



CANNDESCENT™  
CALIFORNIA

# Quality Improvements

## POTENCY

From 2020 to 2022, our THC percentages have seen an average increase of 18%, resulting in potent flower that delivers the truest expression of our signature effects.

## PALATE/NOSE

Our terpene percentages have seen an average increase of 50%, with the majority of our cultivars now consistently testing over 2% terpenes. A high terpene content results in a stronger, more memorable nose and palate, and a more enjoyable experience overall.

## VARIETY

We have worked with some of the most reputable breeders and nurseries across the state to expand our genetic library and procure compelling new cultivars. This process allows us to provide consumers with a carefully curated mix of classic and exotic strains. Our goal is to have over 100 cultivars by the end of 2022.

We now include strain names on our packaging in an effort for more transparency and to showcase our genetic expansion. The inclusion of strain names makes it easier than ever for consumers to identify their favorite CannDESCENT Effect and get a consistent experience every time.

## FRESHNESS

To ensure our flower arrives to the consumer with the best structure, moisture content, potency, and flavor, we now include induction seals on our jars. These seals also increase shelf life, ensuring consumers always leave the dispensary with perfect flower.

## CULTIVATIONS

Our cultivation has seen many improvements over the last two years. We have changed the vegetation environment, standardized our plant care schedule, optimized our flower watering schedule and end-of-harvest flushing, and created a new defoliation schedule that increases THC and terpene content.

To pull out the best color, look, and smell, we now end the flowering period by putting the plants in a dark, cool, dry environment for up to 2 days. We have also implemented new post-harvest storage methods to ensure quality and consistency.

