



PROVIDING THE **RIGHT** CBD TREATMENTS AT THE **RIGHT** TIME

Here, Farmer & Chemist co-founder Dr. Jeffery D. Dunn talks about his inspiration to help people understand how CBD can improve people's lives and augment traditional therapies.

Dr. Dunn, who earned his Doctor of Pharmacy degree from the University of Utah, has worked in the industry his entire life and is committed to advancing the appropriate use and study of CBD for the benefit of patients.

"We want to be the trusted source for CBD as we have further partnered with experienced leaders in the medical, legal and marketing fields."

WHAT WAS THE INSPIRATION FOR FARMER & CHEMIST?

We noticed a lack of transparency, education and guidelines surrounding cannabis and CBD.

As health care providers we noticed a huge unmet need to provide purer, high-potency products from pharmacists – people that customers could trust to educate them about uses, side effects, drug interactions, costs, etc.

We want to be the trusted source for CBD as we have further partnered with experienced leaders in the medical, legal, and marketing fields.

WHAT SPURRED YOUR INTEREST IN PHARMACOLOGY AND THE SURROUNDING INDUSTRY?

I grew up in pharmacy – my grandfather and father are pharmacists. I have always been drawn to medicine and how it can help people. My business partner, Doug Burgoyne, is also a pharmacist.

Medical cannabis' approval, and subsequent CBD legalisation, provided an opportunity for us to learn more and see how it could augment traditional therapies.

WHEN DID YOU START TO RESEARCH THE BENEFITS OF CBD AND OTHER CANNABINOIDS?

It started about four to five years ago when CBD was legalised and began to be studied.

It seemed like an intriguing alternative or augmentation to pain medications like opioids, sleep medications, anti-anxiety medications, etc., that have some misuse and abuse potential.

As science has focused on different cannabinoids it has been interesting to learn about how they work and what could be their therapeutic role.

It continues to be a fascinating, evolving space.

YOU ARE CLEARLY A HIGHLY QUALIFIED IN THIS AREA; DID YOUR SPECIALIST KNOWLEDGE COME IN HANDY WHEN STARTING THE BUSINESS?

Absolutely. The success of Farmer & Chemist is grounded in the people we work with – pharmacists and chemists who can provide customers all the necessary information from trusted professionals to make the best choice of therapy.

CBD is very effective and safe, but we feel people should still consult their pharmacists and physicians about how to use it and what to watch for.

WHAT SETS FARMER & CHEMIST APART FROM YOUR COMPETITORS?

Firstly, it is the potency of our products, we have higher concentrations of CBD and other cannabinoids than many competitor products which can contain little to no CBD – at least not therapeutic dosages.

The range of formulations we provide, access to education from pharmacists and overall high quality (all our products come with a Certificate of Analysis) also sets us apart.

Our customers can feel confident that they are getting the best products and that they will work.

WHAT HAS BEEN ONE OF THE MOST EXCITING AND STAND OUT MOMENTS SINCE YOU CO-FOUNDED FARMER & CHEMIST?

Seeing relief on customers' faces when they try a CBD product that actually works for them. I have seen amazing results with my mother who has Rheumatoid Arthritis and nothing is more rewarding than that.

It's not like our pharmacy days... nobody ever thanked us for lowering their cholesterol. But at Farmer & Chemist, they try it and love the result. It's very gratifying and never gets old.

I SEE FARMER & CHEMIST HAS THE 'YOU, ME & CBD' PODCAST, WHAT INSPIRED YOU TO START THIS AND DO YOU FIND HAVING INFORMATIVE AUDIO CONTENT HELPS YOU INTERACT WITH YOUR CUSTOMERS MORE EASILY?

The podcast sprang up as a fun way to educate people about CBD in brief, and hopefully entertaining, segments.

We talk about what CBD is, and what it is not, how it could be used and when people should be careful using it.

We hope that it is viewed as a good resource from educated and trained people.

WHAT ARE THE BIGGEST CHALLENGES YOU'VE HAD AND HOW DID YOU USE YOUR EXPERTISE AND INDUSTRY KNOWLEDGE TO OVERCOME THEM?

Confusion about quality and lack of industry guidance are our biggest challenges but this also provides the biggest opportunity since we take the time to teach people about formulation, dosing, route of administration, etc. We hope that word of mouth will spread the best message.

HAS FARMER & CHEMIST GOT ANYTHING IN THE PIPELINE? AND CAN CONSUMERS EXPECT ANY UPCOMING PRODUCT RELEASES OR NEW VENTURES?

We have very cool stuff coming including new cannabinoids and new formulations, but we don't want to spoil the surprises too early.

WHICH FARMER & CHEMIST PRODUCTS ARE MOST PROUD OF AND ARE THERE ANY PARTICULAR FAVOURITES AMONGST CUSTOMERS?

We love our Problem Salved (salve), Yummy Gummies, and Steady Going (tincture).

Not all of these are available for sale outside of the US, but our topical products are the best we have seen in the marketplace and our customers agree.

Our customers tell us that when they use Problem Salved for the first time, the pain from arthritis or other swelling is almost immediately relieved (because we have enough CBD in the Salve to be effective).