

MJ

L I F E S T Y L E

A WOMAN of PROGRESS

JOANNE ENCARNACION

Manifest
IN THE RENAISSANCE
OF CANNABIS



GOVERNMENT WARNING: PRODUCTS FEATURED IN THIS PUBLICATION MAY CONTAIN CANNABIS, A SCHEDULE 1 CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. THE INTOXICATING EFFECTS OF CANNABIS PRODUCTS MAY BE DELAYED UP TO 2 HOURS. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.

WHEN TRYING CANNABIS PRODUCTS, MJ LIFESTYLE RECOMMENDS GOING LOW AND SLOW—START WITH A MICRO-DOSE (1.5MG–3MG) AND TAKE YOUR TIME, WAIT AT LEAST 2 HOURS BEFORE ADDING TO YOUR DOSAGE. CANNABIS AFFECTS ALL BODY TYPES DIFFERENTLY, IT MAY TAKE SEVERAL TRIES TO DISCOVER THE RIGHT DOSAGE FOR YOU.

@MJLIFESTYLE



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of @gofitjo

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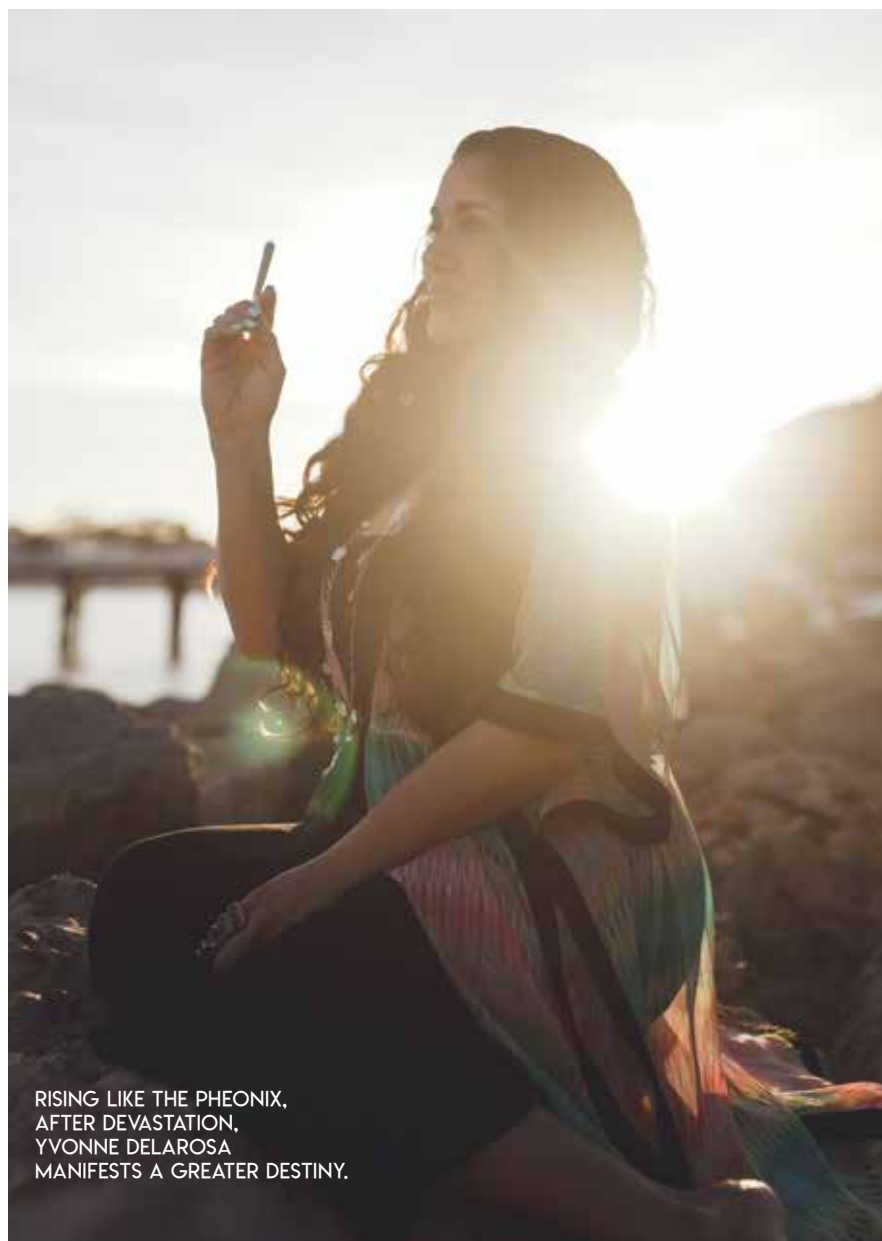
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RISING LIKE THE PHEONIX,
AFTER DEVASTATION,
YVONNE DELAROSA
MANIFESTS A GREATER DESTINY.

FOUNDER'S LETTER

Jennifer Skog /skōg/



Now more than ever, we women must unite our talents and resources to manifest the most powerful force the world has ever seen. American women have had a rough couple of years with the president's complete disregard for humanity, exposing the racism and social injustice that is still alarmingly prevalent in our country. But what we are facing here in America is only a fraction of what women all over the world have endured their entire lifetimes—unequal, lesser than, hopeless. Much like the cannabis plant, women are overcoming negative stigmas in societies across the globe.

I recently spoke on a panel for branding and marketing in the cannabis space. Even though cannabis has been proven to be an essential medicine for many around the world, the industry faces many challenges. There are significant regulations on the plant—from growing to trimming to packaging to selling and consuming, but these rules were made without the proper knowledge and other states still wildly criminalize the plant. Even as a media company, we cannot advertise on Google or Instagram, and we cannot accept payments or subscriptions from individual companies. On any given day, cannabis accounts can be taken down from Instagram or Facebook with no notice or reasoning, losing thousands (or millions) of followers, which then results in a loss of funds. Even CBD companies here in California have a hard time finding banking; some being denied a safe place to bank, others are accused of selling CBD as a front for 'other' drugs.

After the panel, a guest asked if there was one thing I wish I had done differently when starting MJ Lifestyle. The truth is, I'm new to both magazine publishing and cannabis business. I am learning big lessons daily. But there was one strong pivotal point this past year that brought me to a place internally that I've never been—the belief I have found in myself again. Looking back, I have lost a lot of time, money, and a piece of my soul by not listening to my own instincts, by trusting someone else's opinion over my own. Always remember that if you live with integrity, then your opinion of yourself is the only one that matters.

Coming out on the other side of things, releasing the negative thoughts and relationships, committing to surrounding myself with only positive and inspiring people has brought a lot of clarity as to how our relationships affect our entire well being. I'm so grateful to be on this path, fulfilled daily with the community rising with us. There is a lot of work to do, and while we want it done yesterday, there is still a lot of creation that needs to be done to heal us from the past. As we learn to be comfortable with the uncomfortable—during the in-between, the 'creation' process—we gain freedom within ourselves. Much like a project needs time and space to reach its full potential, so do we. As women, we are all creators. Let's gather our creative thoughts, our talents, and the belief we have in ourselves and do something revolutionary together!

xx,
Jen



MJ Lifestyle rose from a community of women eager to share our knowledge, triumphs, and lessons learned. Our fine art print magazine is inspired and built on the blood, sweat & tears of many women before us. For centuries women have fought to raise their voices without judgment or shame. We believe in the strength of the feminine uprising change by empowering women to become founders and leaders. We are so proud to elevate the cannabis space with a tribe of endless inspirational women navigating their way through an abundant & holistic lifestyle. We are overwhelmed with gratitude for the collaboration of community, creativity, and support that has brought us to our latest Issue II, thank you for your love and devotion.

WOMEN OF MJ LIFESTYLE

Founder, Chief Creative **JENNIFER SKOG** @jenniferskog / Editor **APRIL COLE WORLEY** @o.april.o /
Partnerships & Creative Development **RACHEL 'KUSHY' BUSSEY** @kushy_ / Research Writer **FARZANA DAUD** @_elevatedthoughts /
Intuitive Divination Practitioner **REGINA CONEY** @og_queen / Marketing Development **BETSY KABAKER** @beetzkabetz /
Brand Relations **ELLEN HANCOCK** @stoner_girlfriend / Brand Relations **STEPHANIE GASCON** @justfinethanks

MJ LIFESTYLE PARTNERS

HelloMD @HelloMD / Honey Pot Products @honeypotproducts /
Level Blends @Level.Blends / Mender @Mender.Shop /
Stone Road Farms @StoneRoadFarms / Tonic @Tonic_CBD

CONTRIBUTING WRITERS

Allanah Garcia @Pobre__Diabla / Allison Ray Benevides @Freckled_Fawn / Amy C. Witt @CaliforniaDreamin /
Annie MacEachern @_Cannibis / Courtney Aura Freeman @White_Bufflo / Erin Willis @Mother_Indica /
Eva Green @MsEvaGreen / Imán Benét @ImanBenet / Kyra Mueller-Yamamoto @Kyrious.co /
Rachel Hazlett @The420Force / Monica Lo @SousWeed

CONTRIBUTING PHOTOGRAPHERS

Erin Willis @Mother_Indica / Her Place is In @HerPlaceIsIn / Monica Lo @SousWeed / Nesha Torres @ShotByNesha /
Sammy Nékole @Moroso_Studio / Vanessa-Lyn Mercier @FallForVee

CONTRIBUTING ARTISTS

Alejandra Luisa León @thelionessoracle / Emily Eisen @EmilyEizen / Jackie Dunn Smith @JackieDunnSmith /
Kyra Mueller-Yamamoto @Kyrious.co / Lana Ustinova, Little Magic Box / Mia Ohki @miaohki / Rachel Hazlett @The420Force /
Olivia @HauteSmokes / Samantha Alessi @Stoneasaurus / Siera @Roze.Volca /
This Magic Life @LoveThisMagicLife / Torrey Robinson @SuperTorrey

MJ LIFESTYLE AFFILIATES

Allume / Ash & Ember / Dawson & Hellmann / Elevate Jane / HiFi Exchange / Her Place is In / Inda Creations /
Kitchen Token / Kyrious.co / Lavender & Lemons / Levo Oil / Lucky 420's / Messy Bun Kitchen / Mother Indica /
Paragon Space / Pediatric Cannabis Support / Pot d'huile / Quim Rock / Sativa Science Club /
Sous Weed / TSO Sonoma / This Magic Life / The Westside Collective / Tokeativity

A NEW KIND OF BUZZ: HOW CANNABIS IS CHANGING THE SOCIAL DRINKING NORMS

WRITTEN & PHOTOGRAPHED BY ERIN WILLIS, MOTHER INDICA
IN COLLABORATION WITH FELICITY CHEN, POTLI
FOOD STYLING BY MONICA LO, SOUS WEED

The days of blacking out are fizzing away as cannabis legalization takes hold. Women all over legal states are creating a new social norm by swapping their alcoholic beverages for cannabis mocktails—and having a better time with their girlfriends because of it. This new kind of buzz is elevating, hydrating, and a healthier option compared to the classic cocktails. We have entered a time when the feeling of something is more important than appearance.

My mocktail mingling came full-fledged when I was seven months pregnant in the dead of California summertime. Although I didn't know the delicacies of CBD in those days, I did get to experiment with different flavor and texture combos. I played with all kinds of fruits, veggies, herb combinations, that I felt fulfilled in just the making of the drink. This made me realize how little I really needed alcohol in my life. These mocktails left me without stomach aches, headaches, or achy joints the next day.

Plus, I got to be the one who remembered everything from the night before. Making and drinking those concoctions that summer gave me such an experience that by the next year, I was swapping vodka for cannabis oil in creating what is now called cannabis mocktails.

These social drinking experiences with cannabis in place of alcohol have been so wonderful and refreshing that Potli and I decided to collaborate on creating our favorite cannabis mocktails and share them with the community. We got crafty with her sweet cannabis-infused raw honey and made two of our besties: THC-infused Blackberry Mojito and Turmeric Honey CBD Wellness Shot. I hope you enjoy as much as we do.

TURMERIC + RAW HONEY CBD WELLNESS SHOT

RECIPE BY ERIN WILLIS, MOTHER INDICA

INGREDIENTS:

- ½ large cucumber, peeled & juiced
- Juice of one lemon
- 2" ginger knob, peeled
- 1 tablespoon "Coming Down" Potli
- 2 teaspoon turmeric, ground
- Dash of cayenne pepper, ground (optional)
- Dash of sparkling water (optional)

METHOD:

Juice the cucumber and lemon. If using a blender, strain the pulp and set aside. In a blender, add ginger and 1 cup water and blend until smooth. Strain the pulp and pour back into blender with cucumber and lemon. Pour mixture in two shot glasses. Add turmeric and stir. Top with sparkling water and/or cayenne, if desired.

*Serves 2, 4 oz shots
4 mg CBD each*

What is a cannabis mocktail?

Any beverage that contains cannabis in the place of alcohol.
cannabis + fruit + [honey] + herbs + sparkling water
= delicious + healthy cannabis mocktail

Common health benefits of cannabis mocktails:

- Anti-anxiety
- Social lubricant (when too much isn't consumed)
- Hydrating + neuroprotective
- Can't kill you (or anyone else) if you drink too much

Note: Remember, cannabis can give some uncomfortable side effects when too much is consumed. Effects that you may not want to experience at a social event: paranoia, drowsiness, anxiety, dry eyes and mouth. It's important to start low (½ teaspoon honey) and go slow (wait two hours before increasing your intake). Like everything, drink with respect and in moderation.





TONIC
CBD FOR THE PEOPLE

CBD FOR THE PEOPLE
MENDER



GIFT SET

Includes: Chill Tonic, Youth Serum, Healing Salve & Pain Salve

We know a lot about love because it is the inspiration for everything we do.

Love is how we came together to create this beautiful gift set to help you relax, breathe and tend to yourself with care. As leaders of women-owned cannabis companies, we share a love for the healing properties of plants and for collaborating to support and empower each other, and in turn, support others.

We believe in small batches, the science of plant medicine and most of all, love and we hope that when you enjoy our products, you feel it.

With love & healing,

Brittany Carbone, TONIC
April Cole Worley & Vanessa Pisiias, Mender

10% of proceeds to benefit

THE TREVOR PROJECT

dedicated to saving young
LGBTQ lives

Visit tonicvibes.com or mender.shop to purchase



At Sous Weed, I'm all about encouraging people to make their own infusions. Let's be frank: If you live in a legal state, you are probably experiencing higher prices due to a variety of taxes. Edibles, oils, and tinctures are getting increasingly expensive which means patients and caretakers are finding it difficult to get the medicine in the prices and dosages they need.

Sous vide cooking (pronounced sue-veed) only sounds complicated—I promise it's quite simple! Sous vide refers to the process of placing your food in a bag or airtight jar and then cooking it at a precise temperature in a pot of water.

Since the cannabis and oil are sealed in an airtight bag and placed underwater to infuse—there's virtually no smell. There's also no need to babysit a stovetop or Crock-Pot. And the best part is, you can make multiple infusions at once!

After brainstorming over delicious matcha lattes with Kyra, we set out to whip up our favorite medicated recipes chock-full of green tea goodness. My medicated ochazuke recipe is served with a luscious, jewel-toned salmon cooked sous vide. Ochazuke is a rustic Japanese rice dish served with hot tea and a piece of salmon. The green tea is poured around the rice and topped with various savory accompaniments and crispy rice bits. Simple and warms the soul.

SOUS VIDE CANNABIS-INFUSED SESAME OIL

INGREDIENTS:

8 ounces sesame oil

4-7 grams cannabis flower (you can add more or less depending on the desired potency)

METHOD:

Roughly crumble your cannabis flower. Decarb optional. Pour oil or fat into a quart-sized freezer-safe zip bag. Add cannabis into the bag of oil. Push the air out and seal the bag. Set your sous vide water bath to 85°C (185°F). Once the sous vide water bath has reached its temp, submerge the bag in the water bath. Sous vide for four hours. Remove from water bath and strain. Discard the flower and allow the infused oil to cool. Store in a cool dark place.

Makes 8 ounces

**Note: The amount of cannabis oil specified in this recipe is a very loose suggestion; the actual amount you use should be modified based on the strength of your oil and the potency you desire. Dosing homemade edibles can be tricky, so the best way to test for potency is to start with one portion of a serving, in this case, one teaspoon, and wait for one to two hours, then make an informed decision on whether to consume more. Always dose carefully and listen to your body, and never drive under the influence of cannabis.*

MEDICATED SOUS VIDE SALMON OCHAZUKE

A COLLABORATION WITH KYRIOUS CO. X SOUS WEED

PHOTOGRAPHY BY MONICA LO, @SOUSWEED

GRAPHICS BY KYRA MUELLER YAMAMOTO, @KYRIOUS.CO

INGREDIENTS:

2 (6 oz) salmon fillets with skin
1 teaspoon kosher salt
1 tablespoon ginger, grated
2 tablespoons honey
1 teaspoon Sous Weed sesame oil, recipe below
1 cup extra virgin olive oil
1 teaspoon toasted sesame seeds
2 cups cooked Japanese short grain rice
3 teaspoons matcha, we used Laka
1 ½ cups hot water
1 teaspoon soy sauce
Sesame seeds, to garnish
Scallions, to garnish
Shredded nori, to garnish
Toasted brown rice, to garnish, optional
1 teaspoon Ikura, optional
Wasabi, to taste, optional

METHOD:

Set your sous vide water bath to 51°C (123.8°F). Salt both sides of your salmon filets. In a small mixing bowl, add grated ginger, Sous Weed sesame oil, olive oil, and honey. Whisk until uniform. In a quart-sized, zip-sealed bag, add seasoned filets and pour in the oil mixture. Push out the air and seal the bag. Submerge and sous vide for 30 minutes.

TO SERVE:

Whisk matcha in hot water until uniform. Set aside. Add ½ cup scoops of cooked Japanese short grain rice into two bowls. Add a piece of sous vide salmon on top. Garnish each bowl with shredded nori, sesame seeds, scallions, and optional ikura and brown rice. Pour the matcha around the rice and add a dash of soy sauce and a touch of wasabi. Enjoy!

Serves 2



MEDICATED MATCHA PISTACHIO COOKIE

A COLLABORATION WITH KYRIOUS CO. X SOUS WEED

PHOTOGRAPHY BY MONICA LO, @SOUSWEED

GRAPHICS BY KYRA MUELLER YAMAMOTO, @KYRIOUS.CO

MATCHA PROVIDED BY: LAKA, @LAKALIVING

Hello antioxidants and vitamins. That's exactly what my Matcha Pistachio cookies recipe is loaded with! These cookies are hearty, lightly medicated and gluten-free. Rather than experiencing a sugar or carbohydrate crash after eating dessert these cookies are low in their glycemic load and are packed with healthy fats which provide sustained energy for your brain. The matcha here is just a bonus. With its high antioxidant content, immune-boosting benefits and the amino acid L-Theanine present which promotes mental clarity and clear-headed energy. The best part about these cookies is they're pretty darn healthy and no one will ever even know.

INGREDIENTS:

- 1 1/3 cups raw shelled pistachios
- 2/3 cup almond flour
- 1/2 cup coconut sugar
- 2 teaspoons ceremonial grade matcha
- 2 teaspoons Sous Vide Kief Honey, recipe below
- 1/2 teaspoon pure vanilla extract
- 1 large egg white
- *Optional topping: 1/4 cup powdered sugar + 1 teaspoon matcha

METHOD:

Preheat oven to 350°F degrees. In a food processor or blender, pulse the pistachios with a half cup of coconut sugar until pistachios are finely ground. Transfer to a bowl and add additional coconut sugar, almond flour, and vanilla. Gently sift matcha onto mixture and whisk to combine. Add the egg white, honey, and mix until a dough consistency begins to form. Line baking tray with parchment paper and begin to roll the cookie mixture into balls.

Place balls onto a tray and gently flatten each cookie to the baking tray. (Pro tip: Use the bottom of a measuring cup to gently press down cookies. Clean bottom of the cup between each cookie.) Bake 15-18 minutes until lightly browned and remove from oven to cool completely. (Optional. Sift together powdered sugar and matcha until mixed. Resift the sugar mixture gently over each cookie coating each lightly.)

Makes 12 cookies



SOUS VIDE KIEF HONEY

MAKES 1 CUP

INGREDIENTS:

- 1 cup honey
- ¼ grams kief (you can add more or less depending on the desired potency)

METHOD:

Set your sous vide water bath to 85°C (185°F). Pour your honey into a mason jar and mix in the kief. Seal the jar and gently submerge into your water bath. Sous vide for two hours. After two hours, remove from water bath and let cool. Try ½ to 1 teaspoon at a time for each serving!

**Note: The amount of cannabis honey specified in this recipe is a very loose suggestion; the actual amount you use should be modified based on the strength of your honey and the potency you desire. Dosing homemade edibles can be tricky, so the best way to test for potency is to start with one portion of a serving, in this case, one teaspoon, and wait for one to two hours, then make an informed decision on whether to consume more. Always dose carefully and listen to your body, and never drive under the influence of cannabis.*



Living

INTENTIONALLY

WITH IMÁN BENÉT

Photography by Jennifer Skog

Intention is the starting point of every dream. Every desire. Every goal. Every change that has ever come to be, started with a clear intention.

Intentions influence our lived experience.

Thomas Jefferson was once quoted as saying, “Difficulties indeed sometimes arise, but common sense and honest intentions will generally steer them through.”

Intent comes from our soul and represents our deepest desires. What we focus our attention on grows. When we set intentions, we are readjusting the focus on what it is we would like to experience in our lives. Living intentionally is not necessarily about controlling our thoughts, but re-directing them, pointing them in the right direction. The process of setting intentions declares to yourself, others and to the universe, that you are serious about your dreams and your goals. It sets the tone for how to act, where to go, and who to surround yourself with.

Intention, or lack thereof, is what determines the outcome of our lives.


Have you ever gone into a grocery store without a list of the things you actually need? Usually, what ends up happening is you spend way more time, money, and energy acquiring things that you didn't really want, and definitely didn't need in the first place. The same concept applies when it comes to living an intentional life vs. an unintentional life. Living an unintentional life is as if you're giving away all creative control and asking the universe to randomly select what it thinks you want based off of outdated choices and beliefs that do not necessarily reflect the version of yourself that you are now.

“What you are now is the result of what you have always been. But, what you are to become, depends on the choices you make right now, in this moment.”

—Melanie Richards paraphrasing the Buddha

If the life that you're living is not one of intention and deliberate creation, is it really YOUR life that you are living, after all?

So how do we step out of helplessness and reclaim our power to create the life we deserve, you ask?



“The process of setting intentions declares to yourself, others and to the universe, that you are serious about your dreams and your goals.”

—Imán Benét

PREPARATION IS KEY

Set aside some time and start with an open mind and a full heart. Intention setting is a sacred act. Treat it as such.

SET THE MOOD

Turn off any distractions including your phone. Take a bath or a shower to wash away any old stale energy from the day, burn some sage, or some Palo Santo to clear the air. Light some candles if you wish. Do what you can to be as present in this moment as possible.

