

HEAD & HEAL



BRAND STORY:

Our story begins a decade ago on the farm, growing aquaponic organic vegetables in one greenhouse. The mission was simple: feed our community.

First with carrots and now with cannabis, we carry on a mission of meaningful impact. In 2017 we added cannabis to our crop and have been growing alongside it ever since. Our collective knowledge in organic farming has led us to have the highest quality plants; like the veggies that go to food security programs, vegetable pick ups, and local markets, as well as our cannabis which allows us to create functional products to help people feel better. As the very first farm in New York State to receive an Office of Cannabis Management Conditional Cultivation license, we are continuing our legacy as pillars in our community.

But it's not just about what we put in our bodies that feeds us– one of the very first initiatives of co-founders Allan and Karli was to support Cortland County and the folks who live there. That is why we still pay our workers a living wage, offer housing and free food to our crew, and continue to engage heavily in cannabis law reform for a sustainable and equitable future.



Founder Story: ALLAN GANDELMAN

Allan has a long history of cannabis advocacy– going all the way back to 2000 as Vice President for his collage NORML chapter (National Organization for the Reform of Marijuana Laws) – but his story with farming actually started as a middle school teacher.

He was disheartened by the students' lack of access to good nutrition and decided to start farming organic produce for the local school system. In 2016, after meeting Karli and working together to turn their single aquaponic greenhouse into one of the largest CSA (Community Supported Agriculture) programs in the state, Allan began experiencing symptoms of Lyme Disease. He thankfully found relief with cannabis– this propelled him to become one of the first five farm owners in the state to be licensed to grow CBD-rich hemp. When the opportunity to apply for a THC-rich cannabis growing license arose in 2021, the expansion into the adult-use market was a clear choice. Now Through Head & Heal, Allan is providing access to quality cannabis products to the millions of New Yorkers who are looking for relief.

Allan also continued his work in changing the landscape for cannabis legislation. He has become an industry thought leader and advocate as president of the Cannabis Association of New York (CANY) and currently sits on the NYS Office of Cannabis Management advisory board.



Founder Story: KARLI MILLER-HORNICK

Karli met Allan at a six month intensive course on sustainable agriculture in Ithaca, NY. The two bonded over a mutual desire to promote regenerative agriculture practices in central NY. Karli partnered with Allan to educate the community on the importance of sustainability and supporting local food and farming. With her passion for regenerative agriculture, storytelling, environmental activism, brand building, and purposeful marketing, Karli molded Allan's farm into one of the most successful Community Supported Agriculture programs (CSA) in the state.

After receiving one of the very first licenses in NY to grow CBD-rich hemp, Karli and Allan built the brand Head & Heal from the ground up, with the first batches of CBD oil made in their kitchen and sold at the farmer's market. They were onto something. Karli poured thousands of hours into building education and awareness around cannabis. Meanwhile, their extraction moved from a kitchen to a state-of-the-art lab, and their sales went from the farmer's market into over 500 retail locations. Today, Head & Heal is the leading CBD brand in New York.

Karli has also become an advocate of cannabis for mental health. During her own struggles with anxiety and depression, she found that cannabis is a vital part of her formula for survival. Head & Heal is now paving the way for others to explore adult-use cannabis as a means for a better life.



OUR PROMISE:

Whole body wellness.

Our commitment to community is at the heart of every thing we do at Head & Heal. Trust, transparency, and education have put our customers' faith in our brand. People have always been eager to share their feedback, and we publish every single review on our website without cherrypicking, including over 2,000 organic five star ratings which make up apx. 89% of our website reviews.



TESTIMONIALS:



"I tell everyone I know how much I love my Head and Heal. I have been using it for about 4 years now... I did some research and found Head and Heal in Cortland. I liked the fact it was a local business and the product is tested at an independent lab... I love this stuff. Thank you for producing a high quality product at a fair price."

Dennis L.



I know I can trust Head and Heal for quality products and their customer service is beyond awesome!

Linda S.



Highly recommend! I am finally sleeping well - both quantity and quality. I'm sleeping for longer stretches, have less difficulty falling asleep and wake more rested. This has made a huge impact in my life. I am so glad I put my trust in this company and product! Plan to try other products in future.

Lisa C.



Head and Heal is a great company, very transparent and very involved in the hemp cannabis movement in New York. I trust Head and Heal!

Jan J.



OUR PRODUCTS:

Not all Full-spectrum is created equal.

We chose early on to provide true full-spectrum cannabis products– but what is full-spectrum really? In our books, full-spectrum means that we leave the plant exactly how nature intended. Some products may say full spectrum but when asked for test results show no terpenes or beneficial cannabinoids other than CBD.

Our organic cane sugar ethanol extraction process is designed to create a truly full-spectrum extract without leaving anything behind. Beyond that, we don't have to use any harsh chemicals and can provide a safe, natural extract that we can put directly into our functional tinctures. Functional? Our tinctures are blends of cannabis extracts formulated for specific targeted effects, like our Sleep tincture with CBN to support a more restful night's sleep.



FACTS & SOUNDBITES:

OCM License #OCM-AUCP-22-00003

Head & Heal is located in Cortland, NY– this includes the farm, extraction lab, and offices.

Co-founders Karli Miller-Hornick & Allan Gandelman have been business partners since 2016. Head & Heal was established in 2017.

All Head & Heal products are guaranteed compliant to NYS laws, as well third-party tested for purity and potency.

Head & Heal cannabis is grown on a USDA certified organic farm.

By being fully vertically integrated, Head & Heal is able to maintain a high standard of quality control since they oversee all aspects of production.

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LINKS & CONTACT:

For PR, interviews, marketing and press, contact michelle@newyorkhempoil.com

[Link to Founder photos](#)

[Link to product photos](#)

[Link to brand asset photos](#)

[Link to Logos](#)