



CANNABIS CHEMISTRY

Which is Fact Amongst All the Lies?

- A.) You have to use heat to separate cannabinoids from plant materials to make concentrates.
- B.) THC is usually around 1% of a plant's makeup.
- C.) The cannabis plant contains about 25 compounds.
- D.) THC is the same thing as THCA. It is just a shorter abbreviation.

SEE IF YOU KNOW THE ANSWER HERE. Do you think your friends can guess right?



Q: Do you sell key person life insurance for cannabis businesses?

A: Yes. Give us a call and we will go over your options! We have helped cannabis get life business owners insurance on themselves and their business partners in a buy-sell agreement, and/or for key individuals in their business. (Get more FAQs.)

Bookmark Before Pest Season!

If a customer were to ask you what are some reasons that people like edibles, what would you say? Having a handful of quid pro quos can help sell product.

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Who to Follow?

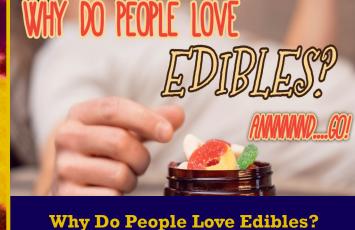
There was a recent 5-1 vote for Las Vegas cannabis lounges. 20 lounge licenses are planned to issue in October. But, city codes must be amended first.

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How do you drive customer interest to your door during the different seasons? Cannabis

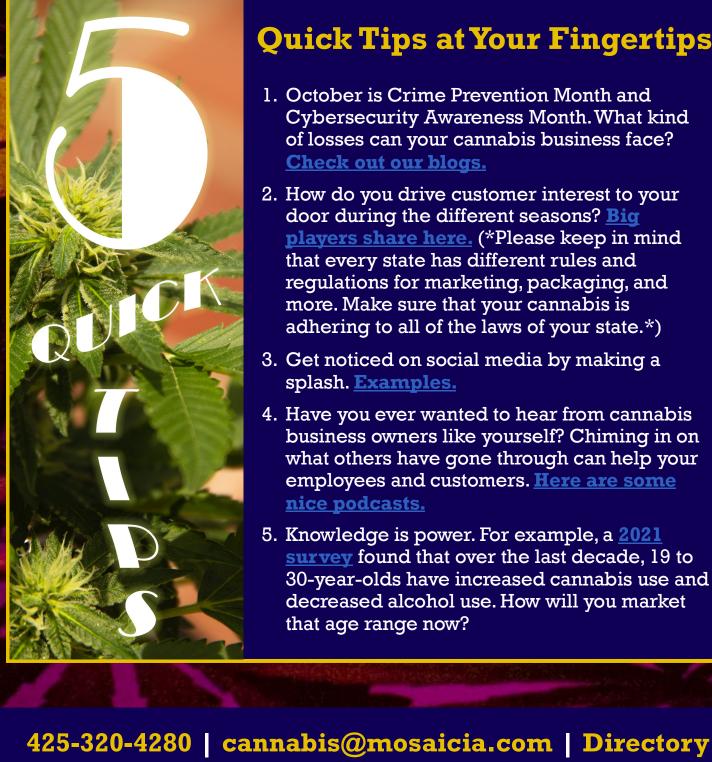
is a competitive market and seasonal product offerings need to spark interest. Get some tips from big players. **Read More**



In 2018, Canada legalized adult-use cannabis.

Fast forward to 2022, and a review study is in the works to evaluate legalization impact on the community, economy, and youth.

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1. October is Crime Prevention Month and

Cybersecurity Awareness Month. What kind

Quick Tips at Your Fingertips

- of losses can your cannabis business face? Check out our blogs. 2. How do you drive customer interest to your door during the different seasons? Big
- players share here. (*Please keep in mind that every state has different rules and regulations for marketing, packaging, and more. Make sure that your cannabis is adhering to all of the laws of your state.*) 3. Get noticed on social media by making a splash. <u>Examples.</u>
- 4. Have you ever wanted to hear from cannabis business owners like yourself? Chiming in on
- what others have gone through can help your employees and customers. Here are some <u>nice podcasts.</u> 5. Knowledge is power. For example, a 2021 survey found that over the last decade, 19 to
- 30-year-olds have increased cannabis use and decreased alcohol use. How will you market that age range now?



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