GRAB A NOTEBOOK

It can be any notebook, but I like to dedicate one specific notebook to my intention-setting alone. It helps me to be more deliberate in my writing, because I know when I pull out that notebook, it's time to put everything else aside and get intentional. Make sure to write in permanent ink. No pencils. Being intentional with every word means erasing will not be necessary here.

CENTER YOURSELF

Take a moment to center yourself. This can be in the form of meditation, or just taking a few mindful breaths before you begin writing, but take the time to ground yourself in the moment in front of you. Be Here Now. This is crucial. Once centered, go through these exercises:

1. TAKE RESPONSIBILITY FOR WHERE YOU ARE AT RIGHT NOW.

This is where the power lies. When you can accept that your own beliefs and choices, conscious or unconscious, brought you exactly to where you are right now in this moment, you also, simultaneously except the fact that you also have the power to transform your life into what it was meant to be all along. You are the only one in the driver's seat. It's time to take the car out of neutral and put your foot on the gas.



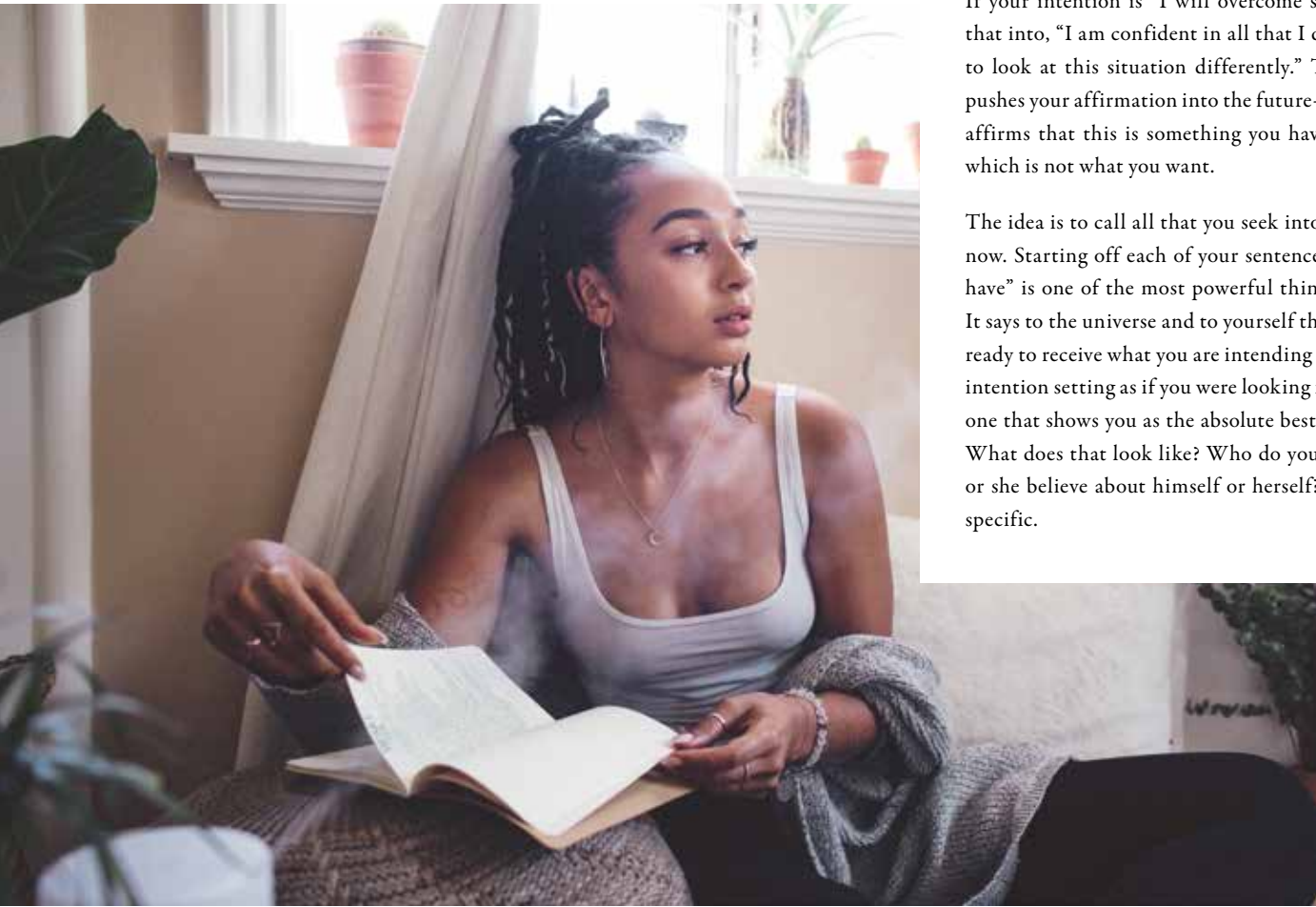


2. WHAT DO YOU INTEND?

Be clear. Be deliberate. Be sure to phrase your intention into an affirmation.

If your intention is “I will overcome self-doubt” reaffirm that into, “I am confident in all that I do” or “I am willing to look at this situation differently.” The phrase “I will” pushes your affirmation into the future—or in other words, affirms that this is something you have not yet achieved, which is not what you want.

The idea is to call all that you seek into this moment right now. Starting off each of your sentences with “I am” or “I have” is one of the most powerful things you can ever do. It says to the universe and to yourself that you are open and ready to receive what you are intending to create. Approach intention setting as if you were looking into a magic mirror, one that shows you as the absolute best version of yourself. What does that look like? Who do you see? What does he or she believe about himself or herself? Write it down. Be specific.



3.

BELIEVE WITH YOUR WHOLE HEART THAT IT IS ALREADY YOURS

You already are that best version of yourself; it is only a matter of getting out of your own way and believing it for yourself. There is only one difference between a person who believes in magic and one who does not: A person who believes chooses to find magic in even the smallest everyday things, noticing synchronicities and small miracles. The others, simply do not. Both are correct in their beliefs. However, one's experience is a hell of a lot more magical than the others. It's that simple. I'll say it again; you are the one who gets to choose what you experience. Make sure to choose wisely.



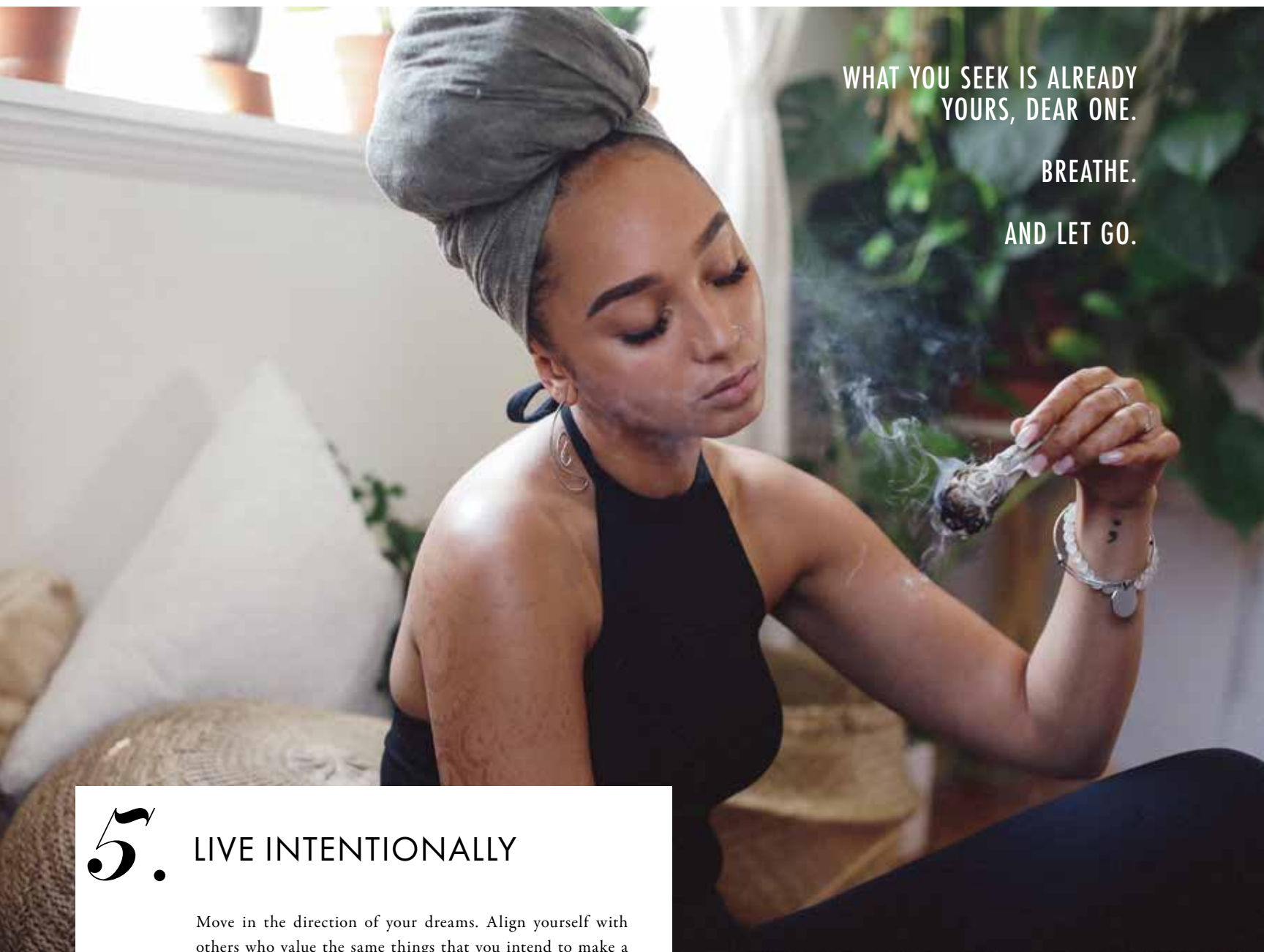


4. LET GO AND LET FLOW

Once you've gotten clear and written down what it is you intend. Stop there.

Do not over think it, set the tone and then let it be. There is no need to wait by the phone and obsess about when you're going to get a call back from the universe. Trusting that your intention has been received is half of the battle. Let the universe do its part in bringing you what you seek, at the perfect time. I recommend doing your intention setting right before bed so that you can go right to sleep afterwards and wake up the next day with a fresh mindset. This way you can avoid getting in the way of your creations by not overthinking the details of the outcome.

What you seek is already yours, dear one. Breathe. Let go. And let your desires flow to you in perfect timing.



WHAT YOU SEEK IS ALREADY
YOURS, DEAR ONE.

BREATHE.

AND LET GO.

5. LIVE INTENTIONALLY

Move in the direction of your dreams. Align yourself with others who value the same things that you intend to make a reality in your life. Intention really only refers to a conscious act of creation. Be clear. Be conscious. And get creative with this life of yours. Remember, the only limits are the ones you've created for yourself.

FOR MORE INFORMATION & TO PURCHASE THE TOOLS
TO CREATE YOUR OWN INTENTION SETTING CEREMONY AT HOME,
VISIT [IMANBENET.COM/LAVENDERANDLEMONS](https://www.imanbenet.com/lavenderandlemons)

FIVE FACTS ABOUT

BALANCING THE BODY WITH CBD

BY APRIL COLE WORLEY, DIRECTOR AT MENDER
PHOTOGRAPHY BY ANNIE HOCK

HIGHLY
EFFECTIVE
BUT NOT
IN THE WAY YOU
THINK

AT MENDER, WE KNOW THAT EDUCATION IS QUEEN WHEN IT COMES TO CBD (CANNABIDIOL). THE LION'S SHARE OF WHAT WE DO IS NOT JUST KEEPING UP WITH RESEARCH SO WE CAN FORMULATE EFFECTIVE CBD PRODUCTS, BUT TO ALSO FIND EFFECTIVE WAYS TO COMMUNICATE WHAT WE'VE UNCOVERED. AT EVERY OPPORTUNITY, WE PASS ON WHAT WE'VE LEARNED TO OUR CUSTOMERS TO EMPOWER THEM TO THOUGHTFULLY CONSIDER AND CONSCIOUSLY CHOOSE PRODUCTS THAT SUPPORT THEIR UNIQUE WELL-BEING.

WE GET ASKED A LOT ABOUT CBD, AND IT USUALLY STARTS WITH, "I'VE HEARD IT WORKS, BUT WHAT EXACTLY IS IT?" AND MORE IMPORTANTLY, "HOW DOES IT WORK?" READ ON TO FIND OUT WHAT CURRENT RESEARCH SAYS ABOUT CBD, THE SYSTEM THAT MAKES IT ALL HAPPEN AND HOW TOPICALS MAY BE THE WAY TO WELLNESS.



1 YOUR ENDOCANNABINOID SYSTEM (ECS) IS THE DOORWAY TO YOUR HEALTH

All animals, from humans to 500-million-year-old sea squirts, have an ECS. Yet scientists have just recently discovered what the ECS does. A system that runs throughout our bodies, the ECS is responsible for maintaining homeostasis—the balance necessary to obtain optimum health; including fertility, sleep, mood, memory, appetite, inflammation, and immunity to name a few.

2 TWO KEYS UNLOCK THE DOOR TO YOUR ECS

Scientists have discovered two primary receptors that are found throughout our bodies that work as doorways to the ECS: CB₁ and CB₂. While CB₁ receptors primarily live in our central nervous system, CB₂ receptors live in our immune system cells. Both play a role in supporting homeostasis—CB₁ in regulating stress and CB₂ in reducing inflammation, generally.



3

YOUR SKIN IS BUILT FOR CANNABIS

Our skin and sweat glands contain both CB₁ and CB₂ receptors, making topicals an efficient and elegant way to support our overall health. Use of CBD facial serums, pain salves, lotions, and even CBD deodorant are all effective ways of supporting your ECS. And because cannabinoids like CBD are powerful antioxidants, topicals work to improve and repair your skin texture and appearance by encouraging new cell growth while also supporting your overall health.

4

CANNABINOIDS ARE POWERFUL MEDICINE

Receptors on our skin respond to CBD and other cannabinoids including ones found in echinacea, copaiba, helichrysum, cocoa, and pepper and get to work supporting the immune system, reducing inflammation, minimizing pain, and working as potent antioxidants to help our bodies repair and restore at the cellular level.



5

CBD MAY OPEN THE PATHWAY TO THE MIND-BODY CONNECTION

Some scientists believe that by acting on CB₁ and/or CB₂ receptors throughout our bodies, cannabinoids, such as CBD and others found in nature and within the body itself, have the power to unlock the communication system between the body and the mind allowing for the possibility of mapping the impact of our mental health on our physical health.

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CULTIVATING
A SUSTAINABLE
INTENTIONAL LIVING
SPACE
WITH HEMP





AN INTERVIEW WITH SARAH HARF, CEO OF MOONCLOTH DESIGNS
PHOTOGRAPHY BY JENNIFER SKOG

MJ had the great pleasure of chatting with MoonCloth Designs CEO, Sarah Harf to discover new ways we can make more sustainable decisions when designing our home and workspace. A 'superhero' of a plant that has been in the shadows for decades, hemp can be used for many many different things from textiles to plastics to biofuel. Why has such a resource been given the scarlett letter, when it can do so much good? We're grateful to Sarah for answering some of our burning questions about hemp.

TELL US WHAT STEPS MOONCLOTH IS TAKING TO HELP PROMOTE SUSTAINABLE LIVING?

MoonCloth is working to bring more sustainable elements into spaces. We are currently focused on hospitality and supporting interior designers to design more sustainable environments. We use industrialize hemp to create environmentally conscious spaces. Hemp is one of the most environmentally friendly fabrics currently available. It requires half as much land and half as much water to grow compared to other fiber plants. Hemp textiles are naturally hypoallergenic and have anti-bacterial properties that fight against mold and bacteria from forming. We are going beyond just promoting sustainability and actually giving people the tools to create more environmentally conscious spaces. Our hemp textiles can create any type of product that you would find in a space. Decor pillows, kimonos, hemp textiles for furniture upholstery, couch cushions and much more.



WHAT INSPIRED YOU TO START MOONCLOTH?

I was inspired to create more healthy and sustainable spaces that do not create more harm to our earth. We spend so much of our time indoors in spaces. There are so many toxic chemicals that go into products we use every day in our home and public spaces. After learning all about industrial hemp and its benefits I feel we have an opportunity to create all our interior products and functional design elements to be more healthy and sustainable. My initial vision was to start designing products that people could use in their homes, but then my team and I felt we would have a bigger impact and affect more people if we start with hospitality and commercial spaces. We are really excited to be working with some incredible hotel clients and supporting them to create sustainable designs that feature hemp in a modern and sexy way. Some people think in luxury design that if it's eco-friendly then there must be a sacrifice with the design aesthetic and quality. With hemp and all our modern technology, we don't have to sacrifice anything.

WHY SHOULD EVERYONE CHOOSE SUSTAINABLE?

I feel in the future there will not be an option to choose whether you or companies designing products or spaces are sustainable or not. We are seeing our planet change and our natural resources are also being less available. Hemp is a great alternative resource and can be used in so many diverse ways. At MoonCloth we are focused on more sustainable textiles and also working on some alternative hemp plastic options for furniture designs. Hemp can do so much more though and help us be sustainable in lots of different areas of our life. For example, 1 acre of hemp can produce as much paper as four acres of trees annually. Hemp can be a sustainable, regenerative crop that pulls nuclear toxins from the soil breaks down pollutants and stabilizes metal contaminants by acting as a filter. It's a superhero plant that can help us with all our industrial needs.



WHAT ARE SOME OF THE BENEFITS OF HEMP OVER COTTON & OTHER FABRICS; AND DO YOU THINK HEMP WILL EVER BE ABLE TO BE A BIGGER PART OF CLOTHING AND TEXTILES?

Hemp was used for thousands of years to produce durable textiles in massive quantities. However, the broad-spectrum prohibition of cannabis made industrial hemp illegal. In the process, the hemp textile industry was destroyed. Cotton uses 16% of the world's pesticides. Those chemicals severely impact our ecosystems that receive runoff from farms, which decreases animal fertility and freshwater. Hemp uses 50% less water compared to cotton. Hemp fabric will not wear out and will actually soften over time. Its fiber can be woven into light materials for clothing, durable textiles for commercial industrial purposes, and even into very strong ropes and cables for heavy lifting and pulling. Unlike cotton, hemp holds its strength when wet, and it also possesses anti-bacterial properties. All that being said, yes I think hemp textiles will become a bigger part of the fashion industry and also has the ability to be the dominate textile.

WHAT MAKES HEMP SUCH EXPENSIVE MATERIAL TO PURCHASE RIGHT NOW?

Hemp textiles are less in demand which makes it more expensive. However, that can quickly change and when people start to learn and use more hemp in their every day lives. Polyester is a synthetic fiber which is the most used fiber for textiles. Polyester is the worst fabric you can buy. It is made from synthetic polymers that are made from esters of dihydric alcohol and terephthalic acid. Acrylic fabrics are polyacrylonitriles and can cause cancer and other terrible diseases if our bodies are exposed to these fabrics. Unfortunately, synthetic fibers can be found almost everywhere. It's important for people to understand and become more aware. Our purchasing decisions have a lot of power and it's really up to us to help make that shift to being more sustainably focused and buy better textiles that are good to our bodies and the world.

DO YOU HAVE ANY SIMPLE PROACTIVE IMPROVEMENTS WE CAN MAKE TO LIVE A MORE SUSTAINABLE HEALTHY LIFESTYLE?

Be curious and aware of the things you buy. Ask questions, learn about how it was made. Your choices and what you buy does matter!

IS THERE ANYTHING WE SHOULD BE AWARE OF OR LOOK OUT FOR WHEN PURCHASING HEMP PRODUCTS?

Right now all most all the industrial hemp is being imported from outside the US, especially textiles. With the new farm bill expected to pass in November 2018, we will be federally legal to grow and produce industrial hemp in the US. We should start seeing all sorts of hemp products become more available and also made in the US which is great!

WHO ARE SOME OF YOUR FAVORITE ARTISTS WORKING WITH HEMP?

Some of the very first artists used hemp canvas to paint their masterpieces. There are not that many artists out there working with hemp. At MoonCloth we are working with local artists to create custom textile prints for some of our hotel clients. It's really awesome to bring on some local artists to create incredible art prints that will be used for a hotel lounge seating and decor pillows for special projects.

WHAT WOULD YOU LIKE TO SEE IN THE FUTURE WITH HEMP AND SUSTAINABLE LIVING? WHAT CAN WE LOOK FORWARD TO FROM MOONCLOTH?

My dream is to design a boutique hotel property or two ;) that promote wellness and sustainable in a fully functional and beautiful way. I also want our hotel to host design thinking dinners and conversations around the future of sustainable while also using the hotel spaces to be our showrooms where guest can use and test the products we have designed during their stay. 🌱

For more information about MoonCloth, visit moonclothdesigns.com
or visit [@moonclothdesigns](https://www.instagram.com/moonclothdesigns) on Instagram.



READY, SET GOFITJO

JOANNE ENCARNACION, HEALTH & LIFE COACH, CREATOR @GOFITJO
INTERVIEW & PHOTOGRAPHY BY JENNIFER SKOG





This bad-ass woman. I'm one of the lucky ones to know her for the past decade, and while we've only shared a few warm hugs in real life together, I've come to know her and the woman she is becoming by witnessing her transform before everyone's eyes. My spare moments with Jo were always joyful and gracious and I remember looking up to her as a mother when she would post beautiful words about motherhood or one of her daughters. Five years ago, a real life, unexpected raw moment between a mother and her daughter became a realization that would change Jo and her family's lives forever. I've watched her single handedly define flawsome, leading women to embrace every earned stretchmark and dimple bestowed. Then adopting strictly regimented healthy eating and workout routines and taking the body building industry on fire. Today, she continues to amaze me with her spoken truth and thought-provoking self-exploring challenges she leaves her tribe with on a daily basis. Recently named Top 20 New Health and Wellness Role Models by Ariana Huffington and Thrive Global, I'm thrilled to interview and feature Joanne on MJ's second issue cover.

WHAT WERE YOU LIKE AS A YOUNG GIRL?

I was always an adventurous kid. I never did anything that was conventional or the norm. People used to call me "the rule breaker." I just thought that rules were meant to be broken! That's why we have guidelines in the world, not rules. But I grew up with two hard-working immigrant parents from the Philippines who were trying to navigate how to blend two cultures into one: their Filipino culture and American culture while raising children, so there was a lot of headbutting just trying to make sense of our worlds.

WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

I wanted to be a therapist, and that was the first time I thought, 'Oh my God, I want to help people, I want to help adolescents.' I grew up dealing with depression in my teenage years, so I think for me overcoming depression and attempting suicide, and at 15, one of the first things I wanted to do was to help other kids who were experiencing the same type of mental illness or mental hardship or mental struggle.

WHAT DO YOU THINK LED TO YOUR ANXIETIES AND DEPRESSION?

My parents are Filipino-American and in their culture, their upbringing, you don't talk about mental health & wellness, and you don't talk about mental wellbeing or emotional wellbeing. I knew it was such a challenge for them to give me that space, but it was also difficult for me because I just needed to be seen and heard. I needed somebody to acknowledge that I have a voice and my voice is important. I'm not just going to do or be whatever you want.

