

# Sensi

CUSTOM CONTENT  
COVER FEATURE



# Go deeper.

We build content. From native articles to brand campaigns, Sensi offers integrated media plans that educate, entertain, and engage our audiences.

We develop completely bespoke feature articles tailored to your brand and campaign objectives. We start by putting our audience first.

**We know the power of a great story.  
Let us tell yours.**

Your brand is a world of innovation, action, insights, creativity, and utility. You have interesting things to say—about what you do, why you do it, and your place in the modern legal cannabis landscape.

And you need an interesting way to say those things.

That's our specialty. We know how to tell stories that connect with our readers—your targeted audience. We know them, understand them. We speak their language.

**In our hands, your message has  
never been more engaging.**





# How it works

Our full-service content and production teams tap into our deep editorial expertise to tell powerful stories for your brand.

## Your message

Working with you, we develop completely bespoke feature content tailored to your brand and campaign objective. Our mission is to uncover and tell incredible true stories that resonate with our audiences and illuminate our partner's core values.

## Our voice

We tell a story that interweaves our signature editorial voice with your brand's essence—a story that's thorough, factual, relevant, and personal.

We provide the context and understanding for an issue, movement, or trend, and offer you an effective format to articulate your brand's position. The best stories include interesting internal sources, and we ask our brand partners to be willing to engage with relevant issues.

## Sensi readers

We connect your brand to Sensi's curious, loyal, and hyperlocal audience who is constantly seeking the best of their market. We create value for your brand by creating relevant content that provides real value to our readers.



# COVER FEATURE

CUSTOM CONTENT FOR  
HOUSE OF SAKA  
BRAND PARTNER



# Case Study: House of Saka

Paid product placement on Sensi California cover to Sensi brand partner House of Saka, a company related to a feature story in line with the issue's editorial theme. House of Saka is *not* the subject of the feature article.



Brand Partner: House of Saka luxury infused beverages

Edition: Sensi California, Sept. 2021

Issue Theme: Art + Culture

Cover Placement: Brand artwork (image) and product (bottle), plus cover line mention

Cover Feature Story Topic: The rising popularity of cannabis beverages in CA.

How It Relates to Issue Theme: Infused beverages are increasingly part of the state's cannabis lifestyle culture

Images + Artwork: Provided by House of Saka

The consumer-facing article about a growing cultural trend included info and quotes from House of Saka and its parent company, Sands Lane.

## 2-PG COVER FEATURE ARTICLE



**RAISE A GLASS**  
Californians are embracing infused beverages because they offer all the benefits of cannabis without the smoke—or the stigma.

**LAUNCHED IN 2018,** House of Saka is a Napa Valley-based, women- and LGBTQ-run winery that offers [alcohol-free] options blended with a proprietary formulation of tasteless odorless water-soluble THC and CBD from organic craft cannabis. House of Saka sales exploded last year—

of cannabis infused beverages and Saka is now in Canada and Michigan.

At the end of July 2021, \$7.2 million worth of cannabis beverages were sold in California. That's nearly six times more than the \$2.7 million sold in January 2020, the first month of recreational sales in the state, according to analytics firm Headset. "Though beverages are still a tiny market in the state, California's cannabis market, Headset's data is pointing to sales because for cannabis beverages as part of the biggest impediments for the industry has been its reliance on data based on a reference to one and recent regulatory changes for beverages and large retail expenses." "People are looking for long-term solutions for long-term health and better data over the coming years," he predicts.

According to Mason, the clarity dispensary infrastructure that emerged out of California's medical and black markets has also been a problem, as retailers struggle to accommodate a considerable amount of marijuana-infused beverages around the world, however.

"New Jersey and New York—huge consumer markets—are coming online with a different perspective than the market as it stands now, not 15 years ago," Mason says. "People are looking for different types of packaged beverages, because when you look at broader packaged goods, it's what people want."

Microemulsification, a relatively new technology, has changed the game by speeding up how quickly beverages take effect. "Cannabis beverages have a rapid onset due to how they are absorbed by the body versus edibles that need to be digested and processed," Headset's Mason says. "Some Cannabis Beverage Association board members have been... founder and CEO of cannabis brand incubator Sands Lane Ventures. "This creates a more cost-effective experience and one that many consumers can enjoy more."

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# DIGITAL COVER FEATURE

CUSTOM CONTENT FOR  
CARTER CREEK CANNABIS  
BRAND PARTNER

**MUSH LOVE**  
Fungi spice up sex

**THE HIGH ROAD**  
Stone Slade hits the air

**GROW UP**  
Vertical gardening joys

# SENSI

**OKLAHOMA**  
MARCH 2022



## REDEMPTION SONG

The epic tale of how Slim founded  
Cater Creek Cannabis—and went from  
outlaw to space-age hero

# Case Study: Carter Creek Cannabis

Paid cover feature appearing in *Sensi Oklahoma* about Sensi brand partner Carter Creek Cannabis. Carter Creek is the subject of the feature article, and the author uses the story of the brand to tell a bigger-picture story about the cannabis industry in OK.

