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8/10/2022

Award Winning Herbal Brand Lowers Prices to Assist Customers

Pioneering Oregon herbal brand Sun God Medicinals adopts a Compassionate Pricing model and drops prices during recession to help customers continue to have access to the organic herbal products that they rely on.

Central Point, OR - [Sun God Medicinals](#) announced Wednesday that they have restructured their pricing to assist their customers. “We know many of our customers are feeling the effects of rising prices and we don’t want them to have to make decisions between their health and say...a tank of gas,” said Brie Malarkey, Founder and CEO of Sun God Medicinals. The Sun God Medicinals team took a hard look at where they could cut costs and pass the savings on to their customers. Due to the fact that they formulate, extract and manufacture in-house they are able to have more control over their costs “if we learned anything during the pandemic, we learned that we can do more with less when we need to.” said Malarkey.

The team shared that customers were starting to look for more bargain brands without the same quality or reverting back to pharmaceuticals due to the fact that they are covered by insurance, “We started collecting data and became very alarmed by the number of customers voicing concerns over these difficult decisions and knew we had to act quickly and support our customers during this unprecedented time” said Sam Schuh General Manager.

Sun God Medicinals is an award-winning brand with a strong following and superior products, but that doesn’t matter according to Schuh “awards and accolades don’t matter when customers are facing more and more stress - we want to continue to have a positive impact on their health journey, that’s our mission and what we are passionate about.”

The Compassionate Pricing program applies to select tinctures and topicals across the brand's product lines and each product was evaluated to determine the new pricing, “We use quality organic ingredients and want to continue supporting the small farms in our state, this meant that we had to really analyze where we could make short term changes to meet our customers where they are at. In some cases, we dropped our price by 40 percent - we know we can’t do this for the long term, but for now we are able to and I am so grateful for our team's passion and commitment to our community and customers,” said Malarkey.

Sun God Medicinals is a woman owned, bioregional herbal company with a mission to blend and extract quality, healing herbs from Southern Oregon. The company formulates with the health of the end-user in mind. From artisan herbal teas and tinctures to soothing topicals and more, their product lines aim to help people find the right herbs for the right symptoms.

For more information on Oregon Cannabis products available at OLCC marijuana retailers visit www.sungodmeds.com

For more information on hemp and herbal products available nationwide visit www.sungodmedicinals.com

About Sun God Medicinals

Headquartered in Central Point, Oregon, Sun God Medicinals was founded in 2014 with a mission to process, blend & extract quality healing herbs from Southern Oregon - including herbal teas, tinctures, capsules, topicals, edibles, and extracts. In early 2019, Sun God Herbals, Inc was licensed to manufacture and distribute the brand's herbal and hemp product lines in an Oregon Department of Agriculture approved facility. The company is proud to be certified organic by Oregon Tilth, and all Sun God products are made from naturally-grown herbs that are cultivated in Southern Oregon in small batches to ensure quality.

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