DESCRIBE YOURSELF IN THREE WORDS NOW TODAY.

I'm relentless, I'm very loving, and I'm a woman in progress.

YOU HAVE UNDERGONE SUCH A MASSIVE INTERNAL TRANSFORMATION IN RECENT YEARS. WHAT MOTIVATED THIS CHANGE?

At 29, I was dealing with anxiety and depression for about 18 months. I thought to myself, 'Okay, you know what? I deal with anxiety, depression, and clearly, this is just life in America as an adult. We're just supposed to constantly be overworked, overstressed, and as women over-pressured to be all the things.' These are the stories that we tell ourselves as women; I can be this incredible wife and on top of that, be a mom, plus look good. I was all these things that you had to be wrapped into one, but I was like, "Oh my God. This is terrible."

I remember one of the thoughts or ideas that I shut out of my head was, as a mom, thinking you're not supposed to put time and energy into yourself because you're supposed to sacrifice everything that you have for your children. I guess I've lived that message for quite some period of time not realizing that it was breaking me down more and more.

It was one day my daughter and I were getting ready for a Sunday family outing. She looked at me and said, "Mom, you're so beautiful." And I turned around and looked at her, and I said, "No, I'm not. I'm ugly and fat." And the way that I said this is in that same innocent way that you would talk to your girlfriends in a dressing room and the look on her face the moment I said that is one I will never forget because she just took off running. I remember it felt as if I took the truth that I was her queen, her biggest role model and I just took that little truth of her and crumpled it up and tossed it to the side.

It was that moment when I realized I am becoming a woman that I no longer recognize. I'm becoming a person that no longer has the confidence that she had once before, and she no longer sees herself as this incredible person. She is just going through the motions of life, and I didn't want to become that. It was that moment when I started taking a big audit on how I ate and how I move my body.

GIVE US A SNAPSHOT OF A DAY IN THE LIFE OF JO TODAY.

Most days I typically wake up in the morning between 5:30 and 6:00 AM, head to the gym and workout for about an hour to an hour and a half. Then head back home, and at about 9:00 to 10:30 AM is an opportunity for my husband and I to catch up.

We talk about what things are high priorities for that day. Then around 10:30 AM I typically start working. My day can vary depending on what I need to do in the day. Sometimes there's photo shoots, content creation, writing or a lot of researching different wellbeing topics for my clients or whatever kind of information I need to equip myself to serve my clients. Around 1:00 I try to pull myself away from my desk, sit in my atrium and meditate. It's essential for me to have that kind of block of time in between the day where I can quiet the mind if it's possible and if not possible, then focus on just breathing. I try to honor and cherish this time within my actual day, and that is non-negotiable.

Sometimes I've pushed that time a little bit later and end up taking a nap because some days, as a health coach, or any kind of coach or therapist or talk therapy, etc., it can get emotionally draining, especially when you're dealing with some of the more challenging strategizing with your clients. So there are moments where I've got to crash, and I sneak in a nap here and there. Right around 6:30, 7:00 PM is when we make dinner, and we like to keep meals pretty simple. Bedtime should be around 10:00 PM but that all depends on how long hang time is with the hubs.

WHAT IS THE MOST SIGNIFICANT CHANGE YOU'VE MADE FOR YOURSELF?

One of the things that I have changed as of recently regarding mindset is, 'let love in and let life surprise you.' And that has been something that I think I have been trying hard to honor. I believe many people hang onto a lot of old family structures and their old family learning. We all grew up with belief systems from our families, our cultures, and sometimes that can hold us back from really discovering our own personal truth because those are the things that were brought up as truth. The problem I feel with that, for a lot of people, is when they don't allow themselves to adapt or adjust. They no longer allow themselves to be open to the idea that life can surprise you and might take you to a completely different turn of your life's season.

I think love is truly the purest form of happiness, understanding, and connection with ourselves and with other people. I think when we allow ourselves to let love in, we let the purest form of energy in and when you let life surprise you, you just go, "Alright, Universe, what do you got for me? What's happening today?" And if you can do it with love, then you can do it with grace. Then you can do it with the belief that you're going to be okay at the end because love is always going to catch you. And life will just always surprise you.

One of the other things that I like to say is, "Life isn't happening to you, it's happening for you." I think when we can get into this mindset of, non-attachment to the outcome, I think that's when we become a little bit freer and open to whatever might be an outcome.

We get so hard on ourselves when things have to end or disconnect, and I understand that because it's hard for things to end and change. There's a mourning process, but we'll have to go through. But I also believe that once we can give ourselves the space to grieve, then you know that the reason why things stopped or disconnection happened is that there's something more significant for you on the other side. You just had to let life happen.



**“IT WAS THAT MOMENT
WHEN I REALIZED I AM
BECOMING A WOMAN THAT
I NO LONGER RECOGNIZE.”**

—Joanne Encarnacion



I love the conversation I have with the regular people in my life, but sometimes when we get in that same conversation over and over again with the same type of venting, you're just kind of stuck in the same way of processing. And if you're in stuck in the same way of processing, how are you ever going to be able to look at that way to process it differently? We need some inspiration sometimes, and it's amazing to see where people are putting their energies and being wowed and inspired.

AT WHAT POINT DID YOU BEGIN TO DOCUMENT YOUR JOURNEY AND DO YOU EVER FEEL SILLY OR SCARED THAT YOU MIGHT SAY SOMETHING WRONG? HOW DID YOU MOVE PAST YOUR PERFORMANCE ANXIETIES?

I remember my first post with GoFitJo and the funny thing is it started as a hashtag to document my journey. At the time, I didn't really think about our connectivity as a human being; I thought the connection that we have with people is just super small.

HOW DO YOU STAY MOTIVATED AND DO YOU EVER FIND YOURSELF IN A FUNK? HOW DO YOU PULL YOURSELF OUT OF IT?

I go through it all the time. I'm all about redefining meaning in my life and other peoples' lives. So even when I'm in a funk, I have realized over time, I'm just brooding over an idea and working through it and not allowing myself to see a much wider perspective. It's just me and tunnel vision.

When I get into these funks or when I get unmotivated to do something, I typically expand my mind by meeting new people or having different conversations with other people that I'm not having at the moment. So it's just getting a new perspective, and to me, I think that can happen with anything that we do that's out of the norm. Whether that's having lunch with a friend that you haven't talked to in months, traveling to a completely different new place, or opening up a book that you might have never read before. This is how I keep myself motivated; just by changing my perspective and seeing what I can learn out of a different experience.

When I wrote my very, very first job post and it was the day I decided to start this fitness journey. It was a very raw post. I said, "Alright guys, I'm getting it out there. Many of you guys don't know this of me, but I have been dealing with depression for the last 18 months. I know that that's hard to believe because when friends would have seen me, I'm typically laughing and pretty joyful. But this is where I've been at, and it's been a hard struggle, and I'm deciding to embark on this fitness journey and start. I'm prepping healthy foods for me, and I'm being super restrictive and then exercising a ton just to regain the self-confidence within myself."

We need to highlight the real moments within ourselves. When I do highlight these real moments and these kinds of hard truth or hard posts, I tend to just put it out there and then not open my Instagram for hours, sometimes a day because I don't know what's going to be received well. I do that because I want my platform always to be a place where my heart is allowed to speak.

**“TAPPING INTO THE
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I THINK THAT’S WHERE
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—Joanne Encarnacion







At what point did you begin to document your journey and do you ever feel silly or scared that you might say something wrong? How did you move past your performance anxieties? Cont.

It's an open and honest truth, and sometimes we don't know if people are going to say when you speak your open and honest truth. So that for me is like a way of just getting it out there, and if it can help one person to feel like they're human and connected with other people and they're not entirely alone, then I'm doing exactly what I set out my purpose to do. Tapping into the vulnerability within myself allows people to live their most authentic truth even if it hurts. And I think that's where the power of healing ourselves and other people can begin.

IDENTIFY ONE OF THE MOST SIGNIFICANT TURNING POINTS IN YOUR CAREER AND HOW DID IT FEEL?

One of my biggest turning points I think in my career as of late has been just me becoming more and more of a talent or a public figure or public voice. I've always known that my message was a little bit different. Meaning that I'm not writing things about weight loss or how to's or the sexy, easy things that typically sell editorial pieces and content.

I'm writing things that might be a little bit more in depth and a little bit more to the heart, and a little bit more raw. So when I started to get booked for opportunities like Muscle Milk, for example, that was my most significant on-camera talent type of gigs, I was shocked because there is a brand that's relatively large that wants to highlight my story and not just use me for my platform or use me for my voice. They want to elevate the story of a woman who has gone through



the depression, who has her kids and who's working out, has a career, and still just trying to figure out all these pieces. And that to me was a big Aha! moment because it was like, 'Wow, not only do people want to hear this, but brands want to elevate this.' Brands are trying to back real human stories and push it out there.

As of lately, I've had more and more opportunities to do similar work. It has been empowering and also very frightening at the same time because here I am as a woman of color just really trying to navigate this industry of wellness that's for the most part, predominantly white, or has a lot of white privilege to it. And there's nothing wrong with that. However, it gets a little bit challenging for a woman of color in that space. So it's like brand new territory and its territory that I have to learn how to gracefully navigate because it can destroy me or it can really, really bring light to things that are happening in our industry that can bring meaning to people's lives.

I've also been doing a lot more on-cameras, and I've learned to be very proud of that. Which is crazy because I should've been proud of it a couple of years ago, but, you know, it's become one of those things where I'm able to step back and go, "Holy cow! I'm Filipino American, and there are not very many Filipino American women out there who are navigating the fitness or wellness or health and beauty space. This is incredible!" I have an opportunity to shed some light on the sculpture that is oftentimes categorized under 'Asian' because they don't know where to put us. So I think that's really, really, really empowering.

WHO DO YOU CONSIDER A HERO OF YOURS?

Oh Man. There's two for me: Oprah and Brené Brown. Oprah built an empire literally from nothing. I think that's just such an incredible testament—being a woman of color who built an empire on her own.

Brené Brown—I love that she will lean into hard conversations and lean into hard topics. One of the things that I've appreciated about her is her ability to help people see that vulnerability is not a weakness. That it is a strength, and that has helped me continuously share in the capacity that I do because I no longer see talking about my feelings or my emotions as a sign of weakness. I see it as something that is extremely powerful and something that can change lives.

My kids are also heroines in my life too. It's funny because I think as a mom, you want to be the teacher for your children and you never really realize that they're going to probably be the ones teaching you so many different life lessons.

HOW IS CANNABIS INVOLVED IN YOUR DAILY LIFE? HAVE YOU ALWAYS BEEN OPEN ABOUT YOUR CONSUMPTION AND ADVOCACY?

No, actually. Cannabis stepped into my life about a year and a half ago. When I was a kid, I smoked to get high, and that was the only thing I ever thought cannabis was really used for. I know that people started talking about it over the years that it helped with cancer, epilepsy and while I understood that, I think even for myself, I had this built-in personal stigma.

One day I was complaining about my shoulder pain from an injury from aggressive weightlifting when I was bodybuilding. I wasn't giving myself enough rest days truthfully, and I just injured it from overtraining. My husband pointed out, "Okay, you're a seriously thinking about taking Valium or Oxycodone, but you don't want to try and smoke weed for your pain? Just try it."

I introduced cannabis into my life at that time, and it was great for my pain, but it made me want to sleep, and I couldn't get through the day. That's when my husband started doing a lot more research on the benefits of CBD.

The first product that I got was a Bloom Farms CBD: THC 3:1 vape pen. I took a couple of hits, and within about an hour and a half, my shoulder went from feeling like it was all the way to my ear to just relaxing down into its socket. I was able to feel this incredible amount of relief.

I had seen a massage therapist, chiropractors, I had done everything that was outside of surgery because all of them said you don't need surgery. It's just torn from over usage. I remember thinking maybe this is a placebo effect I'm feeling with the CBD—I don't know if this is real yet.

Then one day I was nauseous. I think I was nauseous from something I ate. I called my husband, telling him "I'm stuck in bed. This is terrible. I can't pick up the girls from school. I'm so sick to my stomach." And he said, "Why don't you go hit up your CBD pen?"

I hit my CBD pen and within 20 minutes the nausea subsided. I thought, why didn't I do this earlier? I think that was actually the first moment where I was like, alright, CBD needs to be an active part of my life. Whether that's daily or even just as a healing tool within my life, I've been experimenting with CBD muscle creams and salves or oils for topical relief. When my muscles are feeling really sore after a workout, I'm using the tinctures to help me throughout the day in my lattes, or sometimes I'll drop them into my mouth if I need a little extra dosage. It's been an amazing additive to my life.

DO YOU HAVE ANY TIPS ON HOW TO MAINTAIN BEING A BUSY MOM, WORKING, LIVING AND KEEPING UP WITH SOCIAL MEDIA?

For social media, scheduling it out is really good if you don't want to be overly consumed—give yourself maybe four moments throughout the day where you're spending 20 to 30 minutes. If your livelihood requires you to be on social media, perhaps you have half an hour in the morning where you're developing content and then another half an hour in the morning where you're consuming content and engaging with your community, and then the same thing in the afternoon—whatever works for you.

As far as balancing mom life with that, my children are a little bit older now, 8 and 14, so I have to be pretty mindful about them being on my Instagram, or my social media feeds. I want to respect their personal space and their name and likeness as well. My kids are not part of the GoFitJo brand. They are part of me and my own life and my personal story. And yes, they are going to be parts of my feed from time to time because my brand is my personal story. However, they didn't sign up to be part of GoFitJo and are not on the payroll or anything like that.

I want to make sure that for them, I am mindful of the energy and the space that I provide to them. It's important. I try to keep my phone down as much as possible because I'm always working on my phone anyways. I want to be present for family time, which is probably why a lot of people don't get to see the family side of me within the day because when its downtime I want it 100%. I want to be consumed by them, so I try really hard not to have it during that time and space.

ARE THERE ANY APPS YOU CAN'T LIVE WITHOUT?

Obviously Instagram. VSCO is another app that I cannot live without. It's a great photo editing apps. I also used to work for them, so I love that one. Things is great to brain dump all my stuff into and pull it out when I need to and categorize it when I've got the time. And then the other one is an astrology app called costar.

WHAT ARE YOUR BIGGEST CHALLENGES TODAY?

I think my biggest challenges today, truthfully, is balancing out my hustle. What I mean by that is that I have always worked my ass off and I really like it. But I know that sometimes I get caught up with the hard work and I don't know how to stop learning, how to have fun in between. It is something I've got to learn how to do and just access and know how to express.

I think one of the other hardest challenges right now is I am at this place where, as a health and life coach and as a wellness creator, I'm diving into topics that are a little bit more meaningful for the heart for me than the first couple of years for my GoFitJo brand. I was focusing on mental health and physical health, how we move our bodies and how we have conversations with our bodies. And as of lately, I've been focusing on a lot of emotional wellbeing because we don't put too much thought into how our emotional wellbeing is integrated with our entire wellbeing.

People may ask, "What do you mean by emotional wellbeing?" Isn't that supposed to be wrapped up with mental health? But if we're not getting our thoughts, feelings, and emotions out there properly to the world and those around us, we're never going to be able to heal some of the pain in our outer relationships, and those extra relationships are also very, very important to our internal wellbeing. It's a big challenge getting this message into the world, but I'm up for the challenge as I'm always up for any challenge.

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—Joanne Encarnacion





WHAT'S TO COME FROM GOFITJO?

In addition to the talent partnerships that I'm really excited about, I am expanding my GoFitJo channels of content. It will either be more video or podcast content, and I feel it's going to be the perfect space to talk about some of these harder conversations because you can't always read the emotions when you're reading content. There's a humongous part of me that wants to take a lot of these conversations that I'm having about our emotional wellbeing as women and put it on a larger platform to be digested.

DO YOU HAVE ANY TIPS FOR WOMEN LOOKING TO START GROWING BRAND?

My biggest suggestion is never to be afraid to ask for help and to take criticism. I think those two things are really, really important. Especially as you start to build your own brand, you often are building it solo, and you don't really have council members that can help.

As you start building your own brand, my biggest advice is never to be afraid to reinvent yourself. We are allowed to reinvent ourselves, and we're allowed to rebrand. You're allowed to have a different voice over time. Oftentimes people get so stuck on this idea that you've built a brand and that should be it. We have seen large brands like Coca-Cola or Target go through a significant rebrand as their climate and their industry changes and as their audience and consumers changed too. So as women, if you are starting to build your own brand, never be afraid to reinvent yourself later. Don't get too stuck on the idea that the branding that you had at one point or the brand messaging that you built into the mission statement you developed in your first year has to be the same one that you do in three years. You have permission to reinvent yourself and to redefine yourself over and over again. We all evolve.

ONE MESSAGE YOU WANT YOUR TRIBE TO CONNECT WITH, WHAT DO YOU SAY?

Better than yesterday, stronger for tomorrow. That to me means whatever you do, don't worry about yesterday. We like to focus on being better than yesterday. Don't aim for perfection. Just be better than the day before and be stronger for tomorrow because every single day is a growth opportunity or lesson to learn to evolve yourself or to be better for yourself.

CAN YOU LEAVE US WITH A THOUGHT-PROVOKING GOFITJO CHALLENGE?

I challenge you to look at one area in your life and redefine its meaning. For example, what have you always believed health is supposed to look like? If for you health is supposed to look like this person who has an itty bitty waist and has this beautiful smile and looks super, super perfect on the outside, I want you to challenge that. Actually look at it and ask what does health feel like to me. 🧘



THE CREATIVE GAP

WRITTEN BY RACHEL HAZLETT
FOUNDER OF LUCKY 420'S

In late 2017, my team at Lucky 420, a cannabis manufacturing company in Northern California had been working hard to design a poster proclaiming “Relax, It’s Legal,” in celebration of the upcoming legalization of recreational cannabis. We’d spent weeks in meetings and brainstorming sessions tossing around rough sketches and crazy ideas. We were now on the sixth version of the poster. When I looked at the mockup, I could only think of one thing to say:

“It looks like a North Korean propaganda poster, but messier.”

Nobody disagreed with me. None of us working on the project felt with euphoric certainty that the piece in progress had reached its completion. But we did know that we were just where we needed to be—in the uncertainty, in the gap between the initial effort and final completion. Our team grows more and more comfortable in this gap with each new project, each new problem. It’s a critical part of the creative process we practice at Lucky 420.

Practicing creativity, and developing the capacities that support creativity, are key tenets of our company culture. Creativity is critical not only for making great art and coming up with innovative ideas but also for developing effective solutions to the problems of our time.

Our mission at Lucky 420 is to build a company that works toward the social good and makes great art—endeavors that are deeply connected. Like so many today, we desperately want to see justice and beauty prevail, both for the people of the world and for our planet. Yet it’s understandable to feel despair amid the chaos and uncertainty we face. As we stand in the gap between where we’ve come from and where we want to go, we must remember that we can create new realities as artists, as organizations, as a society, and as an industry.

The legal cannabis industry is an emerging solution to a terribly harmful problem: the War on Drugs. This war has devastated the lives of countless thousands of people in this country and around the world. Our industry is an experiment in regulating a substance that was once criminalized. Because the marketplace and its regulations are continually evolving, cannabis businesses must display fresh thinking and flexibility if they want to survive. We started Lucky 420 two years ago, and already it’s been a wild ride. But we need the cannabis industry to succeed so the War on Drugs as it pertains to cannabis can end. We are at a crucial tipping point.

Ending the War on Drugs is part of our social mission at Lucky 420. One of the ways we’ve brought that mission to life is through Operation Expungement, a campaign to help people expunge cannabis convictions from their records. This idea emerged from a creative workshop we held to explore ways to implement our social mission. In the workshop, we followed a creative process taught to us by our friends and mentors Jeff and Louisa Barnum at Magenta Studios, a social innovation agency. Lucky 420 hired Magenta to help us define and create the culture we wanted our startup to have. The creative principles Magenta trained us to use are more like guidelines than a recipe. We follow these principles to develop and improve products, explore business strategy, and create socially focused campaigns like “Relax, It’s Legal.”

The campaign began as a vague idea that we wanted to somehow use art to bring people’s attention to the legalization that took place in California when Prop 64 passed in 2016. We wanted to celebrate the progress that Prop 64 represented, both for criminal justice and for reducing the social stigma around using cannabis. We didn’t know exactly what the poster would say or what it would look like, but we had a sense of the direction we wanted to take. Then we made use of the five creativity principles that Magenta taught us:

1. Creativity is a discovery. We all had ideas, but clinging to them would prevent us from reaching the best potential outcome. This is where we began the work of letting go of fear and keeping our egos in check, so we could remain unattached to our ideas and be willing to discover what the process would reveal.

2. Results come at the end, not the beginning. Through journaling on our own, dialoguing together, and throwing ideas at the wall on post-it notes (our preferred method for brainstorming), ideas emerged and evolved throughout the process. Eventually, the idea for the “Relax, It’s Legal” poster campaign was the one that stuck. There were other good ideas on the table, but when we examined them all with open minds and hearts, this one was clearly the most potent.

3. The best idea wins. Next, we drew rough sketches referred to as “the straw man.” They’re intended to be quickly created, torn down, and re-created without much time investment. This way we cycled through iterations rapidly, which greatly accelerated our progress.

4. Directional and emergent. As the design took shape, new elements, and features were born that we hadn’t thought of in the beginning. Although this stage was thrilling and fun, we reached a point where our design, our campaign, our great idea looked like a mess. This is the gap. We knew we were on our way toward something great, but our product didn’t look great. It’s easy to feel anxious and overwhelmed at this point. You may want to throw in the towel or retreat to an earlier version that’s tidier but less rich. Or you can dwell in the gap and wait. We did, and what ultimately led us out of the gap was the last principle.

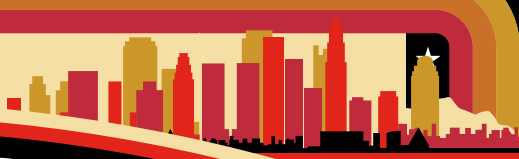
5. The bull's head: the thing you build around is often the thing that has to go. The phrase "bull's head" refers to the Picasso painting Death of a Matador. You can see a time-lapse video of that painting come to life in the 1956 documentary The Mystery of Picasso. The bull's head begins as the central subject of the painting but is later painted over and transformed until it is almost nothing like its original form. For our poster, we had to sacrifice elements that we loved but that wasn't serving the piece's highest potential. After we removed some vector art that our artist had spent a good deal of time on, we saw that the piece had reached its completion. We learned that if we allow ourselves to dwell in uncertainty and keep our fear and egos out of the way, trusting one another and the process, the best outcomes emerge organically. Experiencing the final artwork in print and out in the world brought us all a shot of energizing joy.



The creative process is not just satisfying; it's necessary for us to collectively surmount the obstacles confronting us. We're really excited about an upcoming campaign called "Take it to the Streets," which involves getting out from behind our computer screens and engaging with the community face to face to discuss what folks want the future to look like. Through deep listening and inquiry, we aim to demonstrate how we can create that world together. It's one thing to paint a picture of what we want the future to look like, but we can only make it come true by building trust and compassion between one another.

