little silly but here is what I want to say. Don't be scared. I've got people reaching out to me that are just a little scared to try it. And I think it's because of whatever historical context they have in their mind about the cannabis plant. And gosh, don't, I mean, unless, you're worried about a drug test then just don't use the 1500. But if you're dealing with these issues and you would like some relief, try the 750. You have nothing to lose and it isn't going to turn you into a hippy or any of these things that I think some people have in their minds. So don't be scared. This is a new nutritional frontier and take advantage of it because from a lifestyle standpoint and health standpoint, it's one of the best things I've ever worked with.

Winder: I think so too and I think most people are unaware of the fact that virtually every cell in our body has receptor sites for cannabinoids. Now, why would that be if we weren't supposed to have them on a regular basis?

Eddie: That's my philosophy, Winder. Why would that be?

Winder: So, I think we got the tiger by the tail here. And the research is coming out, the things that this is linked to helping is ever growing and it's, I'm reading books about it now. It's fantastic.

Eddie: Yeah, it's good. Earl Mandel, that group has a publication out about it. That I know is on Amazon. It's a quick read. It's like a 150 pages and probably about an hour read for most people and just give you a great sort of broad

stroke understanding of it and some ideas about just the various ways, it can support your body.

Winder: Wonderful. Eddie Stone, thank you sir.

Eddie: Thank you Winder.

Winder: Another chat today. So, we'll have the same, you know, you'll see us, we're just going to take a little break and then resume. So, for this fireside chat, signing off.

Eddie: Bye now.

Winder: Bye.

[End of Recording]