

# The Cape Cod Chronicle

*Newsworthy...*



Stephen Crane, Paul Borde and Amy Tagliaferri on a Zoom call.

**Primabee,**  
**an online store**  
*In harmony with nature*

Licensed and Insured  
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Primabee.com

## *Minding Your Business*

It all started with Paul Borde's bad back.

"A doctor in Connecticut recommended some CBD products to ease my pain," said Primabee founder Borde. "It worked. So I was intrigued and said to my friend Stephen Crane, let's do some research. There's so much out there on CBD and its use, and to be honest an awful lot of falsehoods about it. So we thought the best thing to do was to educate ourselves. Education is key."

The two work well together though "separated by 2,000 miles!" laughed Crane, the chief marketing manager and partner of Primabee. Crane works out of Riverside, Calif., and Borde is here in Chatham. They rented some office space in South Chatham but their business is primarily an online store. Retail is in their future but right now the online business is doing very well. "We opened in December and have over 500 customers in that time already," said Crane. "And lots of repeat traffic," added Borde.

The CBD products "People come to us with 3 main issues: anxiety, sleep and pain," said Borde. "And it is so rewarding to offer these all-natural products which support a healthy and balanced lifestyle"

"Our products are game-changers!" said Crane. "The science is evolving and changing all the time. Education and getting all the facts is vital. Communication is very important to us and we are open with our customers. We go out of our way to educate."

As a Cape-based business, Primabee is also cognizant

of the importance of supporting the Cape's economy. For Mother's Day they are partnering with Cape Cod Lavender Farm of Harwich and Candles by Tarraza of Dennis offering customers a "wellness-focused gift package. These products were hand selected to promote a greater sense of wellness and health, particularly at a time of year when stress can become unmanageable," said Crane in a press release. The gift package is available on their website.

"Primabee's Lo2NoTHC CBD products are legal in all 50 states and do not give users a high or the side effects of smoking 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."

"The topical salve and cream attacks inflammation within seconds," said Borde. They offer tinctures, gummies (strawberry lemonade or green apple), softgels, softgels with melatonin, bath bombs and dog chews, too.

"Just like the amazing honeybees that we're named after, Primabee welcomes everyone as an integral part of their holistic ecosystem, from the growers at the most ethical hemp farms in the USA to the custom formulators who create our uniquely pure bioavailable broad-spectrum CBD products on the market, to our staff and customers. We're all family," said the two. Welcome to Chatham.