We know from our creative work that you have to feel safe—both as an individual and as part of your team—to be able to work in that gap of uncertainty without letting anxiety or ego hobble you. A lot of our company culture boils down to doing the hard inner work to liberate ourselves from the fears that prevent us from realizing our greatest potential. The more we heal the personal and societal wounds we're living with, the freer and more creative our thinking becomes. In our company, we use tools such as nonviolent communication, journaling, and exploring provocative questions with a partner in a safe space to help foster a culture of personal responsibility and development of the higher self or the witness (that mode of consciousness that allows us to see ourselves).

Interestingly, many believe that cannabis and other hallucinogens are powerful medicine for developing consciousness in this way. I find these ideas interesting and exciting, yet in my experience thus far, I've learned the truth of something a yoga master taught me long ago: "Hallucinogens can be a window into enlightenment, but not the door." To take a truly creative approach to life, we must do the hard work of meditation, clearing old wounds, noticing our reactive states, and taking responsibility for our own needs and emotions. As we develop these capacities individually and collectively, our art will become better, our solutions to problems in life and business will become more brilliant, and our responses to the challenges facing society will grow ever more creative. ●



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W O M Y N

MAKING WAVES ON THE EAST COAST

Written by Annie MacEachern
Photography by Vee Mercier

As womxn, we historically have not had autonomy over our bodies. In big ways, like fighting for reproductive rights, but also in small ways, like doctors undermining our pain. When doctors told me that my chronic pain and nausea were normal, that there was nothing wrong with me because “all the tests came back clear”, I began to not only doubt my own body and intuition, I also doubted that I would ever feel better again.

This forced me to take my wellness into my own hands. It was evident to me that cannabis was something that was helping me feel relief. As I connected deeper with cannabis by teaching myself about my endocannabinoid system, cannabinoids, terpenes, the entourage effect; I realized how this miraculous plant was improving my health in more ways than just pain and nausea relief.

I continued to explore cannabis and myself on an intimate level, cannabis empowered me to trust that I knew what my body was telling me. When I learned to listen, I started to understand that my body was telling me what it needed and cannabis could give me what it was asking for. My cannabis use became more mindful and I recognized the power of using CBD daily and proper dosing of THC throughout the day. As I learned more, I shared with others both in person and online. It was evident that the information I was learning wasn't common knowledge—most people hadn't connected with the plant in the same way I had. The information I was sharing resonated mainly with other womxn and I wasn't surprised. I quickly realized this was where I wanted to place myself in the cannabis industry.

When I met Vee, we connected instantly. We both had physical ailments from which cannabis provided relief and we both loved to share our experiences using our social media platforms. While our ailments were quite different, our experience with the medical system was similar. “It took almost fifteen years for doctors to properly diagnose me. It took over 100 doctors, mostly men, telling me that my pain was all in my head, that it must be period pain as if I wasn't intelligent enough to differentiate the two.” Vee explained to me. “It only took one female doctor to believe me and want to help get to the bottom of this. She held my hand for a year and a half before we got the diagnosis and went to a conference to educate herself, after which she came back and we decided to do a specific gene test, one that ultimately led to my diagnosis and adequate treatment options.”



With Vee's background in medical translation alongside her personal experience as a patient using cannabis as a treatment, she is able to shed light on the importance of autonomy in womxn's wellness and information. With new research, we now know that pharmaceutical drugs aren't tested on womxn the same way they are on men. This has had dangerous consequences throughout the years and it might be why so many womxn are now turning to cannabis and other plants for healing. For example, womxn's menstrual cycles are seen as a complicating factor in drug trials and because fluctuating hormone levels can affect how drugs are absorbed by the liver, it's been simpler to just test on men who don't have monthly menstrual cycles. With sharing information like this, we hope to put pressure on researchers to include diverse bodies in their studies.

Hosting events to help other womxn explore their connection with this plant was something I had been planning for a while and doing it with Vee seemed like the perfect idea. Our idea of what the night would look evolved as womxn reached out to us with questions. When we are talking about our events, we pull inspiration from some of the established communities in LA, Portland, Seattle, Toronto, and Vancouver, but of course, keep our roots in the East Coast vibes. We focus on collaborations with womxn and/or femme presenting brands as we feel the deepest connection with female energy—afterall it is the female cannabis plant that gives us all the healing goodness. But at the center of it all is information. We want to share cannabis education with womxn to empower them to explore cannabis as a therapeutic tool in their wellness routines. 🌿







“Cannabis helped me have much more of an awareness about myself. It reignites a connection of body, mind, and genitals as it reduces the barriers that can create communication or intimacy challenges” expresses Dee Dussault. Dussault is the creator of Ganja Yoga and the first yogi outside of ancient India to offer an invigorating experience by enhancing the practice of yoga with the nourishment of cannabis.

Originally from Toronto, Canada, Dussault has been a yoga practitioner for over twenty years. She began her practice in 1995 at the age of fifteen when her mother gave her a yoga VHS tape. While she was not athletic and wasn't involved in sports, she figured this was something she could do. Mesmerized by the spiritual harmony of her body and mind, Dussault dedicated herself to the practice that she grew to love.

Professionally, Dussault was on track to pursue an education and career as a sexuality professor and/or a sex therapist, with the goal in mind to help women achieve a satisfying sex life with an emphasis on expanding the capacity for pleasure and connection. But as time passed, she realized that studying sexuality was not giving her the practical techniques and teachings to help others. Obtaining an honors degree in Sexuality Studies, Dussault was motivated to specialize in mindful, sensual and healing yoga. She trained with Ananda Shakti, of Sananda Yoga in Toronto, in the tantric tradition of Swami Satyananda of Bihar, India, a 500-hour Yoga Alliance certified certificate. Along with this training, she earned an additional Sexuality Certificate.

“I realized that cannabis allowed me to explore a stronger connection to my pelvic area. As we sit, we don't even have to be sexually aroused but it's like layers of the pelvic region and nerve complexes ignite as we gain a deeper awareness of the pelvic floor. Our bodies become more connected with our mind which enriches

yoga,” Dussault explains. “Cannabis really lends itself well to those nonlinear, nonproductive ways that we really do need to do more in our culture. Just mentally, it sort of has the ability to turn off parts of the brain that are often times overused in our culture, like higher-reasoning parts of the brain that are more linked to creativity and intuition or sensuality—like music, dancing or sex. Cannabis makes these parts of the brain and the body really come alive.”

Dussault is the first teacher to begin offering cannabis-enhanced yoga. Over the nine past years, she has taught thousands of students, hosted sold-out retreats and traveled with the practice to over fifteen North American cities teaching and inspiring Ganja Yoga to students of all ages, abilities, and experience. Circumnavigating the globe, Dussault is also an international speaker and author of the Harper Collins book, “Ganja Yoga,” which shares her journey, along with the history and wellness of both cannabis and yoga. Her remarkable work has been featured in *Yoga Journal*, *High Times*, *Good Morning America*, *Vice*, *Business Insider*, and *Glamour Magazine*, just to name a few.

Dussault has helped hundreds of singles and lovers deepen their capacity, making themselves a priority as they discover new ways to explore pleasure, communication, and connections. A recent resident of Los Angeles, California, she offers talk-style coaching, customized sessions on many aspects of sexuality and relationships, while incorporating sensuality and enhancing Tantra exercises.

“Yoga and cannabis allow for an altered state of consciousness—almost like a trance. From dynamic intense breathing to integrating the trance state with the pelvic areas as you awaken the genitals and allow for freshly oxygenated blood to flow through your body. We are naturally cultivating the senses, cultivating sensuality,” Dussault says.

A photograph of a woman with long brown hair, sitting on a wooden floor in a room filled with various indoor plants. She is holding a pipe to her mouth and looking upwards. The room has white walls, a window with white curtains, and several potted plants on a windowsill and on the floor. The title 'THE sexy flesh sesh' is overlaid in a large, white, serif font.

THE sexy flesh sesh

AN INTERVIEW WITH
SEXUALITY COACH
TANTRA TEACHER
AUTHOR
FEMINIST
AND GANJA LOVER
DEE DUSSAULT

BY AMY C. WITT

*MJ Get's the Inside Twist
with a Private Sexy Flex Sesh*



Not cool with smoking indoors? Try vaping Cannabis oil like the above *FLOAT* vape pen from Level Blends.



“Fire Breathing is a cleansing ritual and a form of fairly intense breathing action that changes your perception to a trance-like state. Energy and blood flow from the pelvis as you breathe. It is a way of accessing a deeper connection spiritually.” -Dee Dussault





HOW MANY TIMES DO YOU PRACTICE YOGA A DAY? I feel like it is 100 times a day—sporadically throughout the day, whether it be at the bus stop, stretching my calf or wherever I am being mindful of my stretch or breathing. But for long durations of time, I'd say once a day.

HOW DOES CANNABIS HELP YOU WHEN YOU PRACTICE YOGA? Feeling your body in a familiar pose after enhancing with cannabis is a totally different experience. With a healthy environment, the right dose and strain, it helps me find myself internally. It's really exciting in the body, and cannabis adds that salience, or sense of importance, where the inner experience becomes fascinating.

HOW DO YOU PREFER TO CONSUME CANNABIS AND WHAT STRAIN IS YOUR FAVORITE? I love edibles for both yoga and sex. I also love to dab because it is such a clean high. I enjoy orange, grapefruit, and tangerine terpene flavor profiles. I look for the most fragrant and most delicious strains. Citrus (Limonene) shows to have anti-depressant qualities, elevating mood and relieving stress.

WHAT KIND OF MUSIC GETS YOU INTO YOUR SEXY MOOD AND ARE THERE ANY PLAYLISTS WE SHOULD KNOW ABOUT? I love a variety of music like classic, soulful, R & B, any African drums or tribal music. I have a playlist on Spotify—Dee Dussault with playlists like XXXGanja Yoga Sexy Flex, Ganja Yoga Pink Tantra or Ganja Yoga Spacey Trippy.



DO YOU HAVE ANY TIPS YOU CAN SHARE WITH WOMEN TO HELP FEEL CLOSER TO OUR BODIES AND FEEL SEXY? So think of sexiness on a spectrum with sensuality and sexuality. We are naturally cultivating the senses, most times without even knowing it because it doesn't have to be a sexual movement. For instance, when you get out of the shower, maybe you apply lotion. Pay attention to the application, the texture of the lotion, how it moisturizes your freshly washed skin, the smell, the feel. Be present and mindful. Or how about the way we walk? Walk through the world how you would have sex, with grace and class, paying attention to your movements. Literally, stopping to smell the roses. Moaning after you take a bite of chocolate mousse because the chocolate is so delicate and creamy in your mouth.

CAN YOU WALK US THROUGH AN IDEAL PRIVATE COUPLE'S SEXY FLEX OR TANTRA YOGA? I consult with the couple as we focus on their wants and needs and customize each session and exercise to achieve their desired outcome. We could start with easy gentle yoga like sitting on the floor back to back to unite their breathing. This takes us out of habits

of being and gives us something new. So as they're synchronizing their breathing and harmonizing on a physical level, they are also connecting on a psychological level. Then we may spend some time with eye contact. This may include the couple sitting across from each other, gazing in one another's eyes without speaking—maybe for thirty seconds to a minute, or longer, 2-5 minutes, depending on the couple. After some time, we will check-in and talk about what they notice. Another option could include, a guided massage, clothing on. Couples might do sensual 'rated PG' touching, or learn communication techniques, relax with easy partner yoga, or brainstorm solutions to issues together that they can integrate at home. Singles do much of the same thing but focus on themselves in the session rather than the connection with another. While there is no genital work in my sessions, I can provide coaching on genital-related challenges and concerns.

WHAT IS FIRE BREATHING? Fire Breathing is a cleansing ritual and a form of fairly intense breathing action that changes your perception to a trance-like state. Energy and blood flow from the pelvis as you breathe. It is a way of accessing a deeper connection spiritually.

DO YOU HAVE ANY FAVORITE PRODUCTS YOU USE THAT YOU WOULD LIKE TO SHARE WITH US? Yes, I love cannabis lubricants and one I'm currently using is Quim Rock, a San Francisco-based company established by two young women. I love everything about their product and marketing! Remember, the act of applying lubricant is like foreplay.

HAVE YOU HEARD OF COTTON VAGINA? IS THIS A PROBLEM AND IS THERE A SOLUTION? Yes, that's why I like cannabis lubricants. Just like we get cotton mouth from smoking, we can definitely become dry in our genitals. Use lube and drink plenty of water. And, communicate with your partner. Some women may have sexual performance anxiety which makes us self-conscious and insecure or worried that our partner will think they're not turned on because they're not moist, but just communicate with them—tell them—hey I smoked so I may be dry.

DO YOU HAVE ANY SPECIFIC STRAINS YOU LIKE FOR FEELING SEXY? No, all cannabis makes me feel sexual. It's about the dose, and I think Indicas help a little more because they can make me feel more relaxed.

WHAT ADVICE DO YOU HAVE FOR WOMEN INTERESTED IN WORKING FOR THEMSELVES? Collaborate with as many people as possible. Create a community and womanhood/sisterhood. We strengthen by working together, by aligning ourselves with similar people, we can co-create and support. 🌱

To follow Dee's journey and class information visit TheGanjaYoga.com or [@ganjayoga](https://www.instagram.com/ganjayoga) on Instagram.



I'm feeling creative...

FORMULA (CANNABINOIDS): THCV, delta-9 THC
TABLINGUAL™ TOOLKIT: STIMULATE, ELEVATE

HOW & WHY: In this day in age, we're all artists. Deciding which clothes to wear, what to make for dinner, setting up a playlist for your morning commute; but sometimes, we hit a wall of "who am I and where is my creativity?!" Sativas are categorically associated with creativity and stimulation. THCV is also known for its stimulating effect, similar to a Sativa. Try the Stimulate Tablingual™ for a different kind of stimulating experience.

THE **TABLINGUAL™:** A **SUBLINGUAL TAB** **DESIGNER** **DOSE**

CANNABINOID SPECIFIC
MICRO-DOSED FOR
CUSTOMIZED
CONTROL

Moon Cycle

FORMULA (CANNABINOIDS): THCA, delta-9 THC, CBD
TABLINGUAL™ TOOLKIT: ELEVATE, RELIEVE, REMEDY,
RELIEVE, SOOTHE

HOW & WHY: Ladies, we all experience it. Every 28 days or so we quite physically release what no longer serves our highest good. For some, it's a few days of extra bathroom breaks and mood swings but for a good percentage of us, we internally feel scenes from any famous murder movie taking place. Cramps are a physical response to the uterine muscle contractions (in order to shed the uterus lining). These contractions are initiated by a group of compound lipids called the prostaglandins—which are also responsible for some pain and inflammatory responses. Cannabis has been shown to inhibit the prostaglandin response, which ultimately may reduce pain and inflammation. Replacing the painkillers with CBD or a hybrid indica strain has been found extremely helpful to soothe the pain without the groggy effects of those toxic little pills.

I'm feeling anxious

FORMULA (CANNABINOIDS): CBG, CBD, delta-8 THC
TABLINGUAL™ TOOLKIT: CALM, REMEDY, SOOTHE

HOW & WHY: The "what if's, how will I's, where did I's, when will I's, and the why can I's" are a troublesome mix for anyone. Anxiety, anxiety attacks, and panic attacks are episodic events induced by fear or anticipation of a real, anticipated or imagined event that is considered threatening. The initiation of these events leads to a stress response by the body in an attempt to help prepare us for a "flight or fight" response. The heightened sense of alertness for most who experience anxiety only exacerbates the anxiety or panic, which may lead to sustained propagation of the event. At the heart of the physiological symptoms associated with anxiety and panic is a fundamental state of hyper-excitability. This hyper-excitability even occurs at the cellular level. Cannabis has been shown to help mitigate the hyper-excitability of cells which in turn may be part of the reason that cannabis can be effective at attenuating anxiety and panic. Using cannabis to address anxiety requires specific choices in cannabinoids. For instance, Sativa's may induce more anxiety or panic. Therefore, individuals may want to explore some of the cannabinoids that exhibit little to no psychoactivity (e.g. CBG, CBD, delta-8 THC). Remembering to breathe and to take time to view the greater picture is always helpful. Another excellent tip is to reframe your perspective. Anxiety is processed similar to excitement, so when you're fearful of the "what if's" change your view. For example, "I'm so anxious about this job interview!" to "I am excited about this job interview". Manifest the opposite of what you're fearful of and shine on baby, shine!



On the mend

FORMULA (CANNABINOIDS): THCA, CBG, CBD, delta-8 THC, delta-9 THC
TABLINGUAL™ TOOLKIT: RELIEVE, CALM, REMEDY, SOOTHE, ELEVATE

HOW & WHY: Never fun, pain blatantly sucks. There are two types of clinical manifestations of pain: neuropathic and inflammatory. Whether pain is a result of cramps, headaches, scratches, broken bones, bumps, and bruises; or mental abuse, depression, guilt, shame, fear, and sadness, they're all difficult to experience. Thankfully there are many different pathways that govern these different pain modalities. Depending on what you're experiencing, the options will vary, however, incorporating cannabis into your healing routine has been shown to be beneficial for some while on the mend.



Must focus...

FORMULA (CANNABINOIDS): THCV, delta-9 THC, CBD, CBG
TABLINGUAL™ TOOLKIT: STIMULATE, ELEVATE, REMEDY, CALM

HOW & WHY: With so many distractions we have today—social media, the cutie who keeps staring at you across the coffee shop, your kids (both human and/or furry), and that undying urge to complete that random thought that jumped into your mind on how donuts are made. Focusing can be extremely difficult. It is, however, essential to success in anything we do. When most people consider the potentially focusing aspect of cannabis, they naturally consider Sativas. This is great for individuals that may enjoy the cerebral nature of a Sativa high, but what about for those that are wanting a focusing aid without the psychoactivity? THCV may be a cannabinoid to consider. There is a challenge in identifying a balance between focus and wayward psychoactivity, which may detract from the benefits of a focus inducing formulation. Scientists have found that the combination of THCV with different cannabinoids may help to circumvent this. Generally, speaking, however, the ability to focus may simply come down to an individual being relieved of discomfort (perhaps from sitting at a desk too long) or reduction of stress/anxiety. Several of the non-psychoactive cannabinoids may help for that as well like CBG and CBD. Taking breaks is important, but having the stamina to focus on whatever goal/task you're tackling is so much more rewarding than scrolling on the 'gram for 30 minutes. You've got this!

I AM STRESSED THE 'F' OUT!

FORMULA (CANNABINOIDS): CBG, CBD, delta-8 THC
TABLINGUAL™ TOOLKIT: CALM, REMEDY, SOOTHE

HOW & WHY: Long-term stress can be very damaging to the body. Not only do individuals suffer from symptoms such as headaches, sleepless nights, muscle tension and rapid breathing (to name just a few), but long-term effects can be significant. The most immediate impact of stress tends to be oxidative stress. This may arise through shortness of breath or rapid breathing. This puts more stress on the cardiovascular system and has the potential to increase oxidative stress. Cannabis has been shown to be a powerful anti-oxidant. This aspect of cannabis may be beneficial for those under stress. The non-psychoactive cannabinoids, CBG, CBD, THCA, may also help individuals relax or calm down, which in turn will help to reduce stress and the symptoms from stress. The myriad of other issues that may arise from periods of prolonged stress may also be addressed with cannabis. In other words, inhale the good shit and exhale the bullshit. Repeat.

I can't sleep

FORMULA (CANNABINOIDS): delta-8 THC, CBD, CBG
TABLINGUAL™ TOOLKIT: CALM, SOOTHE, REMEDY

HOW & WHY: You've run around all day, commuted, slayed your work shift, picked up your kids from school, whipped up a nice dinner, even had a little me time taking a nice bath before hitting the sheets. The clock strikes 11 pm and you find yourself wide awake for no reason whatsoever. Various reasons may contribute to persistent sleep issues. Stress, pain, and anxiety represent a few of these reasons. Application of selected cannabinoids may help individuals experience more restful sleep. For individuals that may fall asleep easy, but wake later in the night, using the Calm Tablingual™ when falling asleep may help you stay asleep. For those that don't fall asleep very easily, a combination of a Soothe and Remedy Tablingual™ (1:1 ratio) may facilitate relaxation and falling asleep. If the Tablingual™ dose is insufficient, this same combination may be used but with a Protab™ (a higher dose LEVEL product). Depending on your sleeplessness situation, these options should be helpful in getting a solid 8 hours of shut-eye!

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THE CURIOUS CASE OF

Psychedelic Therapy

WITH NATALIE LYLA GINSBERG

INTERVIEW BY EVA GREEN
PHOTOGRAPHY BY JENNIFER SKOG

Natalie Lyla Ginsberg is the Policy and Advocacy Director at the Multidisciplinary Association for Psychedelic Studies (MAPS). Born and raised in New York City, Ginsberg is a sharp and courageous young woman who has spent her early career dedicated to changing outdated drug laws in the United States.

WHAT GOT YOU STARTED WORKING IN THE FIELD OF DRUG POLICY AND CRIMINAL JUSTICE REFORM?

For as long as I can remember, probably helped along by my early appetite for children's books about the Holocaust—(my favorite book? When Hitler Stole Pink Rabbit!) I have gravitated towards resisting racial and social injustice. In college, this led me to America's systems of mass criminalization and incarceration, and I started tutoring at a men's level 4 high-security prison, Cheshire Correctional Institute. Recognizing immediately that these men should not be wasting their lives, never mind taxpayer's money, in prison, I decided I wanted to be a public defender. So, I thought it would be wise to spend my junior summer interning for the Brooklyn District Attorney's office. At the DA's office, a considerable number of the cases I was getting were 13-year-old black boys arrested for tiny crumbs of marijuana. At the same time, my white Yale classmates would smoke cannabis freely, literally blocks from the DA's office. I ended up refusing to process any of these marijuana cases, which first introduced me to the notion of drug policy reform. After graduating from Yale, I went to social work school at Columbia University.

I served as a guidance counselor at a middle school in the South Bronx. I then worked at an alternative sentencing court in Manhattan with people who were arrested for prostitution who had the option of therapy and group work instead of incarceration. I quickly realized that most of my clients' problems could easily be traced to larger systemic issues. Much of their behavior was rooted in response to these unjust systems and policies. That led me to work to resist racism and mass incarceration in the form of drug policy reform.

CAN YOU TELL ME ABOUT YOUR TIME WORKING AT THE DRUG POLICY ALLIANCE?

During social work school, I became a Policy Fellow at the Drug Policy Alliance, and there I worked to try to end racist marijuana arrests in New York. We successfully decriminalized cannabis, but data shows that there are still huge disparities in arrests regarding race throughout the state.

It wasn't until I was working on New York's medical cannabis campaign that my eyes were really opened. Though I had always enjoyed cannabis and supported its medical use, it wasn't until then that I was able to recognize the massive therapeutic potential and how it was so much more effective than most other medicines, often saving children's lives.

The Drug Policy Alliance had a campaign to educate legislators and raise awareness in the community about the racial disparities in marijuana arrests. At first, many leaders, even in communities of color, saw marijuana as a drug that could potentially be harmful. The Drug Policy Alliance and many other organizers did a lot of work to educate about the harms of the drug war and redirected the focus from marijuana to instead draw attention to issues like incarceration and interactions with police that cannabis brought about. I spent a lot of time working on the medical cannabis campaign which was more medical lobbying focused, and we successfully passed a medical cannabis bill in New York.