Brand Partner: Carter Creek Cannabis

Edition: Sensi Oklahoma, March 2022

Cover Image: Brand Representative

Cover Feature Story Topic: The redemption story of Carter Creek founder, Slim

Images + Artwork: Photoshoot coordinated by Sensi magazine (additional fee applied)



"The epic tale of Carter Creek Cannabis is more than the story of a renegade named Slim. This is the tale of an industry rising up from the shadows and making cannabis a means by which we can all find a higher purpose."



## REDEMPTION SONG

**THE EPIC TALE OF CARTER CREEK CANNABIS IS MORE THAN THE STORY OF A RENEGADE NAMED SLIM.** This is the tale of an industry rising up from the shadows and making cannabis a means by which we can all find a higher purpose.



**THE COULD HAVE PUT ME IN PRISON FOR 20, 30 YEARS BECAUSE HE BELIEVED IN ME. SO I THOUGHT, I'M NOT GONNA LET THIS MAN DOWN.**

...to inspect the craft of what he is doing...  
...to inspect the craft of what he is doing...  
...to inspect the craft of what he is doing...

**I REALIZED I WAS GROWING LIFE, THAT I GOT TO BE A PART OF SOMETHING THAT WAS A WHOLE LOT BIGGER THAN ME... NOW, WE'RE ACTUALLY MAKING MEDICINE THAT HAS TO BE DIALED IN JUST RIGHT. IT'S CHANGING PEOPLE'S LIVES.**

# WHO WE ARE

## Our Voice

Together with our partners, we shine a spotlight on the untold voices, ideas, and talents that reflect our audience's dynamic world.

## Our audience

We connect your brand to Sensi's curious, loyal, and hyperlocal audience who is constantly seeking the best of their market.

## Your message

We ask our brand partners to be willing to engage with relevant issues and present facts that do more than talk up their products.

We tell a story that interweaves our signature editorial voice with your brand's essence—a story that's thorough, factual, relevant, and personal.

The best stories include interesting internal sources, not just a litany of quotes from a brand's employees. We provide the context and understanding for an issue, movement, or trend, and offer you an effective format to articulate your brand's position.

# CASE STUDY

## THE DEAL WITH BARRY CLARK

The Flowerkist co-founder shares what it takes to launch a business in the booming CBD skincare market.

**D**idn't even know what it was until I had to do a deal," he says. "I had to do a deal. I had to think of something, but to think of something we could do."

Seeing the emerging market in medical cannabis, they decided to focus on topical hemp-based products. Choosing to explore the idea of adding CBD to obscure products or face creams—something no one really dealt with at the time. Sure, there were a handful of lotions and creams that incorporated the powerful cannabinoid, but none of them were destined for high-end retail or the shelves of Sephora stores. A luxury CBD skincare product line didn't even exist, and they set out to change that.

"The idea inspired Barry to put everything on the line. I went out and borrowed \$2 million in unsecured notes to get the thing started," he says. "It didn't have any money to get started, but even here so much as a business plan. I had an idea, a concept, a position, and I told a story. And I got guys to invest in me. We started. That was enough to get the first sample lot of CBD skin cream Flowerkist developed in. Then I went back to those guys and then try to raise more. And I got another \$1 million within 20 minutes."

With the initial funding in place and a product with a powerful story, the guys agreed to invest in Flowerkist, CBD which contains a wide array of naturally occurring cannabinoids, plant stem cells, flavonoids, vitamins, essential oils, and more. Barry says, "I'm trying to get to a state of the art, and I'm trying to get through a cannabis magazine and see the beautiful people glowing from inside the CBD lotion. I had a great product."

SPRING 2022 ■ BEARING FLUOR

# Secret

CALIFORNIA  
SPRING 2022

SMOKIN'  
TUNES

Drop into our 4/20 playlist

MEET THE  
GANJIERS

The certified masters of weed

# KISSED BY A FLOWER

California pioneer **Flowerkist** made CBD an essential ingredient in high-end skincare



back at the licensing agreement Flowerkist had with the company that had developed Flowerkist's skin cream. "I had a deal being made, but I had a deal being made. So we went up going to London and meeting with a group called the Global Research Foundation [GRF], a \$1 billion pharmaceutical company that had been the number one worldwide medicine company in the world."

Over the last several years, GRF had been evaluating how to maximize the benefits of CBD-based skincare products, and they concluded that CBD alone wasn't delivering results. The company saw some CBD with specific plant stem cells and other compounds in essential oils, and you just may see some incredible results."

