

## **FOR IMMEDIATE RELEASE**

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## **GREENWICH WELLNESS AND PRIMABEE CBD LAUNCH "WELLNESS NIGHT OUT" HOLISTIC HEALTH EVENT SERIES IN GREENWICH**

*Dr. Adam Massoud and Paul Bordé Educate Public About Integrating  
Chiropractic Medicine and CBD For Optimum Well-Being*

Greenwich Wellness (<https://greenwichwellness.com/>), an integrated health center based in Greenwich, and Primabee CBD (<https://primabee.com/>) held their first Wellness Event last night.

Dr. Adam Massoud, Board Certified Chiropractic Physician, and Paul Bordé, co-Founder of Primabee CBD and a former patient of Dr. Massoud's, hosted a group of 60 locals to introduce an integrative health process aimed at addressing common lifestyle challenges. Focusing on the integration of mind, body and wellbeing via the combination of chiropractic medicine and CBD, they covered many topics including:

- What you can do to overcome the the "Big Five" challenges to living your best life — Sleep, Pain, Anxiety, Recovery and Energy,
- When to visit a chiropractor,
- Why chiropractic adjustments can get you back in the game,
- Why CBD is a beneficial part of a general wellness routine along with exercise, diet, and more,
- How CBD is being used and studied to treat things like inflammation, anxiety, hormone balance and more.

"It has always been the mission of Greenwich Wellness to use the body's ability to heal itself and to understand the need for natural medicine to restore the body's biochemistry and facilitate homeostasis, explains Dr. Massoud. "A couple of years back, when Paul thanked me for the

chiropractic treatment and recommendation to try CBD that got him out from under excruciating back pain and back on the golf course, I could see that he was now passionate to learn about it and help deliver the same benefits he received to others,” he added.

Dr. Massoud emphasizes that not all CBD supplements are created the same, “and many are basically junk to be quite honest, but when properly sourced and produced they can do wonders for many willing to try it.” He continues, “To his credit, Paul had this knowledge and went beyond the basics and delivered a very solid product, so it was an easy decision to want to help him in his efforts to deliver high quality CBD and forward to Primabee’s expansion and the positive impact it will have for those willing to try it out. “

Mr. Borde stresses that due to the incredible growth in the CBD space, there is a lot of confusion and many products to choose from – but they’re not all created equally. “It’s a bit like the wild-west out there with so many people jumping in. I strongly encourage consumers to do homework, and learn about what exactly they are putting into their bodies.” Also do the research, “what source are they purchasing products from?” Borde adds that Primabee’s products are best-in-class and from the most reputable manufacturers in the industry. Furthermore, Borde’ and his business partner, Stephen Crane are very intentional in building the business with education as the foundation. “Front and center on our website header is CBD Education” adds Crane. “Based on daily communication with our customers, our weekly blogs specifically address important and relevant information to CBD”

Dr. Massoud has dedicated his career to helping patients find and maintain optimum health and fitness by living an emotionally-balanced and pain-free life. He uses his four areas of expertise: chiropractic, physical and massage therapy, acupuncture, and nutrition to guide his patients to better health, wellness, and fitness.

Primabee gives people an alternative and/or compliment to over-the-counter and prescription options. Primabee is a natural hemp-based Lo2NoTHC\* CBD products that are legal in all 50 states and do not give users the high or side effects of marijuana.

Users are discovering the nurturing benefits of CBD products for supporting daily self-care of calmness, sleep habits, energy management, pain relief, inflammation reduction, skin care, sexual health, epilepsy seizure reduction, and even calming dogs and cats.

### **About Primabee CBD**

Science-based and customer trusted.

We take the highest-quality USA grown hemp and apply the industry's best manufacturing methods and formulations to create some of the finest CBD. Each batch is is third-party tested, trusted, and effective. (You can see the Certificates of Analysis on our site!) This brings a level of safety, quality and purity to our raw materials rarely found in the industry while ensuring potency and consistency of our products.

Our primary mission is to educate and inform our customers with the latest research in the ever-evolving CBD marketplace.

Nurture Your Wellbeing with Primabee.

Learn more at <https://primabee.com/>

### **About Greenwich Wellness**

At Greenwich Wellness, Dr. Massoud's passion is to help people live an emotionally-balanced and pain-free life. He and his team provide high quality chiropractic, massage therapy, acupuncture, Graston Technique, and nutritional care to their patients. Having cared for over 9,000 patients of all ages, Dr. Massoud's patients credit him for being the fastest and most intuitive source of guidance they have ever experienced with a one-on-one physician, and he believes that patient education is the most important part of any treatment to achieve optimum health.

Dr. Massoud's interest in healing was born from growing up with a close family member with disabling health issues. He believes it's an honor and privilege to support his patients who are on their own amazing health journeys.

Dr. Massoud is licensed by the National Board of Chiropractic Examiners as an affiliate of the American Chiropractic Association and Connecticut State Chiropractic Associations. In 2010, Dr. Massoud was named one of America's Top Chiropractors by the Consumer's Research Council of America and in 2018 was named a Top Doctor in Connecticut.

Learn more at <https://greenwichwellness.com/>