Unfortunately, it was heartbreaking when Governor Cuomo decided to cut out smoking from the bill—which meant no access to flower. I saw that happen as a result of a particular vaporizer company lobbied for a non-smoking bill in order to be contracted to produce their special vaporizer. They succeeded in convincing Cuomo that the bill needed to be non-smoking. I often worry about the cannabis industry's self-interests and how that, in turn, harms people when cannabis companies are profit-seeking.





“Conceptually, psychedelic therapy requires only a few sessions and is more holistically focused on the root of the problem—I think ultimately it would make us really start to question the pharmaceutical industry and lots of our other approaches to health care that are so symptoms focused and reactionary rather than holistic. I would hope that it would inspire a world where people would live their lives a lot differently.”

—Natalie Lyla Ginsberg

CAN YOU TELL ME WHAT THE MULTIDISCIPLINARY ASSOCIATION FOR PSYCHEDELIC STUDIES (MAPS) IS AND HOW YOU CAME TO YOUR POSITION WITHIN THIS ORGANIZATION?

MAPS is a non-profit research and educational organization developing the medical, legal, and cultural contexts for people to benefit from the careful uses of psychedelics and marijuana.

During my time at the Drug Policy Alliance, I started reading about MAPS research with psychedelic therapy and something clicked. What this research clearly showed was that psychedelic therapy, with just a few sessions, can help treat and potentially cure conditions like addiction, PTSD and depression.

The data shows that with the help of these tools, patients were able to address the root of their problems rather than focusing on mitigating symptoms. I had learned that all of these diseases which require different pharmaceuticals and other interventions were not really addressing all of these illnesses fully.

Besides cannabis, I had never really tried other psychedelic drugs but was so intrigued by this research that I reached out to MAPS. At the time, they ended up needing support with their policy for cannabis research.

MAPS has been successful in their psychedelic research for over a decade. Our MDMA-assisted therapy trials that treat PTSD are almost near the end of the FDA approval process, and we expect approval in 2021. I support MAPS by tackling the barriers to marijuana research.

Although we have received the only government grant for cannabis research from the State of Colorado for a study treating PTSD in veterans, there have been many bureaucratic and government hurdles to overcome. We now have been able, but we will still not be able to proceed to the next phase of research until we can adjust these last remaining barriers. We are currently waiting for Sessions and the Department of Justice to respond about some of these issues, although I am not optimistic about Sessions moving his stance on cannabis.

WHAT ARE SOME OF THE BARRIERS WITH MEDICAL RESEARCH INTO CANNABIS?

The most significant barrier to marijuana research is the only source of federally legal cannabis is grown at the University of Mississippi overseen by the National Institute of Drug Abuse. According to federal law, cannabis is completely illegal—even though it is legal in individual states.

Besides the fact that the cannabis grown there is not of the highest quality, we cannot use cannabis produced by the government for Phase 3 FDA research because the FDA requires that you use the same medicine in your study that you then plan to sell on the market. So not only do we only have one source of cannabis for research, there is actually no pathway towards medical approval. This forces state-level medical programs to expand and people, like Jeff Sessions, who are so opposed to change progress. There is no pathway forward without changing these laws, and my focus is to enable lifting these barriers to cannabis research for medical approval.

WHAT DOES PROGRESS IN CANNABIS REFORM LOOK LIKE UNDER THE TRUMP ADMINISTRATION?

I think that Jeff Sessions has almost been helpful in some ways in part because of his outdated beliefs about cannabis which is forcing other Republicans to distinguish themselves in their policy.

Population-wise, we see that cannabis is the most popular bipartisan issue there is. Over 90% of Americans are favorable towards medical cannabis—find me one other thing that over 90% of Americans agree on. For full legalization, 65% of Americans are for this issue, so this is not just a democratic stance.

Many Republican politicians receive money from pharmaceutical companies, alcohol companies, and private prisons. Recently I've been having conversations with these politicians about their alliances with law enforcement. These conversations have been productive, and since then I have been hearing from some Republicans who in the past has been very anti-cannabis who are looking to evolve on these issues. Their main concern is mostly about jeopardizing their relationships with law enforcement agencies. More seriously, police budgets are heavily based on marijuana enforcement. Marijuana possession and use is such an easy offense to arrest for so I think there are a lot of deeper things at play.

I do see a lot changing, which is really encouraging, but I do have fears about people who have shifted their stance and will now be making money of this evolution—like John Boehner who is currently serving on the Advisory Board of a marijuana firm. When he was in politics and had the power, he was so vehemently opposed to cannabis. Of course, I don't want to discourage this evolution of thought because it is great when people look at facts and eventually change their mind, but I think it is really disgusting when those same people are making huge profits off of this policy shift and not actively using their new found knowledge to remedy the past harms that their policies have contributed to.

I do think that even in this administration, there is more space for cannabis to be a progressive issue than many others—especially in the midst of the opiate crisis—when states with medical cannabis have had a 25% drop in opiate overdoses. There are some really incredible statistics about how people are using cannabis to consume fewer opiates or to replace opiates entirely or to be prescribed cannabis instead of opiates. This shift is what we are working for with our studies so doctors can prescribe it. In the end, Jeff Sessions is the one with power in many ways around these issues.

CAN YOU EXPLAIN WHAT MDMA-ASSISTED PSYCHOTHERAPY IS?

In MDMA-assisted psychotherapy, MDMA—an empathogen that produces emotional openness—is only administered a few times, unlike most medications for mental illnesses which are often taken daily for years, and sometimes forever.

MDMA is not the same as “Ecstasy” or “molly.” Substances sold on the street under these names may contain MDMA, but frequently also contain unknown or dangerous adulterants. In laboratory studies, pure MDMA has been proven sufficiently safe for human consumption when taken a limited number of times in moderate doses.

In MDMA-assisted psychotherapy, MDMA is only administered a few times, under the supervision of trained therapists, unlike most medications for mental illnesses which are often taken daily for indefinite amounts of time. Our model is a facilitated experience with two trained therapists in a 6-8 hour MDMA-assisted therapy session. Before the active MDMA therapy session, there are a series of regular sessions before and after to set up the experience and integrate it afterward—participants in the studies will spend a night in the clinic, so it is a really holistic experience.

The FDA will approve MDMA therapy in the year 2021. MAPS has received both “breakthrough therapy” designation as well as “special protocol assessment” which means the FDA is actively working with us to get it this treatment fast-tracked to approval. It is very rare that they give these designations. After approval, it would mean that clinics that have the ability to do this treatment would need to receive a specific license to have MDMA and for the first five years, they will need to be approved and trained as therapists by MAPS. The vision is to have clinics all over the United States where patients can get this treatment.

WHAT DOES A WORLD LOOK LIKE WHEN PSYCHEDELICS BECOME MAINSTREAM MEDICINES FOR PEOPLE?

If people had access to psychedelic therapy, I would hope that this world would look totally different. By providing people with that kind of transformative healing, it is such a dramatic shift for so many people to be operating less from a place of fear and hurt and pain—I believe that would make so many huge shifts in our society.

Conceptually, psychedelic therapy requires only a few sessions and is holistically focused on the root of the problem— I think ultimately it would make us really start to question the pharmaceutical industry and lots of our other approaches to health care that are such symptoms focused and reactionary rather than holistic. I would hope that it would inspire a world where people would live their lives a lot differently.

IN THE ERA THE #METOO MOVEMENT, CAN PSYCHEDELIC THERAPY BE TRANSFORMATIVE FOR WOMEN (AND MEN) WHO HAVE SURVIVED SEXUAL VIOLENCE AND ASSAULT?

I think that a lot of people, both women, and men, can find tremendous healing from psychedelics. Sexual trauma is so common both among men and women but also especially among women, even from trauma in living in patriarchy just from everyday existing in this world as a woman. Psychedelics can really help release traumatic memories similar to cannabis—which I consider to be psychedelic.

I feel like the cannabis community is shaping a thriving industry that is trying to elevate women’s voices. In the past, so much of the industry has been perpetuating these male-dominated approaches to marketing product by using women’s bodies to sell cannabis in an overtly sexual way. I see that is starting to shift and believe it is imperative to talk about as we build this new culture, so we are really conscious of what we are creating and not replicate.



“..it is great when people look at facts, learn and eventually change their mind but I think it is really disgusting when those same people are making huge profits off of this policy shift and not actively using their new found knowledge to remedy the past harms that their policies have contributed to.”

—Natalie Lyla Ginsberg






**"AND THOUGH SHE BE BUT
LITTLE, SHE IS FIERCE"**

—SHAKESPEARE, A MIDSUMMER NIGHT'S DREAM



A woman with her hair in a bun, wearing sunglasses, a colorful floral top, and denim shorts, sits in a wicker chair with a white cushion. She is holding a clear jar filled with cannabis buds. The setting is a lush garden with a large agave plant in a wooden barrel planter and a blue table with a tray of items. The background is a dense wall of green foliage with purple flowers. The scene is brightly lit, suggesting a sunny day.

"Whenever people ask me about self-care one of the first things that always pops into my head is cannabis. She has been an amazing ally for me, both when I smoke by myself and as a therapeutic tool."

—Natalie Lyla Ginsberg

AS A STRONG WOMAN WORKING IN A MULTIDISCIPLINARY SPACE, WHAT IS YOUR ADVICE FOR WOMEN PAVING THEIR PATH FOR THEMSELVES?

Something I have discovered that I would love to encourage everyone to do, women especially, is to really listen to themselves—whether that means your gut or your heart or whatever part in your body that gives you the physical indication that something is bringing you to do something.

YOUR WORK BRINGS YOU ALL OVER THE WORLD, WHAT ARE SOME OF THE PLACES YOU HAVE VISITED RECENTLY?

I find myself often in Washington DC—lobbying and meeting with Republicans to talk about psychedelic research and cannabis reform. I have gone to Burning Man in Black Rock City, as well as other annual festival events in Israel and South Africa.

I've traveled to Vienna for the United Nations Commission on Narcotic Drugs where MAPS hosted an event called 'The Right to Science and Freedom of Research of Scheduled Substances.' Earlier last year, I was in Thailand for a meeting in Bangkok for Youth Rise, a global grassroots youth-focused harm-reduction and drug policy organization. I've been to Italy for a Psychedelic Conference as well as Tulum, Mexico for a Crypto-Psychedelic summit. Quite a variety of meetings, events, and locations!



AS AN INTERNATIONAL JET-SETTER, WHAT DO YOU DO FOR SELF-CARE?

Whenever people ask me about self-care one of the first things that always pops into my head is cannabis. She has been an amazing ally for me, both when I smoke by myself and as a therapeutic tool. It really helps me unpack and process a lot.

It is an incredible connecting tool for people around the world. I have been so lucky to be able to share marijuana with people in many kinds of communities and have heartfelt conversations that are also nourishing and allow me to be sustained and affirmed in what I'm doing.

I would have never imagined that I would have worked at a psychedelic research organization and I'm so grateful for that feeling inside me that kept saying, "What is this? This seems like it makes sense to me and really resonates." Listening to that feeling has been powerful and has led me to so many amazing places.

So much of our world has been created by men, and it's especially hard for us to be creative as women. At times we can be in our head more in order to respond to the world which it takes us out of feeling our gut and connecting to ourselves. I definitely would want to encourage women to tap into their strength and their personal power and to also really consider what it means to them to have feminine strength.

WHAT IS YOUR FAVORITE WAY TO CONSUME CANNABIS?

I love to smoke joints, for personal enjoyment but I also enjoy the sharing quality too and having that sense of connection with someone. I am starting to learn more about being selective with the kind of cannabis I use, gravitating more towards organic

flower and making sure I'm not consuming chemicals, as a form of harm reduction. I try to be conscious of that as a daily cannabis consumer.

WHAT IS THE MOST REWARDING PART OF YOUR WORK?

I am fortunate to be able to hear so many first-hand stories on how psychedelics, MAPS' work and certain things in my work have changed people's lives. I really can't imagine anything that is more rewarding than that. I feel so honored and grateful to be able to work somewhere where I really feel that we are making an impact and changing people's lives more and more every day. 🌱

MJ TALKS MIGRAINES & OPIOIDS

with Pamela Hadfield of HelloMD

PHOTOGRAPHY BY JENNIFER SKOG

CAN YOU SHARE YOUR PERSONAL CANNABIS JOURNEY WITH US?

I got into cannabis after it helped me get out of a personal health crisis. For 25 years I experienced debilitating migraines. Over the years I saw many doctors, both western and alternative, and nobody seemed to be able to help me effectively manage the pain I experienced. Traditional migraine meds made me into a zombie and alternative treatments such as acupuncture, chiropractors and massage, may have helped me feel slightly better but were not a solution.

At a certain point, I started to use Vicodin as I was able to remain functional, and for short periods of time, I was able to manage my pain. The problem was that I started to feel I was dependant on an opiate and I feared to become addicted over time. By the time a friend suggested I try cannabis, I was anxious, often in pain and was having mild fibromyalgia. I was not in great mental or physical shape. I thought, "What do I have to lose?", even though I was not all that sympathetic to cannabis.

Fortunately, I went and got my medical recommendation, went to a great dispensary with well-educated budtenders, and began a protocol of high CBD/low THC dosing. Within three months I was managing my pain and within six months I was preventing my migraines. To date, I have not had a migraine in over five years, not one. In addition, the CBD seemed to quell feelings of anxiety, and the fibromyalgia which had been present in different parts of my body went away. I was not expecting this, so it seemed like a miracle to me.

HOW DID YOU START HELLOMD?

My extremely positive experience with cannabis is what led us to start HelloMD. I also believed there was an easier way for people like myself, the canna-curious, to enter into the market without it being so confusing. Starting a journey with cannabis can feel confusing and disaggregated, so we aimed to change that.

As a full-service, digital healthcare platform, HelloMD provides a complete solution at every point in the lifecycle of a cannabis consumer. Since its inception, HelloMD has uniquely combined online doctors consultations, educational content and supportive advice to help patients make informed decisions about cannabis. Over the past five years, HelloMD has become the largest online community of health and wellness-oriented cannabis consumers and the leader in trustworthy cannabis information and product selection.

The company now also provides California San Francisco Bay Area consumers with the ability to purchase cannabis marijuana products, delivered to their door. Most recently, HelloMD launched its hemp-derived CBD shopping experience which now delivers the highest-quality CBD products nationwide.

TELL US ABOUT TRADING ALCOHOL AND PILLS FOR THE PLANT?

The reality is we have a country hooked on opioids, benzos, sleeping pills and more. For every problem, we have been told to pop a pill or we see it as socially acceptable to anesthetize ourselves with alcohol. For instance, 70,000 North Americans died of an opioid overdose in 2016 and around 88,000 die annually from alcohol-related illnesses.

In reality, these should not be common solutions, they should be the exception. We now have enough research to know that cannabis is a safe and viable alternative to many of the pills people take on a regular basis. Cannabis has never killed anyone and the 'gateway theory' has been disproved, in fact, alcohol is the real gateway drug.

Cannabis is a benign actor, has medical efficacy for many conditions and also sparks joy in many people's lives. It is a wonderful plant in that it does double duty, from medical to lifestyle, without most of the negative side effects associated with traditional western medicine. I'm always careful to say that I'm not a doctor and I do not believe cannabis is a silver bullet, but it can help with many different areas within our lives to help improve overall health and wellness.



“[Cannabis] is a wonderful plant in that it does double duty, from medical to lifestyle, without most of the negative side effects associated with traditional western medicine.”

-Pamela Hadfield

WORK
HARD
&
BE NICE
TO PEOPLE



WHAT DO YOU FORESEE FOR THE CANNABIS INDUSTRY IN 2019?

There are a lot of interesting developments happening in cannabis today. We see the nationwide legalization trend continuing to grow. Utah recently legalized medical consumption in the most recent midterms. There were even pro-medical marijuana billboards in the state that said All Wholesome Herbs God Hath Ordained for the...Use of Man. D&C 89:10, which I found fascinating!

The legalization trend extended to Canada on October 17th, where the country went recreationally legal with the full support of the federal government. Vancouver police are even allowed to use cannabis during their personal time, which is about as anti-prohibition as you can get. Beyond that, we see the wheel turning towards legalization in one form or another within Europe, as well as Latin and South America. We are on the precipice of a very different time, where mainstream is about to accept marijuana like it never has before.

I'm excited to be in the industry during this time and use my voice to help to continue to normalize cannabis. It's really important that we not allow the notion of "recreational" consumption of cannabis overshadow the health and wellness attributes it has to offer. Overcoming the stigma of the stoner stereotype is really about education and storytelling. Cannabis is one of the most viral stories out there today. Everyone seems to have a positive story to tell, whether it's about their mom who tried cannabis for chronic pain in lieu of opioids or the millennial who has been able to overcome crippling anxiety with marijuana. It's these types of stories, that tell the different side of cannabis the world is about to get to know. This is not a California story or a United States story, it's a global story.

HOW CAN CANNABIS HELP PEOPLE GET OFF OF PILLS & ALCOHOL?

If someone is interested in using cannabis to get off of opioids I would always suggest speaking to a doctor. We offer generalized medical consultations at HelloMD and this is a really good place to start as most GPs or specialists are not necessarily trained in this area. That is not to say you should not speak to your doctor, it's just likely he or she may not have all the information you desire.

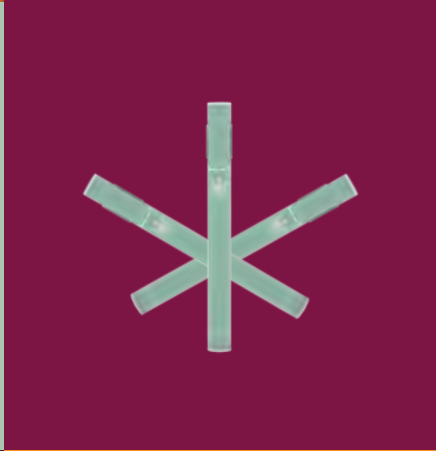
In terms, of alcohol, cannabis has helped many people transition off of a glass of wine at night. For many, cannabis is a great stress reliever and is able to take the edge off. My suggestion is to go low and slow and see if it works for you.

WHAT DOES CANNABIS HELP WITH?

To date, we have seen over 100,000 patients in both the US and Canada. What we have seen is that many people consume cannabis to help relieve anxiety and stress. It [stress] really is a scourge on our society and people often find relief with marijuana, and that is not to say they are now stoners. People often comment to me that consuming a little bit of cannabis is just enough to take the edge off and put a smile back on their face.

The other top reasons we see many people consuming cannabis is for insomnia, chronic pain, migraines, and PTSD. There is a lot of new research, easily accessible on PubMed, which shows that cannabis can be helpful for these conditions and more. For some people, their solution may be cannabis high in THC and for others, it may be high in CBD or perhaps a 1:1 ratio of the two. What we generally see is that it takes experimentation to find what works best for you and there is no one-size-fits-all.





TOP CANNABIS & HEMP CBD PRODUCTS DELIVERED* TO YOUR DOOR

HelloMD has two amazing ways to meet your health and wellness needs. Both our cannabis and hemp CBD stores offer a curated selection of high quality vaporizers, calming oils, soothing creams, delightful edibles, and so much more.

Shop today at [HelloMD.com](https://www.hellomd.com) and receive **20% off** your first purchase with promo code **MJLIFEJAN19** (expires May 31, 2019).

* Cannabis available in select regions only and subject to local regulations. Please visit [HelloMD.com](https://www.hellomd.com) for more information.



MIND + BODY + SOUL

Guest please!

IT'S THE INVITE WE ALL WANT TO GET AND THE WOMEN MAKING IT HAPPEN

I can't tell you how many parties I've spent in the garage with the boys—that sounds odd, I wasn't that kind of girl, but I very much preferred taking bong hits over drinking alcohol. I can't exactly enjoy alcohol the way I do cannabis. Alcohol makes me nauseous and sick, while cannabis soothes and allows my mind to chill for a bit. An hour or two later, I've had plenty of water, and I'm feeling freaking fantastic! Whenever I find a fellow woman who enjoys the herb as much as I do, it's as if we are kindred spirits, sisters we've always known.

With adult legalization on the horizon for many states, there is still so much knowledge to be spread. Right now in California cannabis events are so restricted that once again, the plant is criminalized and demonized because people that are uneducated on the subject matter are drafting unfair laws. For example, no event can have cannabis and alcohol at the same event, meaning if a catering company has a liquor license, it cannot serve CBD or THC infused. Another example, companies cannot give away free samples no matter what dose, which disables Compassion Care Programs for patients in dire situations.

It is essential to research the local laws and understand how to best abide by the law before planning or attending a cannabis event. MJ recommends only attending elevated events that have experience and a good business ethos. If anything ever feels off, always trust your gut instinct. We recommend female-run companies and female eccentric events. From yoga to sensual seduction, we've got a handful of lady bosses bravely elevating the cannabis space.



PURR GLASS HOME COLLECTION PHOTO BY BESS BYERS

Yoga & Intention Setting Day Retreat

TSQ SONOMA



CO-FOUNDERS ALLISON KOSTA AND DEVIKA MASKEY



PHOTOGRAPHY BY JENNIFER SKOG

“We wish to give cannabis an elevated makeover. Refine its reputation by advancing a necessary dialogue and providing essential education regarding safe consumption. When used properly, cannabis can help functioning professionals achieve a higher level of overall wellness. Our Elevated Events are sophisticated, high-class sensory experiences with the goal of promoting full-body healing in an uplifting, non-overpowering way.”

Devika Maskey, CEO and Founder of TSQ Sonoma.



Overlooking Sonoma County's Alexander Valley, we watched the midday sun burn off the morning fog and allowed ourselves to truly be present. MJ joined luxury brand, TSO Sonoma for a day in the vineyards with energizing yoga, a wholesome plant-based lunch, an intention setting ceremony, and the high note of the afternoon: a health-coach guided cannabis wellness education.

The insightful day began with a yoga practice led by renowned Bay Area yoga instructor Lacey Calvert Shelton. After the flow, a beautiful plant-based lunch was catered by Jam's Joy Bungalow, known for their "vibrant food for spirited people." Guests enjoyed a family style meal of locally sourced produce and a picturesque vineyard view. An intention setting ceremony followed, complete with a guided cannabis education from health coach, Kyra Mueller-Yamamoto. Focusing on how to incorporate cannabis into a health-conscious lifestyle, guests were invited to discover and explore different non-psychoactive cannabinoids, such as CBDs, and learn about the health benefits they offer. As we were in wine country, The Herb Somm and Cruess Wines teamed up to offer a divine rosé bar for us to enjoy throughout the day.



Private Dinner & THE HERB SOMM *Terpene Pairings*



My first Herb Somm experience was hosted at the Naked Kitchen, a Queen Victorian built in 1870 in the heart of San Francisco's Mission district. The atmosphere felt rich and cozy, the host and guests like old friends, and the food and pairings were divine perfection. I learned, laughed, and enjoyed myself tremendously. As I left, I found myself making a virtual list in my mind of all the people I wanted to enjoy the next event with. —Jennifer Skog



PHOTO CREDIT LANA VV

The Herb Somm was created in March 2017 with the goal of educating consumers and the public about cannabis, and healthy ways to incorporate herbal products into everyday life. While there is an emphasis on cannabis pairings and recipes, wellness and education are also a focus for the brand.