According to Dawn Howe dermatologist for the Shalimar plant stem cell line, plant stem cells can help stimulate better cell turnover, and their strong antioxidant and anti-inflammatory effects help to prevent premature aging and protect against environmental damage, leading to more youthful skin cells at the surface of the skin. There is evidence that plant stem cells appear more youthful. Forwarding the news to add the using products that contain plant stem cells can help you see skin looking younger by fighting off wrinkles, preventing age-related damage, and reducing inflammation.

While expanding to new skin care lines, Flowerkist leveraged GRF's expertise in plant-based ingredients to explore the health benefits of selected plant stem cells. They received over 20,000 plant species for their medical

use, writing up ideas that incorporate the all-natural power of green tea, ginseng, bilberry, licorice, rosewater, and sea buckthorn. They applied to brands like Sephora, CBD which contains a wide array of naturally occurring cannabinoids, plant stem cells, flavonoids, vitamins, essential oils, and more. Barry says, "I'm trying to get to a state of the art, and I'm trying to get through a cannabis magazine and see the beautiful people glowing from inside the CBD lotion. I had a great product."



the room, and it's just progress, so I think I'm doing it well," which became Flowerkist."

Stephanie focused on the development of beauty products and making, coming for creative side alike. As the company's founder, she wanted Flowerkist to reflect her interests and personality, her retail sensibilities.

"Stephanie is a 35-year-old mother of two and she's a single mom," Barry says. "She's a grandmother, an entrepreneur, a visionary, taking care of three little kids in a single month—or used to be a Victoria's Secret model. She's a drop-dead gorgeous beautiful woman."

Fittingly, Stephanie envisioned a brand that was organic, feminine, and fun. She developed a CBD-infused lipstick and created it in a laser container topped with a glazing mirror. It would have looked at home at the cosmetics counter at a high-end department store. Her insurance on flights, functional packaging and branding created Flowerkist above other CBD products entering the market in 2017. That may not sound like that was that long ago, but things in cannabis present in big ways. So 2017 was forever ago.

Back then, most investors hadn't even heard of CBD yet. So when Flowerkist launched one of the world's first CBD-infused lipsticks at a marketing conference in 2017, the market was there for the taking. "It distributed within a week. I was \$100,000 in a month."

Barry says, "Stephanie saw another CBD lipsticks at the launch event, so we could only produce about a hundred of them a month, so that was not the window. But at

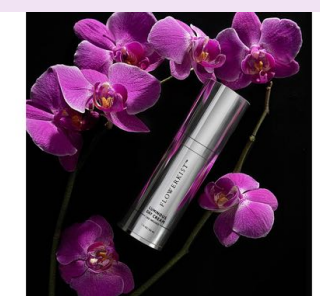
that point, we knew we had something," he says.

That's not all. Barry says that his wasn't smart enough to market it.

**WINDING TO THE WORLD**  
Barry went on a world tour, meeting with investors, and he would top out in his 100,000 units. Barry says, "Stephanie saw another CBD lipsticks at the launch event, so we could only produce about a hundred of them a month, so that was not the window. But at

with naming Flowerkist's graphical user interface system "Flowerkist Manager" instead of what many might suggest "Flowers." The name was chosen for its right to the name and said to be the highest revenue generating of the brand out of all time. He knows how to make a brand a product connect with target audience."

Barry says Flowerkist took



"topical emulsion technology," which adds in rapid absorption, the formulations deliver the natural nutrients deep into the skin, amplifying their effectiveness.

"The resulting three-part product line—The Silver Collection, R240—is formulated with some of the most effective all-natural ingredients, including broad spectrum CBD, plant stem cells, and organic oils and waxes. "We developed CBD plant stem cells, and right of life, long-lived—dry—dry going into our skin, and we're going to see more and more people in more mainstream beauty circles get their hands on the product line, and become evangelists themselves."

Flowerkist's already started

grabbing attention in beauty circles. Analytic Insights' 2019 Analytics and Consumer Intelligence forecasted Flowerkist as the "top breakout company" and the 2021 CBD Beauty Company awards recognized Flowerkist as a leader in the CBD beauty category. The brand's the first of its kind in the industry.

"Barry's leading over the region to a new CBD to the business side of things. "I'm a guy who can raise money, but I'm not an investor," he says. "I just get to the point where this is way too sophisticated. We've got these products that are real, and we've got a CEO—the thing that's bigger than I ever dreamed."

SPRING 2022 ■ BEARING FLUOR

# COVER FEATURE

SALES PROGRAM 2022



# sensi

OKLAHOMA  
SPRING 2022

## MEET THE GANJERS

The certified masters of weed

## REDEMPTION SONG

The rise of Carter Creek

## TOP SHOPS

Fan-favorite dispensaries

HOW TWO LOCALS RETURNED HOME TO SUPPORT THEIR SMALL TOWN

## COUNTRY CANNABIS