A year later in March of 2018, The Herb Somm brought to life Thursday Infused, a gourmet event series that highlights different chefs and edible producers in the Bay Area. These educational sessions are focused on promoting healthy and safe ways to use edibles and cannabis products. As part of our mission, The Herb Somm donates a portion of event revenues to local 501(c)(3) nonprofits that provide healthy food to the Bay Area community by creating organic, sustainable, and high-yield urban farms and backyard gardens.

Jamie Evans is the founder of The Herb Somm, a cannabis blog and lifestyle brand that is focused on the gourmet side of the cannabis industry. She is an educator, host, and writer specializing in cannabis, food, recipes, wine, and the cannaculinary world. Learn more at ThursdayInfused.com.



PHOTO CREDIT UNTOLD. CREATIVE AGENCY JOSH SEMOLIK



PHOTO CREDIT UNTOLD CREATIVE AGENCY



PHOTO CREDIT TYLER ARNISON



Terpene & Aroma Guide

Discover Your Herbal Palette

Linalool

Aromas

- Citrus Blossom
- Violet
- Lavender
- Rose
- Lilies
- Geranium

Food pairings

- Vegan Curry
- Herbes de Provence
- Crème Brûlée
- Honey

Wine pairings

- Muscat
- Riesling
- Viognier
- Nebbiolo

terpene effect

- Relaxed
- Rejuvenated

terpene benefits

- Anti-anxiety
- Sleep Aide
- Muscle-relaxant
- Anti-depressant
- Anti-acne

cannabis strains

- Lavender OG
- LA Confidential
- Amnesia Haze

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The Harvest Summit

HUMBLE BLOOM

Together with TONIC on their family CBD farm in the Berkshires, New York, Humble Bloom hosted the first HB Field Trip: Community Harvest.

Last fall, a group of thirty inclusive, heart-centered cannabis enthusiasts boarded a bus in the West Village and traveled upstate to harvest completely legal CBD cannabis plants under the October sun. They shared a love for the plant, a need to reconnect to the earth, and a trust in our vision of bridging communities through inclusive humanizing experiences. Together, they walked into the fields of hemp, harvested her flower, inhaled her highly oxygenated air and connected more deeply with the plant, the earth, and themselves.

The program included a sound bath and meditation, compatible plant workshop, Bridging Communities panel discussion, Shaw, BK marketplace, family-style dinner and finally live music by the bonfire. The experience surpassed expectations. Tears were shed, deep listening reciprocated, new friendships made, collaborations birthed, knowledge shared, and questions asked while laughter, hugs, and understanding ruled the day.

We look to share more connective and educational experiences with our growing cannafamily from NY to CA and beyond. Stay curious and in touch with us.

With gratitude,

Solonje + Danniell



PHOTOGRAPHY BY DIDEEM CIVGINOGLU





HUMBLE BLOOM CO-FOUNDERS + CANNAVISTS
DANNIEL SWATOSH + SOLONJE BURNETT



The Event Designer

JESSICA CURE OF CURE DESIGNS

PORTRAIT & FOREWARD BY JENNIFER SKOG
PHOTOGRAPHY PROVIDED BY CURE DESIGNS

I met this vibrant beauty in June when she invited me to photograph an event for the Emerald Exchange in the Hollywood Hills. I arrived a day early to scope out the venue and graciously helped out however I could. I had my own private room to stay in and enjoyed what seems like an effortless production to what was going to be an unforgettable experience. Having my own experience behind the scenes of events, I was in awe of not only how professional and talented she was, but how she appeared to have it all under control; cool, calm, collected without all the drama. Even more so, I noticed how everyone working together was happy to take her lead.

While hustling in the cannabis space as a retail operator in Los Angeles, Jessica was called to start something on her own. In 2014, she formed Cure Designs an events, design, and marketing company. A few years later, she brought expertise to the cannabis industry and co-founded the Emerald Exchange, an innovative cannabis creative agency and award-winning events company with a focus on craft cannabis, sustainability, education, community and brand building. Recently, Jessica resigned from her position as Chief Executive Officer of the Emerald Exchange to focus her attention on introducing Cure Designs into the cannabis space.

With degrees in both Marketing and Interior Design and over a decade of experience as a cannabis industry operator, Jessica has a pretty good idea of what she wants the Cannabis Space to look like. Cure Designs provides sought-after creative business strategy consulting services to top-tier cannabis companies in all parts of the cannabis supply chain. As a medical cannabis patient herself, Jessica strives to create opportunities for communities to gather, connect, learn, grow and heal. Her projects include event production, community building activations, marketing, and product development consultation, retailer merchandising expertise, and creative direction.



DESIGN PROJECT JA STUDIOS IN NYC
PHOTO BY JENNIFER ALBERT

PHOTO BY BESS BYERS



MOONLIT MOVEABLE FEAST IN JOSHUA TREE



LEEF ORGANICS STYLED + SHOT BY JESSICA CURE



PURR GLASS HOME COLLECTION PHOTO BY MARIANA SCHULZE

SKY FUNG WEARING FLOWERS ON FLOWERS HEADPIECE PHOTO BY MARIANA SCHULZE



EMERALD EXCHANGE EVENT AT THE HUMMINGBIRD TEMPLE



A Day Trip on Wheels

HIGH TIDE TOURS



PHOTOS PROVIDED BY HIGH TIDE TOURS

Born out of an enthusiasm for Cannabis education, plant medicine, and the love for creating spaces for people to enjoy quality flower in a very intentional way, founders Joy Victoria Clarke and De'Janea Evins take the term 'Day Trip' to a whole other level with High Tide Tours in Los Angeles.

The one-of-a-kind excursions start with a safe, judgment-free environment to smoke, vape and sample some of the best California flower, concentrates, and edibles. Tours are typically 6 hours and begin with an activity like a wake-and-bake hike, yoga or a soundbath on the beach. The activity is then followed by a few elevated stops to local top tier dispensaries & wellness shops where you can learn about the many benefits of cannabis and how it can be incorporated into daily life and wellness regimens. One of the destinations is a lunch spot where guests can also enjoy a fireside chat with Cannabis Community Leaders. High Tide Tours emphasizes wellness, active living, and plant-based medicine.





**YOUR
LA
EXPERIENCE,
HEIGHTENED**



A Sensual Experience

LIZZY JEFF PRESENTS ZEN & KUSH



LIZZY JEFF BY CHRIS KELLER

Lizzy Jeff is a medicine woman and cosmic guide committed to elevating consciousness through community, high vibrational art, and the message of self-healing. She is an activist for peace and love, dedicated to serving, educating and uplifting others. Her ability to empower others to live in their truths and share their light is one of her natural superpowers. She loves sharing with the world her fascination and passion for CBD.

Lizzy is the creatress of the mystical, CBD infused event series known as Zen & Kush. These highly curated gatherings provide a sacred space for all to explore new levels of healing through plant medicine, sensuality and creative expression. A space where all are welcome to dress royal & experience life on a different frequency.

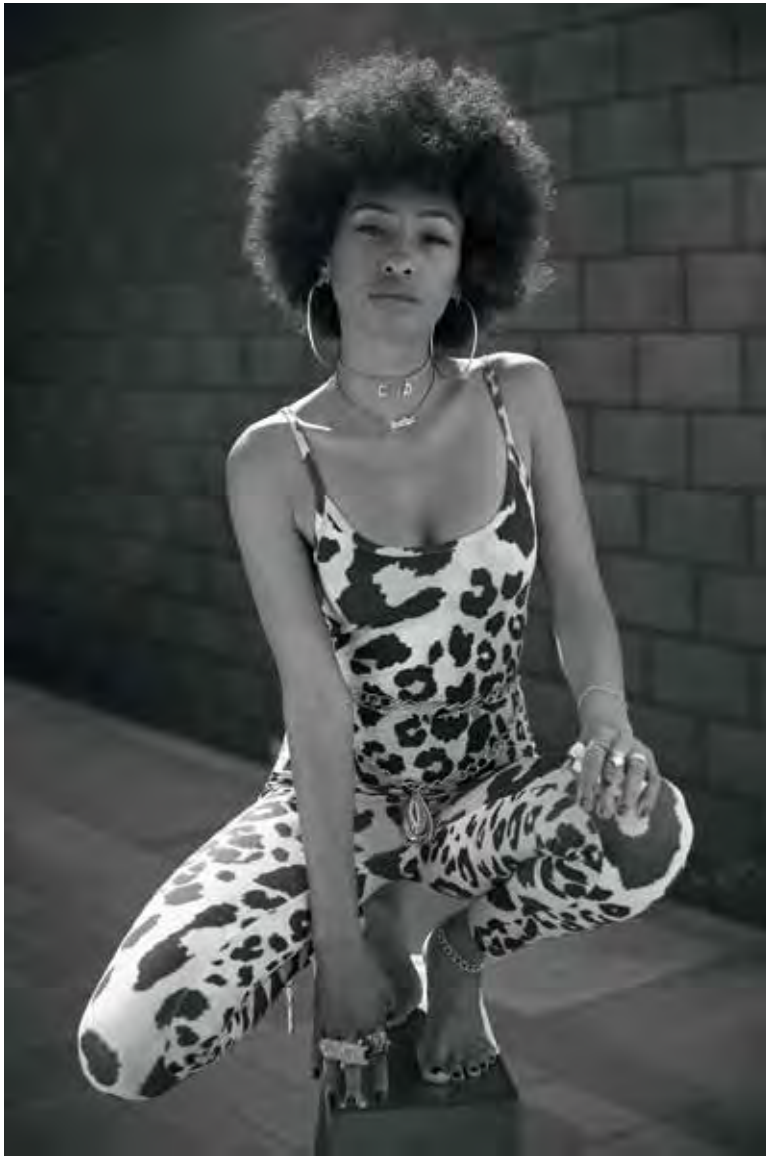
You can make new best friends, find your soul mate and learn about different herbs. You can bring your mom, invite your crush, or come alone. You'll have the enchanted opportunity to try Reiki, be mesmerized by exotic dancers and treat yourself to an infused body massage. Zen & Kush feels like the home you always wanted.

@VIDAKUSH & @MSTR_OF_DISGUISE AT ZEN & KUSH: QUEENS SHOT BY CARLI JO



LIZZY JEFF AND HER TRIBE OF QUEENS. SHOT BY NENAH BONDI





EMILY EIZEN SMOKING AT ZEN & KUSH: KINGS
SHOT BY JOSHUA GOODELL

Ms. Jeff hosts these special events every two months with the intention of building community and awareness around cannabis and its power to not only heal & uplift but to create true change around social justice. You get to learn about the impacts of the war on drugs and how to inspire evolution through elevated dialogue and creative activations. All are blessed with the opportunity to support conscious brands, local entrepreneurs, independent artists & healers.

Zen & Kush gifts you with a relaxing, yet empowering social experience, while also leaving space for powerful, thought-provoking conversations. Lizzy also likes to keep it sexy as she understands the connection between creativity & sensuality. Any given event may be topless, after hours experience with Damiana tonics and rose brushing.



LOUNGING AT ZEN & KUSH: SACRED SENSUALITY SHOT BY NICO APARICIO

The Celebrity Chef Experience



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CRYSTAL BAUER FELDMAN, FOUNDER



PHOTOGRAPHY BY EDUARDO WHITTINGTON



BY INVITATION ONLY.
VISIT ARCANEREVELRY.COM FOR MORE INFORMATION.

Cannabis and food is a universal way I connect with the world and make a difference. As a producer, author and advocate, *"I use Arcane Revelry to help heal the damage done by the War on Drugs and seek to normalize cannabis consumption by creating memorable experiences for consumers and brands alike."* shares founder, Crystal Bauer Feldman


With Arcane Revelry, Crystal aims to ease the tensions of a nation with comforting, delicious food and new experiences. Crystal adds *"A plant inspired pop-up movement to unite innovators and progressives, to educate and celebrate responsibly, all brought together by a philanthropic cause over the best local haute cuisine."*

Launched in April 2017, Arcane Revelry made its debut in Portland, Oregon by launching an exclusive cannabis pop-up dinner in art gallery Sticks & Stones. Now LA-based, Crystal hosts elevated events bringing together community members, entrepreneurs, thought leaders, innovators, and forward thinkers that all share a love of cannabis culture and high-spirited social engagement.





Aromatherapy or Essential Oil therapy is a practice that promotes better emotional health and physical well-being. The use of essential oils has been traced back centuries. Combining the powers of organic essential oils and the highest quality cannabis oil creates beautiful aroma and flavor profiles with amazing results. Try flavors like Basil & Chamomile, Eucalyptus & Peppermint, Lemon & Lavender and Ylang Ylang & Orange.

A woman with long, dark, wavy hair is sitting on a beach at sunset. She is wearing a colorful, patterned dress and a dark hat. She is holding a lit cigarette in her right hand. The sun is low on the horizon, creating a strong lens flare and casting a warm, golden light over the scene. The background shows a blurred view of the ocean and a pier.

*“Mother Nature is crying with
fire and floods and hurricanes.
We must restore our sacred
Mother by healing the planet
rather than destroying it.”*

—Yvonne DeLaRosa

MOTHER OF MERMAIDS, RISING LIKE A PHEONIX

YVONNE DELAROSA, AWARD-WINNING ACTRESS, ACTIVIST & CEO OF 99 HIGH TIDE COLLECTIVE
INTERVIEW & PHOTOGRAPHY BY JENNIFER SKOG

MJ gets a private preview into Malibu's exclusive Cannabis Collective, 99 High Tide and a chance to chat with the feminine force that not only runs the show, but just won the crusade for adult consumption & delivery for the town and two days later lost all family possessions in the Woolsey Fires. Her perspective & strength on losing everything has left us speechless and in complete awe: Award-Winning Actress & Activist Yvonne DeLaRosa.

BEFORE YOU ENTERED THE CANNABIS BUSINESS, YOU WERE WORKING AS AN AWARD-WINNING ACTRESS. THEN YOUR MOM WAS DIAGNOSED WITH BREAST CANCER AND YOUR LIFE COMPLETELY CHANGED. CAN YOU TELL US ABOUT WHAT HAPPENED?

It's fascinating how you never really know where life will lead you. My love and passion for the arts and my career as an actress continues to go strong even though I also am now a businesswoman. I am so grateful for every experience in life, good or bad because, in the end, it is always an opportunity for growth, learning and an opportunity to expand our self-made limits.

Being told my mother had cancer was worse than if I had been told I had cancer. It was quite a shock. You hear about the big 'C' all the time but you just never think it will happen to you or your loved ones. I immediately recalled how cannabis had helped others with cancer and I started researching everything I could about alternative healing for breast cancer.

I convinced my mom to try cannabis even though she had never even had a drink in her life. It took a bit of convincing, but she did it. She also did the bravest things I have ever seen when she told her oncologist that she was not going to do chemo, or radiation or any of their drugs. I was only mildly concerned because my mother suddenly had so much faith and courage about the whole thing.

The oncologist was furious. Not because she cared about my mom's health, but because it was clear that the oncologist was going to lose some big money from this situation. I could go on and on about this moment, but for me, it was a huge eye-opener. With only cannabis as her medicine, 12 years after my mother's diagnosis, mom is alive and well, a world traveler and yes, cancer-free.

When I took my mother to her first dispensary, I was shocked with a capital 'S' at how unwelcoming and uneducated dispensaries were: bars on the windows, mean looking security guards, untrained staff, unpleasant decor, and vibe. I just kept saying to myself, Why isn't there a lovely high-end dispensary? Why?

So after many why's I realized it was up to me. I opened the world's first upscale hybrid dispensary on Abbot Kinney in 2008. That was the *99 High Art*. It was epic. I wanted to create a space where you felt enveloped in love, art, music, and healing of course. The atmosphere had to be gorgeous and welcoming which is how we also became the world's first hybrid dispensary by way of also being a visionary art gallery hosting art openings for some of the top visionary artists in the world. The 99 brands were truly created as a sanctuary that was welcoming to all but mostly as a place where women would feel comfortable and safe and feel wonderful. A place where you could bring your mother to.

HAVE YOU ALWAYS BEEN AN ADVOCATE FOR CANNABIS? IS THIS SOMETHING YOU HAVE ALWAYS BEEN OPEN ABOUT?

I have not only been an advocate for cannabis, but I have also been and continue to be an activist. Until all pot prisoners are free and cannabis is available to everyone in the world, I will always be an outspoken activist and a defiant warrior for this sacred plant. From the moment I first got high with cannabis, it not only healed my headache, of which I have suffered from my whole life, but it also made me relaxed and happy, and it expanded my consciousness and opened my heart even more and made me laugh and inspired countless, surely thousands of amazing and hilarious ideas.

I can't imagine a life without cannabis. God, the creator, whatever it is you believe in, put this plant on this earth just as she created food and trees and the oceans and rivers. It's not a coincidence that we have cannabinoid receptors in our body. It is all part of a higher consciousness evolution.

AS A WOMAN AND A WOMAN OF COLOR, YOU WERE AWARDED THE FIRST LICENSE IN LA COUNTY TO SELL MARIJUANA. FIRST OF ALL, BIG CONGRATS!! IT APPEARS THAT LA COUNTY IS TRYING TO GET THIS INDUSTRY STARTED ON THE RIGHT FOOT. DO YOU AGREE AND DO YOU SEE OTHER SIGNS OF EQUITY GAINING GROUND IN THIS INDUSTRY?

Thank you so much. It was a very surreal moment. The business licensing commission was made up entirely of women and women of color. They were just as excited as I was to give out this first license to me and the *99 High Tide*. It was a very historic moment for everyone and being an LA native, and a woman of color made it even more special.

Indeed we have come a long way and this was one of those pivotal moments in this industry where I realized, the tide has really turned. Not just for cannabis but certainly for women. When I began in this industry as a dispensary creator and owner, there were very few women, if any, in the industry.

Yes, I believe that LA and other cities are definitely realizing the benefits of cannabis not just for people's health but for all of the financial benefits for every city that allows it. That being said; however, I am very saddened by the high rate of excise taxes the state put on cannabis. It has reawakened the black market and is making it extremely challenging for legitimate business owners to survive. But even more depressing is the fact that the people who need this medicine the most can no longer afford it. I am predicting and manifesting and of course, will support major reform in this area.



WE LOVED THE VIBE AT THE COLLECTIVE! SUCH A MESMERIZING MERMAID COVE! YOU MUST GET SOME INTERESTING CHARACTERS IN MALIBU, CAN YOU TELL US MORE ABOUT YOUR CLIENTELE? WHAT PERCENTAGE ARE WOMEN? LOTS OF SURFERS AND CELEBRITIES? LOCAL FOLKS?

Awww. Thanks. Yes, high vibes for us is number one. The mermaid influence and folklore of the *99 High Tide* is very personal but also rooted in not only legend but in mystical beliefs. Mermaids are the caretakers of the ocean and the creatures within it. Malibu is our home and our ocean paradise. It made sense to honor not just the female spirit of the ocean but also the healing benefits mother ocean brings us. Malibu is a very unique and special place. It is certainly a character in itself.

We are very private with our clients which I believe is why they feel safe and protected at our dispensary. But, yes, we have all kinds of clientele. Definitely, we have the surfers,

of which I, my husband and many of the mermaids at our shop are also, we have celebrities, of course, I won't say who, and yes, a huge amount of our clientele is made up of women.

Even to this day, there are still few dispensaries, if any, that cater to women. Women feel safe and happy about coming to us. We also are known for having the most educated cannabis consultants in the industry. When someone is sick or needs help, you want to go somewhere where you are heard with compassion and where the consultants are knowledgeable. Every dispensary should be knowledgeable, but unfortunately, they are not. At *99 High Tide*, we are all High Tide Certified, which means our consultants have undergone our intensive training program and continued education on cannabis. One of our newest plans is to bring this education to all dispensaries, vendors, brands and anyone who wants to know more about cannabis and become a part of this industry. We will be making our certification program available to all in 2009.





WE GOT A SNEAK PREVIEW OF THE AMAZING NEW SPACE NEXT DOOR WHICH WILL SOON BE OPEN. CAN YOU TELL US ABOUT THE SERVICES YOU'LL PROVIDE? WHEN WILL IT OPEN? AND HOW THIS FITS IN WITH THE BIGGER PICTURE OF 99 HIGH TIDES? ALSO, WILL IT BE AN ALL CBD SPA?

Yes, indeed, the world's first CBD healing spa is opening up next to the 99 High Tide. It's called NALU Malibu, and it will hold space for healers of ancient healing modalities like acupuncture, yoga, and meditation as well as future technology healing modalities like the Beemer and Lifestream electromagnetic healing machines.

Bridging the old and the new, and honoring spiritual healing as well as sound baths and prayer ceremonies. Also, natural beauty treatments will be a big part of the spa, and of course, every modality will be infused and paired with CBD. NALU Malibu will open in the fall of 2018. While it is a separate business from 99 High Tide, they will be a wonderfully synergistic pairing in our awesome seaside town.

WHEN WE PHOTOGRAPHED YOU, YOU SHARED A STORY ABOUT STARTING 99 HIGH ART COLLECTIVE IN VENICE AND MEETING YOUR POTENTIAL NEIGHBOR, WHO ALSO RAN A DISPENSARY. WE THOUGHT IT WAS SUCH A GREAT STORY ABOUT THE POTENTIAL COLLECTIVENESS AND POWER OF THE INDUSTRY. CAN YOU SHARE IT AGAIN?

Thanks for remembering that. It is such a groovy story. It was 2007, and we had begun looking for locations for our first dispensary and having lived in and been a part of the Venice scene made Venice Beach the most appropriate for us and our vision. At that moment in time, however, there were sometimes like four dispensaries on one block—there were more dispensaries than Starbucks!

One landlord on Lincoln Blvd had given us her blessing, but then we noticed it was right next to another dispensary. Even though this was common at that time, it still didn't feel right, so we contacted the owner of the dispensary to meet with him and see how he felt about us opening up so close by to his dispensary. Well, he was very diplomatic about it but did express it was also not necessarily something he would love happening.

We chatted more and discovered many similar friends and that we were all Burning Man veterans. He said he was going to open a new dispensary in Venice called the *Green Goddess*. I was like "I'm the Green Goddess!". That was my original playa name before "99". His eyes opened in disbelief, and he asked my husband and I if we had gotten married at Burning Man in 2000. OMG! Yes, we had gotten married in 2000 at Burning Man. Turns out, he had not only

been at our wild and whimsical wedding ceremony at the Chapel Of Love at Burning Man, but he was also our photographer!!! He had taken professional photos as a career and happened to have followed our parade of friends to our wedding as I shouted out across the playa "Come to my wedding" to any and all that fell within earshot. So, seven years after our wedding, we finally got our wedding photos in the most fascinating way. After this fateful reunion, we chose not to open next to our new friend and continued searching for a location, ultimately opening up on Abbot Kinney in Venice. Years later we would all team up to open the *99 High Tide* and today are the best of friends.

That collectiveness and camaraderie we've experienced can still happen today. I think with so many corporations and newcomers to the industry, it is important for them to always remember that this medicine we are all working with is not just a commodity to exploit—it is a sacred plant, a female spirit. I believe it is not only necessary but critical to treat this plant and those who work in this industry with love, honesty, and the utmost integrity. Those who choose not to honor and respect the sacredness of cannabis will, unfortunately, miss one of the most important aspects of being in this industry and that is to be your highest self.



“True success will only ever come if you are passionate about what you do. The roots of successful passion-based empires, however, are always rooted in service to others. This means, that whatever you choose to do, do it because it helps others, it makes others happy, and for us in the cannabis industry—it heals others.”

—Yvonne DeLaRosa



WE HEARD YOU KNEW JACK HERER. CAN YOU TELL US ABOUT THAT?

Sometimes I reflect on my really cool and trippy LA, showbiz, art, cannabis, underground scene, musical of a life and Jack is part of that history. A friend long ago used to call me the female Forrest Gump because I would always find myself in these awesome and historical moments in time, by just chance. Kind of like how I became the new Woodstock Girl in 1999. But that's a whole other story. Hee.

So yes, I was a young Deadhead and a keen supporter of cannabis and all things cool in the 90s, and I found myself at a hemp rally at the federal building in Westwood. I was smoking a not-so-secret toke, and a man approached me. I handed him the joint, and he smiled, puffed, thanked me and gifted me his book called *The Emperor Wears No Clothes*—what we now know to be the OG bible of the truth on cannabis prohibition and of course all the health and useful benefits of cannabis and hemp.

I remember reading it and becoming not only enlightened but inspired to really spread the word on what I had learned. From that moment on, an activist was born. Many years later, Jack would come back into my life when he did a book signing and lecture at our dispensary the *99 High Art* in Venice. Thanks to other activists like Melissa Balin, who produced *The Emperor Wears No Clothes* documentary, and I got to be in this very important documentary about Jack with Jack in it as well. It was a very awesome full circle to our fateful meeting so long ago. Jack's activism will always live on. It's activists like Jack that paved the way for all of us.

CONGRATS ON WINNING THE 2017 "BUSINESS WOMAN OF THE YEAR" AWARD FROM INDUSTRY POWER WOMEN. YOU'VE GOT TO FEEL SO PROUD!! CAN YOU TELL US ABOUT WHAT IT MEANS TO YOU?

It's so wild. Business Woman Of The Year in Cannabis. Wow. I have a very large vocabulary, but the word 'cool' is all I can manage to say sometimes. It's so darn cool! The founders of Industry Power Women are such powerhouses themselves, so to be honored by them is a lovely testament to all the hard work, sacrifice, and battles one must endure in business and especially in the cannabis industry. I have never done anything with thoughts of receiving an award, but when it happens, it is a really wonderful feeling. Awards are reminders that we worked hard and gratefully some groovy people took notice and hopefully these awards will remind us when we are older that we made a difference.

WE HEARD 99 HIGH TIDES COLLECTIVE IS ALL WOMAN RUN. IS THAT RIGHT? HOW IS IT GOING? ANY ADVICE FOR WORKING WITH A CREW?

Being all female run means that all of us are a critical part of running the *99 High Tide*. It is a rare and beautiful opportunity for all of us to be in an environment where we are major influencers shaping this industry. I always say, behind every great woman is a very patient man. And that man is my husband, Sam Boyer. Aside from Sam, yes, indeed, we are an all female run business, from me as CEO, our General Manager, Vanessa, to all of our managers and our beloved mermaid cannabis consultants.

My advice for any company, especially cannabis companies is to surround yourselves with women in high positions. (Pun always intended.) But seriously, this is a female plant, a new industry and on the dawn of this feminine divine era, you will surely see the benefits of female influence in not only your reputation but also your financial gains. Women are powerful manifestors, and if you align yourself with this magic, the rewards will reveal themselves.

Working with an all-female crew does take perhaps a shift in perception of how business should be handled and run. You do not have to be disconnected from your heart center to be successful, quite the contrary. You are not going to be more successful by following old outdated "male" oriented practices. Listening to new ideas and feelings and being flexible to women's needs, family priorities, and genuinely accepting the fact that these business models can be beneficial to all takes a conscious effort. Again, innovating even in business practices might be scary for many but it's really the only way to evolve.

ANY ADVICE FOR WOMEN LOOKING TO BUILD AN EMPIRE? WE CAN ONLY IMAGINE THE ROADBLOCKS YOU HAD TO OVERCOME, WHAT MADE YOU KEEP GOING? AND WHAT WAS MOST HELPFUL WHEN YOU FIRST GOT STARTED?

Advice is one of my favorite things. Because it is so personal, and yet you find a common thread in most great advice. My advice to women looking to build an empire is to build that empire in an area in which you are totally passionate about. Imagine a lifetime of pursuing something you are not passionate about. That thought makes my whole being dizzy.

If you don't absolutely love cannabis, don't get into this industry. There are many ways to make money, don't do anything for the money. Do it for the love of it. If you love cats, then focus on a cat empire. Love babies? Everyone has them, and they are not going out of style, how about a baby empire? Love pickles? Yes, a pickle empire! Do you get the picture? True success will only ever come if you are passionate about what you do. The roots of successful passion-based empires, however, are always rooted in service to others. This means, that whatever you choose to do, do it because it helps others, it makes others happy, and for us in the cannabis industry—it heals others.

Yes, tons of roadblocks, which I prefer to call hoops. Some hoops are easier than others, and some hoops are rings of fire. Just jump through them. Challenges are strength and educational mentors. But always balance your life with love and healing self-practices. It isn't always fun to start a business. Far from it sometimes, but if you balance these challenges with love, family, and fun, things do indeed align more fluidly. Without a doubt, it is my family, friends, and life experiences that keep me going.

No matter what happens, I always turn to gratitude. Gratitude for what I do have at that moment. Today I just have to look at my baby girl and thank the heavens for this angel, for her health, and for those dimples. In the end, I'm quite certain, that's all that really matters. The rest is just an interesting footnote in your life that you can tell your grandchildren about how you made a difference in the world (ideally).

I think the most helpful thing when I got started was to connect with supportive, like-minded people. I am very fortunate to have so many wonderful supportive people in my life and I only surround myself with people who respect women, their ideas and their passion. Honoring yourself attracts the right people. Aligning yourself with other like-minded, supportive women is also a good way to move ahead as well. But beware, unfortunately, there are women who have bought into the "Business is Business" cutthroat way of doing things. The best thing to do is to run away from anyone that lacks integrity. Don't worry; other doors will open up for you.



JUST THIS PAST NOVEMBER, YOU AND YOUR HUSBAND MADE HISTORY WITH A BIG VICTORY FOR MALIBU'S CANNABIS COMMUNITY IN GETTING MEASURE G PASSED TO ALLOW ADULT USE AND DELIVERY IN MALIBU. THE TWO OF YOU TOOK IT TO THE VOTERS IN TRUE GRASSROOTS STYLE AND BROUGHT IN A RECORD-BREAKING AMOUNT OF SIGNATURES. WHY WAS THIS MEASURE SO IMPORTANT TO YOU?

Measure G was indeed a true grassroots movement. The people of Malibu two years prior had voted over 70% for Prop. 64, so when a few on the Malibu City Council decided to ban adult use and delivery, that meant that they were going directly against the will of the majority of voters. That didn't sit well with us, especially because we were the ones who had to directly witness patients who had previously been able to get delivery, were now coming to the 99 High Tide in wheelchairs, and one mother the very next day after the ban came in with her son having seizures in the car on her way to the shop because we could not deliver to her. It was at that moment that I realized we had to do something. So Sam and I co-wrote Measure G with our attorneys and with the help of the Malibu community we gathered more than enough signatures to qualify. On November 6th, democracy took place and Malibu voted over 69% to allow adult use and delivery in Malibu. It was a really great day and historic moment as Malibu became the first city to have its residents overthrow a ban by their city council.

HOW DOES ONE KNOW WHERE TO START WITH SOMETHING LIKE THIS? WHILE MALIBU IS THE FIRST CITY TO FACE AND OVERCOME THESE CHALLENGES, MANY OTHER CITIES & COUNTIES HAVE SIMILAR BANS AND WILL SURELY BE FOLLOWING SUIT. WHAT DO YOU CONTRIBUTE YOUR SUCCESS TO IN GETTING MEASURE G PASSED?

It was certainly a very daunting task at first, a lot of learning and growing took place. I believe our success had a lot to do with our team of mermaids and mermen and my husband Sam Boyer and I literally rolling up our sleeves and getting out to public events and talking to the residents of Malibu about what was happening and why Measure G was critical to helping the most vulnerable in our community such as seniors, the disabled and veterans. I would say that most people had no idea what was happening and that a ban had even taken place. It is critical to get involved in your community and to always remain respectful of everyone. Even if people have other opinions, it means they aren't fully aware of the situation and the benefits of cannabis in their community. I'm proud to say that by staying calm and sharing our knowledge, we were able to turn many No's into Yes'. Thanks to our successful campaign and Measure G passing, we foresee coming aboard as advisors for any group that wants to overthrow a ban and create a cannabis-friendly ordinance in their city. We are ready to help keep moving our state towards full legalization because Prop. 64 did not do that—so we the people must.

TWO SHORT DAYS AFTER THE CITY OF MALIBU'S WIN ON MEASURE G, THE WOOLSEY FIRE DESTROYED OVER 95,000 ACRES OF PRECIOUS EARTH AND HOMES. YOUR FAMILY HOME WAS NOT SPARED. HOW ARE YOU HEALING FROM THE LOSS AND WHAT HAVE YOU TAKEN AWAY FROM THE DEVASTATION?

We had just celebrated Measure G passing and two days later our home along with hundreds of others in Malibu, completely burned in the fires. It was a very frightening moment as we had only minutes to get out and we barely made it out alive. We had no warning as our power was out, we had no internet, no tv, no phone. My husband found an old landline plugged it in and it rang immediately. Many friends were calling to tell us the fire was headed our way. In fact, the fire was all around us at that moment. I lost all of my family's heirlooms all of our photos, albums, our life's work as filmmakers, and well everything we own. The photos and all of our family videos hurt the most, but I realize now how I had been carrying all of these boxes around my entire life and how sometimes letting go of the past opens up new opportunities. It is a very powerful and cathartic experience to have your home and your entire life's possessions burn in such an epic wildfire. It puts a lens of clarity over your soul. There is no doubt the most important thing in my life is my family, my baby girl, and our fur babies. We are all safe and healthy and at the end that is all that truly matters.

I see this fire and those in Northern California and of recent past up north and all the devastation around our planet as a very serious reminder that our earth is crying out for help. Mother nature is crying with fire and floods and hurricanes. We must restore our sacred Mother by healing the planet rather than destroying it. Here in America, I believe we must make amends with the Native Americans and Mexican people whose blood was spilled throughout our country and their sacred lands taken and now destroyed. The karma of hundreds of years of occupation and destruction is upon us no doubt. We must make amends to the native people that exist today and we must pray for forgiveness to the creator for destroying our planet. I know if we try, we can turn it all around but the time is now.

My native godparents reminded me that sometimes we must pass through fire and ice to complete our mission. I am now clearer than ever that my mission lies in helping others, animals and our planet but now I know it is time to take it to an even higher level. During all of this, I celebrated my birthday surrounded by loved ones and I found it also a bit surreal that all of this was happening during my birth week. I do not think it is a coincidence that Measure G passed and then our home and Malibu burned all during my birth sun sign which is Scorpio. The highest symbol of Scorpio is the Phoenix. I see these fires as a new beginning. An opportunity to make a bigger difference in the world. I see myself rising like the Phoenix rising out of the ashes to fulfill my higher purpose. I'm ready. 🌱



CREATIVE DIRECTOR MICHELLE SINGLETON
WRITTEN BY ALLANAH GARCIA

There is no doubt that injustice pervades our society. It affects all of us. Whether it's as intangible as a mindset or as physical as the place we choose to live, we are often molded by society's expectations. As women, we have experienced this systematically. But we see this same problem everywhere. We see it in our own mindsets and in the systems and structures that surround us. We see wherever people are trying to diversify a space or redefine a social standard.

With society finding so many ways to separate us: socioeconomic class, skin color, gender, you name it, we are finding the power in coming together and finding beauty, strength, and power in unity. When the world tells us to shut each other out, it is all the more important to bring each other in. All of us.

It was with these ideas in mind, that Her Place is In was born. Founded just a few months ago, Her Place is In grew from a friendship between a diverse group of women who often found themselves discussing the problems they saw in the world that required action. Through conversation, these women realized that although there is so much wrong with the world, we aren't stuck here. In fact, change is very much possible—and although it will be difficult, it doesn't have to be boring. Change can be colorful, loud, and full of love.

Today, Her Place is In is a growing community that uses various art forms to empower and inspire real change. Its mission is ever-evolving, but its main pillars include building community, celebrating diversity, and empowering femininity. For now, this takes the form of videography, interviews, panels, photography, and events centered around building community and having conversations that lead to tangible change.

Their work is geared toward finding strength, power, and courage in compassion, love, and empathy. Her Place is In believes that the empowerment of femininity does not apply to just women, but that humanity as a whole is in need of a serious transformation—to embrace these principles to understand that everyone has a place here.

The Her Place is In team hosted their second event, Her Place is in: Skin, December 8th at Red Bay Coffee Headquarters in Oakland. The evening included live music, spoken word, numerous local female vendors, a panel speaking on diversity and empowerment, rebranding beauty, and a photo series entitled SKIN.

The photographic print series features over thirty women of all shapes, sizes, and ethnicities. Wearing absolutely no makeup and in outfits styled to match the tone of their skin, the women combat unhealthy beauty standards by celebrating their so-called "flaws," proving that beauty is no one color, size, or shape, and that true empowerment is much deeper than our skin. Posing together, these women celebrate the strength that lies in community and the power that lies in unity. ●

Event Information may be found on the @herplaccisin Instagram account.

HER PLACE IS IN



Rebranding Beauty



**“EVEN THE COLORS OF A CHAMELEON
ARE FOR SURVIVAL NOT BEAUTY.”**

AFRICAN PROVERB







Content & Photography provided by Her Place is In

THE TIME HAS COME

BY COURTNEY AURA FREEMAN

THE PROPHECY OF THE WHITE BUFFALO CALF WOMAN AND THE WHIRLING RAINBOW

What follows is the legend of White Buffalo Calf Woman as I know it. This is a story that I've pieced together—elements of which originate from different tribes here in the States. I first learned of this legend from my mother of Cherokee ancestry. The story of the White Buffalo is the inspiration for our forty-year-old family-owned rolling paper company's namesake and trademark with the hope to honor this ideology and to bring awareness to environmental concerns.

In learning of this historical record, and in sharing it with you, I feel that I am supporting the prophecy in bringing the sacred teachings to light. Thank you to our ancestors for passing down these teachings through the years and for protecting these lessons.

I write with the intention that his message will be carried by the four winds far and wide and be heard by those who will be the leaders of a more beautiful tomorrow. And So It Is.

An Introduction to White Buffalo Calf Woman

According to the prophecy, as the Navajo-Hopi tell it, "There will come a time when the Earth being ravaged and polluted, mankind as we know it will all but cease to exist." The Lakota-Sioux add that when we need her most, the deity White Buffalo Calf Woman will return to Earth to heal the planet to usher in a time of unity for humankind.

Tribes spanning the entirety of North America tell their children of the prophecy of White Buffalo Calf Woman including Métis, Lakota, Sioux, Dakota, Cherokee, Cheyenne, and others. To our indigenous ancestors in this region, the white calf born of a buffalo is considered to be the most sacred animal on Earth.

Cows and buffalo are revered the world over; they serve an important role in nourishing the soil, a substantial constituent in the circle of life. For those who lived on the Great Plains prior to 1850, buffalo herds sustained human survival and were an important part of the ecosystem. These animals were used in their entirety to meet the needs of the tribe whether for food, warmth or to string a bow. Gratitude was given to Great Spirit for providing nourishment and to the buffalo for the giving of its life.

In the mid-nineteenth century, US military leaders conspired to kill the buffaloes in an effort to starve the people indigenous to North America into submission. Once numbering in the range of 100 million, by the end of the Buffalo Holocaust around 1890, less than 100 buffalo remained alive in the wild and have been on the brink of extinction ever since. Fortunately, due to conservation efforts, the number of buffalo under protection are currently on the rise at about 19,000 and continue to climb to the hundreds of thousands overall.

In contrast to the more common brown buffalo, those cream in color, are considered to be a rare and mythical being. The odds of an ivory calf being born are one in six billion. Indigenous buffalo with this type of recessive genetic rarity, are not albinos, they have white fur. Sometimes they are born silver and later turn darker as they age. Medicine elders have been known to interpret these color changes in connection with the prophecy.

Of even more significance, and in keeping with the prophecy, we've seen an increase in the number of white buffalo born in the last twenty-five years. Big Medicine was born in 1933, Miracle in 1994, and by 2015, the White Bison Association was raising a herd. Given the odds of this happening at all, the proliferation of these genetic anomalies are astounding. I estimate that the count of white buffalo currently inhabiting our physical realm is somewhere between fifty and one hundred in herds located around the Great Plains. There is also one in Europe.

The recent birth of Dusanka in Belgrade Serbia, a white-furred buffalo, made headline news internationally. Dusanka, born May 28, 2018 of American parents, is the first of her pearl-shaded kind ever to be born on the European continent.

With that historical perspective, I can now tell you the story of White Buffalo Calf Woman and the prophecy of the Whirling Rainbow.

WHITE BUFFALO CALF WOMAN HAS RETURNED.

During a difficult famine, over 500 (or maybe as many as 5,000) years ago, in the region of what is now called Black Hills, South Dakota, known to some as the heart of planet Earth, the Lakota came together in council to pray and discover solutions. They decided to send out two scouts in search of food.

In the course of their journey, the scouts encountered a beautiful woman in their path carrying a bundle on her back. She was adorned in gleaming white buckskin, with beads that decorated her garments in the colors of the rainbow. One of the men was lascivious and without restraint, he lunged at the woman. A cloud of smoke swirled around the woman obscuring her from view, then as soon as it had arrived, the smoke lifted. In a pile before her, was all that remained of the offender—his bones.

The woman then told the other still-living scout, "You may call me Ptesan-Wi," which translates to White Buffalo Calf Woman. She asked him to return to his people and to notify them to prepare for her arrival. "I have come to Turtle Island [North America] to share the sacred teachings with you," she explained. The man acquiesced and followed her instruction, returning to his camp with the message.

After four days, Ptesan-Wi arrived at the camp. Once she settled in, she pulled out from her bundle, the chanupa or sacred pipe. As she pointed to the pipe, the woman taught the Lakota of the significance of each part. The red bowl of the pipe is made from earth, the wooden stem represents the plant kingdom, the carving of a white buffalo calf represents animals who roam the plains, and finally, the spotted eagle feathers signify the winged-creatures who soar. She then proclaimed, "When you come together, smoke from this peace pipe; It will serve as a reminder that we are all one family and children of Mother Earth."

Over the coming weeks, their divine guest taught them of the seven sacred rites symbolized by circles engraved in the bowl of the pipe. Each rite is a step on the path to commune with Spirit and to build a strong community. [The three most widely-known rites are the sweat, vision quest, and Sun Dance.]

After teaching the seven rites, Ptesan-Wi announced that she would leave. To the astonishment of all, the camp was then surrounded by a huge herd of buffalo. "I will return to Earth one day to bring once again a new dawn of abundance," she said. "You will know that the time has come with the birth of an ivory calf."

The woman turned to leave and while departing, turned into a brilliant white buffalo calf. The buffalo then rolled over four times, and with each turn, the color of the calf changed to a hue of the medicine wheel symbolizing all races of humankind becoming one.

The next part of the story varies by region, told by the Cree of the North and then other indigenous peoples of the South.

Leading up to the time of Buffalo Calf Woman's return, those of the white skin will grow their hair long, paint their faces, wear beads and feathers. These pale-skinned people will speak words of love and understanding, and they will seek the wisdom of their elders. Many consider these to be the Flower Children of the sixties.

In the years following, the descendants of the Flower Children, the Rainbow Warriors will incarnate to bring humanity together in a joint effort to restore vitality to the planet. Those who harm Earth for personal gain and take actions to divide humanity through religious and racial tensions will see an end to their reign. We will know that time is upon us when the white bison calf is born to Earth and the whirling rainbow appears in the sky.

A sun dog also called a sunbow or whirling rainbow, is a natural phenomenon of light created by the reflection of sunlight on crystals in the atmosphere. In some instances, it looks like a halo around the sun while it may also be visible as a swirling rainbow on the horizon.

The whirling rainbow is considered by indigenous cultures of the West and by Jamie Sams author of the Sacred Path cards, to be "the sky-language sign that the secret teachings are to be shared with all races." Only then will the prophecy be fulfilled.

In April of this year, my mother called me to tell me that she had seen a whirling rainbow in the sky. We had never heard of this and had no idea of its existence. She recounted that a woman standing next to her said, "It is an omen of a great prophecy." After a quick internet search, my mother sent me an article illuminating the significance of the whirling rainbow prophesied as a sign of White Buffalo Calf Woman's return.

The sacred pipe and bundle of White Buffalo Calf Woman has been handed down through the generations. Today, Chief Arvol Looking Horse is a 19th generation keeper of the White Buffalo Pipe. 🌿



THE TIME HAS COME.

Illustration by Mia Ohki,
Japanese-Métis artist.
www.miaohki.com
[@miaohki](https://twitter.com/miaohki)

Courtney Aura Freeman is a consultant in the cannabis industry. She specializes in product development, marketing, and compliant packaging design. Her company White Buffalo produces PEACE CBD Massage Primer, crystal grid kits, and cannabis-inspired products. Websites: WhiteBuffaloCannabis.com, WhiteBuffaloSpirit.org, CourtneyAura.com, Facebook: [WhiteBuffaloHeritage](https://www.facebook.com/WhiteBuffaloHeritage) Instagram & Twitter: [@White_Buflor](https://www.instagram.com/White_Buflor)

*“Mother of mothers!
Queen of queens
For such thou
truly art –
I pray the Lord to
strengthen thee
And to console
thy heart,,,”*

— A poem written in 1847 for Mary
Ann Angell by her friend Eliza R.
Snow

WRITTEN BY ALLISON RAY BENAVIDES, LCSW
PAINTING BY JACKIE DUNN SMITH

“**A**nd above the fireplace here is a portrait of Brigham Young with his second wife, Mary Ann Angell and their children” shared the sister missionary guiding our tour of The Beehive House, the Young residence in Salt Lake City.

“Look kids! Your great, great, great, great, great grandparents!” My two boys couldn’t have cared less and run ahead into the next room. I paused to stare at my grandmother’s image.

A lot of people are related to Brigham Young, the second president of the Church of Jesus Christ of Latter Day Saints. He had 56 wives and 57 children after all. But growing up Mormon I’d always taken great pride in the fact that my family descended from “Mother Young”. She was married to widower Brigham eight years before his first polygamous marriage. A courageous and faithful pioneer, she braved unrelenting persecution until following him west to Utah. There she kept her own home, her own family, her own life.

I’ve been calling my son “Angel” since I became pregnant, not aware that it was a family name, that it was her name. I’ve also been following the Wise Woman Tradition of herbalism for twenty years, not aware that she was a famed herbalist and Healer.

“Notice the twins behind the piano,” our tour guide continued. “Their son hands a white rose to their daughter. She passed away two weeks before this was painted.”

I was also not aware that like myself, she too had a child with a life-threatening condition. Except her daughter didn’t survive, and my son has.

In early 2013 while nursing my infant late one night, I came across a newspaper article that I read through tears. A desperate father in Modesto stopped his son's traumatizing, daily seizures with a specific kind of cannabis that didn't get you high. The whole story blew my mind. Who had ever heard of such things? Seizures that don't stop? Cannabis without a psychoactive effect? Cannabis for kids?

Flooded with chills, I knew at that moment the world was about to change forever. What I didn't know was that mine was too. Just weeks later my toddler would have his first of thousands of seizures.

Months later, we learned that his unrelenting daily seizures are "intractable"—which means he is medication resistant, which translates to "we can't help you." The best part about a diagnosis like this is that while your doctor admittedly can't help, they simultaneously discourage you from going anywhere else. "There just isn't the research to support."

As if research is what Mothers need to be Healers.

Research is good at relaying what works for a majority. It is abysmal at knowing what works for the thousands of disabled children suffering in the margins. However, as luck would have it, cannabis happens to have been banished there as well. In an epic turn of taboos, they met and joined forces. The pure collaboration between our kids and cannabis was rumored to be so miraculous that I hopefully tagged along with other pioneers, following them all into the periphery. Within two months of adding a high CBD oil to my son's treatment plan, he became seizure-free and still is four years later.

In 2018 our story is far from unique or unheard of. In less than five years, access to cannabis has exploded and thousands of children across the world are enjoying similar success—without doctors, without research, without legal protection. While these supports make common sense and are ideal, us modern-day pioneers at the forefront of pediatric cannabis have demonstrated they are not necessary for success. In fact, we have found ourselves to be more empowered in their absence.

What a mother needs to be a Healer in her own home is beyond science and politics. Our needs reach back, deep into a long ancestral history, where plants are medicine and healing is sacred. Where Wise Women like my grandmother, Mary Ann Angell, were empowered to take matters into their own hands and were respected because of it. I have no doubt that her expert ability to nurture her own daughter kept her alive another five years after the wagon accident that caused the injuries she eventually succumbed to. If there is ever a time in a Mother's life when she needs to feel empowered, it is when her child is gravely ill.

In service to this end, cannabis has quickly become the totem plant of motherhood. Her various strengths are unparalleled by most other treatment options. Unlike pharmaceuticals, cannabis has a vital life force and energy all her own. Her healing reaches out and in, backward and forwards, across all spectrums of a woman's life. She connects us to the wisdom of our cultural history, our ancestors, our earth. Her Spirit brings us closer to ourselves, our children and each other. Importantly, through these networks of healing connections, cannabis, and our kids have moved each other out of the margins and closer to the center where wholeness and healing are always found.

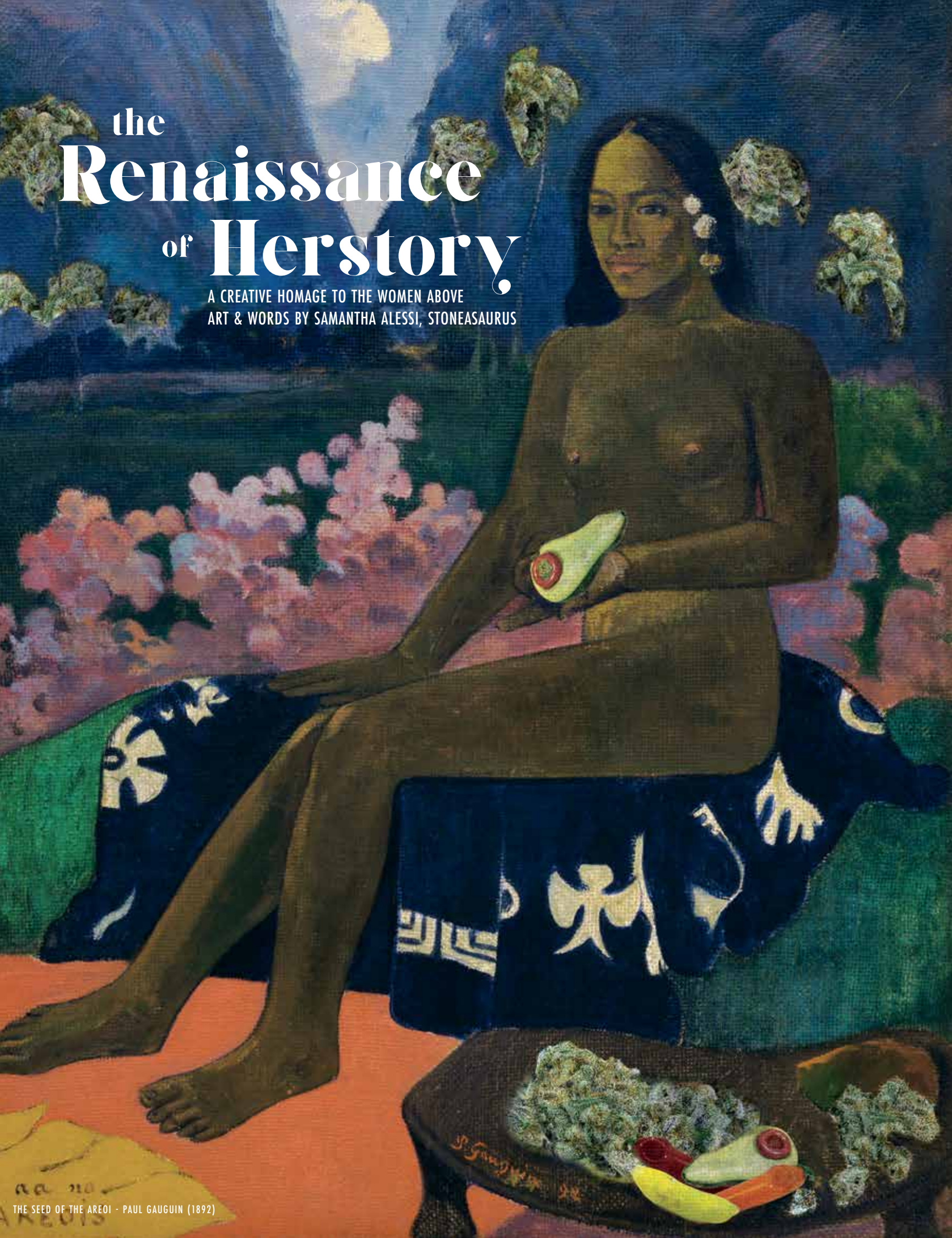
Meanwhile, cannabis and mothers have moved healing out of doctors offices and back into our homes. She reminds us that we don't have to be limited by what this or that research does or doesn't say. We don't need to hold back and are more effective when we bring our whole selves to the examining table. She calls on us to be Wise Women, empowers us to be Healers. In return, she promises to meet your bedside. As your inspiration and guide, cannabis is here to remind you: "Yes mama, YOU can heal your child. You are not alone, I'm here to help." 🍀



ART BY JACKIE DUNN SMITH

the Renaissance of Herstory

A CREATIVE HOMAGE TO THE WOMEN ABOVE
ART & WORDS BY SAMANTHA ALESSI, STONEASAURUS



aa no
AREOIS
THE SEED OF THE AREOI - PAUL GAUGUIN (1892)

DIDO ELIZABETH BELLE BY DAVID MARTIN

I went out of my way looking for art that had more intersectional subjects. The fact that it has been such a difficult search speaks volumes about the priorities of the society of the time. As well as the society we still live in, however, I feel like this painting is more an intimate representation of sisterhood than a commentary on anything political. It features Dido Elizabeth Belle (a name that may sound familiar, there was a movie made about her a couple of years ago) and Elizabeth Murray. I felt like this was a beautiful example of the camaraderie between two women. Cannabis brings them together in my version, just as it's bringing together so many women all over the world.



I was born and raised in Brooklyn, New York where I attended Catholic school and participated in D.A.R.E. All of this only confirmed in my young mind that cannabis was something I was very interested in trying. Which I promptly did as soon as I got to art school. Since then, I've discovered that not only is it fun, but it's the only thing that helps me deal with the symptoms of living with PMDD. I've devoted myself personally and professionally to this plant. I've seen with my own eyes how it has healed and helped people reclaim their lives. If my artwork can, at the very least, make someone question what they think they know about people who use cannabis, I'll be happy.

I was inspired to start this project while I was working in a dispensary in Venice Beach. I'd take my breaks down on the boardwalk and see all these totally cheesy "stoner clothes"—cartoon hands rolling joint or, you know, posters of tattooed Marilyn Monroe smoking a blunt. None of those things were something I would ever spend money on, let alone hang on the walls of my home. All of it just seemed to encourage the exact sort of childish image that I was doing my best as a bartender to change. Adults can benefit from cannabis too! I wanted to make something that was a little more refined. Something that focused on women in a more positive way. Something that was inclusive. Something that had a message, but was still fun! I had been dabbling in cannabis photography and I have a fairly strong background in art history, so one day I had the idea to combine the two.



FLOWER OF THE FIELDS - LOUIS JANMOT

This timeless beauty struck me as a goddess of nature. In the original, she's holding flowers—poppies and buttercups and daisies, so I just switched them to flowers I like a little better! All of my work is meant to highlight the deep connection between women and cannabis, but I feel like this particular piece depicts it best. She is in a verdant field, surrounded by life. She is serene, content. No one is killing her vibe.

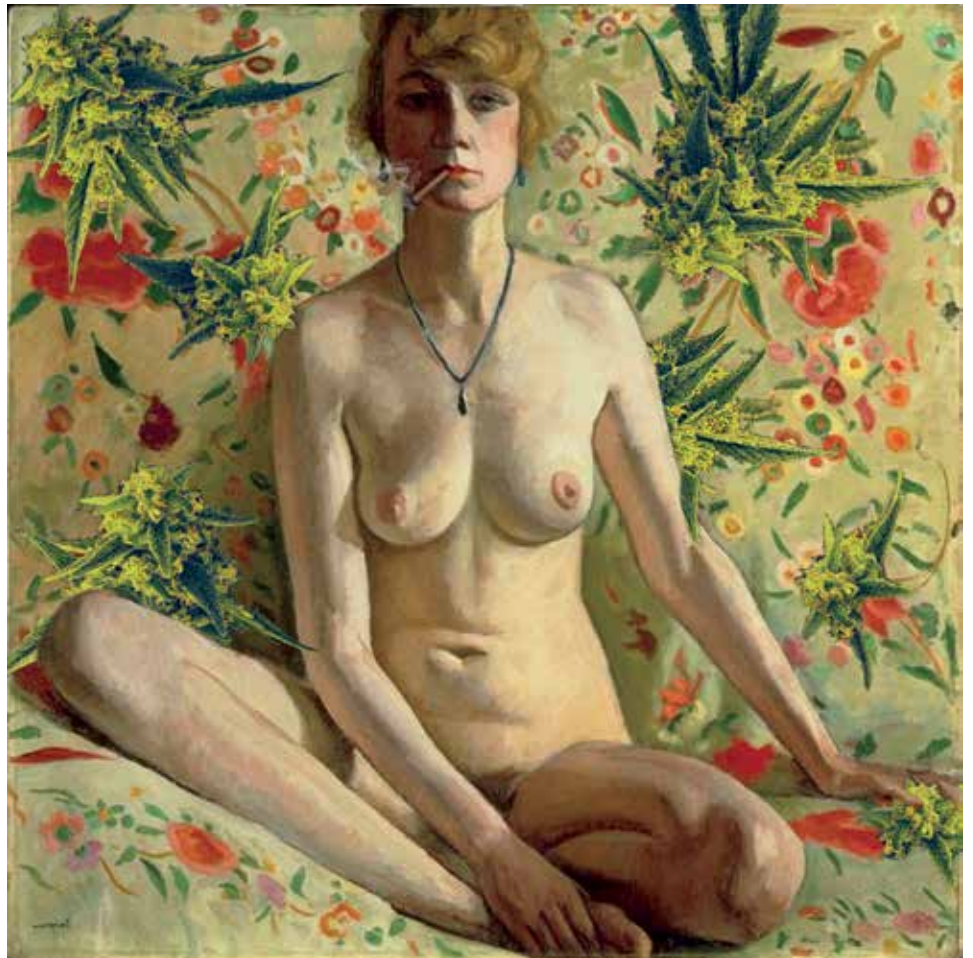


PORTRAIT OF A NEGRESS - MARIE GUILLEMINE BENOIST

I just love everything about this woman. One look, and you know she doesn't take shit from anyone. And this painting, since its debut in 1800, has been a symbol of the movement for civil and women's rights. In a world where the "war on drugs" has been rigged from the start against people of color, there's no doubt in my mind that she would stand for legalization, expungement, and equity. The past can't be undone, but there are ways in which this industry can attempt to include and make those communities whole again.

LA FEMME BLONDE - ALBERT MARQUET

Whenever I'm faced with a female nude, my first thought is always of the male gaze. La Femme Blonde doesn't shrink from it or avoid it as is common. But, she also doesn't stare down the viewer like Manet's Olympia. She just gazes back, unaffected by her nudity. She doesn't feel like a sexual object to me. She just feels natural. Like she just finished a meditation and sparked her morning blunt, as per her routine.



Artemisia Gentileschi, the artist behind this painting, has been one of my favorite women in history for a long time. Her story is still sadly relevant. She was raised by her painter father and was allowed to practice in his studio with his students. When she was eighteen, one of those students (who was also her private tutor) raped her. Keep in mind that this was in 1611. They actually held a trial, but only after he backed out of marrying her to preserve her dignity. I'm sure you can imagine what happened to her rapist—a whole lot of nothing. Just like how we do things in 2018. Regardless of what happened to him, Artemisia went on to great success. She was known for this scene in which a woman named Judith and her maid beguile and behead an invading general named Holofernes. To give this depiction of female rage my own spin, I added a joint and a blunt held between their lips as they do their dirty work. I imagine it kept her hands steady.



Smokin' haute

MODEL EMILY EISEN
PHOTOGRAPHED BY NESHA TORRES



PHOTOGRAPHER / NESHA TORRES @SHOTBYNESHA

AGENCY / THAT'S DOPE CONTENT @THATSDOPECONTENT

MODEL / EMILY EISEN @EMILYEIZEN

ART DIRECTION / SIERA @ROZE.VOLCA

STYLING / OLIVIA @HAUTESMOKES

FLOWER / HUMBOLDT MARIJUANA CO

FUMETTES / HAUTE SMOKES @HAUTESMOKES







PHOTOGRAPHER / NESHA TORRES @SHOTBYNESHA
AGENCY / THAT'S DOPE CONTENT @THATSDOPECONTENT
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STYLING / OLIVIA @HAUTESMOKES
PRE-ROLLS / LUCKY 420 @THE420FORCE
WARDROBE / SOLSTICE INTIMATES @SOLSTICEINTIMATES



THE WIND DOWN

AN INTIMATE EDITORIAL
MODEL TORREY ROBINSON BY SAMMY NÉKOLE









ANCHORING into NEW Earth 2019

TAROT BY REGINA CONEY
THIS MAGIC LIFE, SF

In the Summer of 2018, we experienced an extremely rare eclipse season. A very sharp and invasive energetic shift took place as we began to release the “collective shadow.” The year 2018 not only triggered a collective purge but it also presented the collapse of systematic influences. As a collective, we experienced a mass overload of technological information controlled via the Technosphere. This created a dense saturation within the human consciousness, forcing our awareness of a falling grid system that no longer serves the higher good of humanity.

On May 17th, 2018 the seven-year shift occurred—one of the most influential planetary transitions humanity has yet experienced. The big-bodied planet Uranus moved into Taurus to begin a seven-year cycle, representing unpredictability, rebellion, and demand for reformation.

As we enter into 2019 we now begin to ground and anchor into the new grid system. Earth energizes Capricorn; Virgo and Taurus will be prominent vessels as we call on the energy of The World card to help assist.

Earth signs are being called to create structure and healthy boundaries within their environments, celebrate healthy relationships and renew marriage proposals. Cultivate family and friendships wherever you go and don't be afraid to turn any event into a networking opportunity! Pay close attention to your finances and do not rely on the big bank this year. Create your own financial plan and don't be afraid to make meaningful investments. Donate to a charity of your choice or invest in education and certification programs to bring in future success for 2019 to 2020!



XXI The World



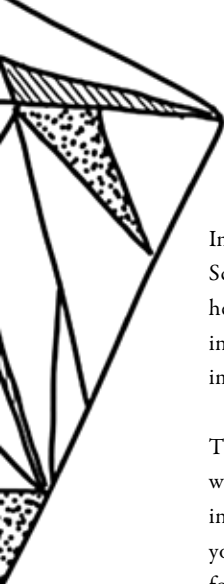
VIII Strength

Fire signs are being called to transmute the energies of the collective. The tarot card Strength is calling you to face old fears, and resolve unfinished business. Look into bringing homeopathic and alternative remedy into your health routine, bring passion back into your current romantic relationships or begin new exciting ones, begin new projects with confidence and vigor, and speak your truth and protect and serve those who don't have a voice for the betterment of a group of people. Do not be afraid to take on a good challenge this year as it will present you with great opportunity.

Now as we transition into Spring we are being called to shed and release old Karmic cycles. As we begin to move out of our old bodies, we find ourselves coming into the delicate stage of rebirth, collective renewal, and Karmic burn-off.

Here we feel the element of Fire which the signs Leo, Sagittarius, and Aries will be called to assist in humanity's soul ignition.

With the simultaneous influence of eclipse season and the seven-year shift behind us, a group of individuals hidden within the collective begin to recognize themselves as lightworkers, body workers, healers, divination practitioners, apothecaries, sound healers etc. Many of these individuals have also experienced the emergence and or union of their Twin Flame. They've also experienced cosmic downloads, clairvoyance, and biological upgrades. Some of these symptoms can include seeing flashes of light, recognizing shifting timelines, telepathy, lucid dreaming, ringing and leaking in the ears, and heightened senses. These are the individuals who will begin their “soul mission work” especially if you have reached union with a Twin Flame counterpart.

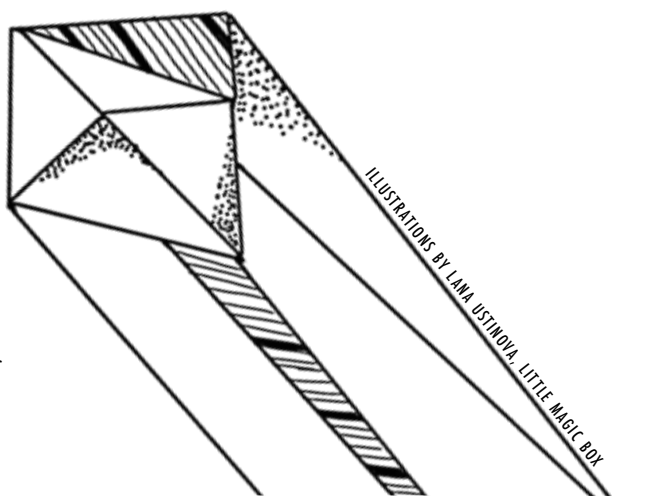


In 2019 water signs Pisces, Cancer, and Scorpios are called to help assist, guide and heal the collective as we move and anchor into new earth. This year water signs will be impacted in a very magical way.

The tarot card of The High Priest/Priestess will be your calling card. Listen to your intuition this year and do not doubt what your gut is telling you. Practice different forms of self-expression through music, art, dance, and spirituality and do not be afraid to think outside of the box. Take up a new volunteer opportunity this year and begin studying esoteric literature and freely reveal information to those who are willing to listen. Offer friends and family emotional support and advice and cultivate the habit of ritual and self-care. Now is the time to take steps towards soul, mind, and body light activation! Hey, why not give astral projection a try!



V The High Priest



ILLUSTRATIONS BY LANA JUSTINOVIC, LITTLE MAGIC BOX

THE LIONESS ORACLE DECK BY ALEJANDRA LUISA LEÓN



XVII The Star

Lastly, the most vital influence of 2019 is going to be the element of air—swift and ever-changing. Many do not realize the resource of air as we cannot see it, however, air is our most vulnerable resource on earth and is also the most undetectably impacted.

The renewed spring air of 2019 represents the signs of Aquarius, Gemini, and Libra. Air signs will assist in creating levitated foundations of the 5th-dimensional grid lines.

Air signs are being encouraged to implement preparation, resilience, change, and protection. The Star card is your card for 2019. You are being called to be the change the world wants to see. Make a daily habit of paying it forward and speaking on injustice. If you are a teacher, a speaker, or have a career within the judicial system, you are being called to expand and reach broader audiences on a global scale. This is also a great year for marital unions, building partnerships, relocation, and travel.

Don't be afraid to take exciting career risks this year! The balanced air sign is being called to step out of your comfort zone and implement systematic change. Remember that passion project you put on hold? Or that secret desire you've kept locked away? It's time to bring it to light!



MI TEAMED UP WITH THE LADY BOSSES AT HIFI EXCHANGE TO CREATE OUR VERY OWN WISH LIST. WE ARE OBSESSED WITH EVERYTHING HERE AND KNOW EVERYONE ELSE WILL BE TOO!

A Few of our Favorite Things...

HiFi Exchange is an established showroom creating the bridge between top shelf cannabis beauty and wellness brands in the hemp derived CBD space.

HiFi Exchange intends to be a trusted source having done all of the leg work and research to insure that represented brands are the best of the best in each category of product offered.



No.7 // \$219

ILLUSTRATIONS BY LANA USTINOVA, LITTLE MAGIC BOX



No.1 // \$20 55

No.2 // \$20 260



No.5 // \$52



No.5 // \$579



No.6 // \$258



No.8 // \$89



No.7 // \$120



No.9 // \$90

No.10 // \$5-50



1. AMBIKA hemp bath salts
2. VERTE ESSENTIALS artisan apothecary products
3. MENDER cbd headache roll-on
4. WILDFLOWER cbd started kit
5. LEVO OIL herb & oil infuser
6. VITAJUWEL gem wand & decanter
7. DAWSON & HELLMANN silk valley of the dolls scarf
8. DEFYNT cbd anti-serum
9. SAJE WELLNESS aroma om diffuser in black
10. KIKOKO cannabis-infused herbal teas



Stone Road



MJ LIFESTYLE ROSE FROM A COMMUNITY OF WOMEN EAGER TO SHARE OUR KNOWLEDGE, TRIUMPHS, AND LESSONS LEARNED. THIS MAGAZINE IS CREATED BECAUSE OF THE BLOOD, SWEAT & TEARS OF MANY WOMEN BEFORE US. MAY SHE CONTINUE HER JOURNEY WITH THE TOUCH OF MANY MORE FINGERTIPS AND GAZE OF CURIOSITY. ONCE YOU FINISH ENJOYING THIS FINE ART MAGAZINE, PLEASE PASS HER ALONG TO A FRIEND IN NEED.