

CANNABIS FOR BETTER HEALTH FOUNDATION

A 501(c)3 Public Charity

*PROVIDING IMPARTIAL
SCIENCE- BASED
RESOURCES TO THE PUBLIC*

MEMBERSHIP DECK





Mission Statement

Industry stakeholders working together ***to provide the public with impartial, objective, science-based information about cannabinoids, cannabis and hemp – for human and animal applications/use.***



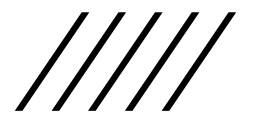


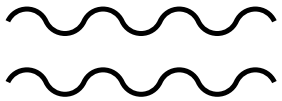
VISION: *To remove the stigma around cannabis*

Education

Verification

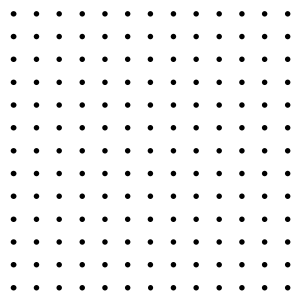
Research



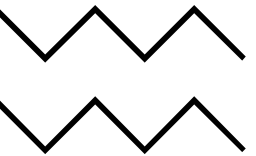


**We Are a
501(c)3
Public Charity**

Hybrid of a Commodity Board
&
Professional Association



A consortium/collective of stakeholders within the cannabis and hemp industry: investors, growers, producers, retail product manufacturers, dispensaries, enthusiasts, associations, ag tech, etc.



The C4BH Platform Need

Currently, there is no objective, unbiased “go to” cannabis resource for the public that is purely informative and educational.

US agricultural commodity boards provide the public with education and information around their output.

NORML, The National Cannabis Industry Association and Americans for Safe Access are the three largest organizations dedicated to safe and legal cannabis access. Their focus is on lobbying, policy reform, regulatory support and research.

As cannabis becomes more accessible in the US, there is a growing need for a trusted source of impartial and science-based information that will inform the public, media, elected officials, and health care professionals on the safe use of cannabis products.

Cannabis For Better Health Foundation™ is a 501(c)3 public charity, similar to the Produce For Better Health Foundation, and will be backed by contributions that support a multimedia website, app, operations and research. No products will be sold on the website.

Cannabis for Better Health Foundation™ believes in clean cannabis products that the public can use safely, regardless of how they are procured.

We believe in educating the public on the reasons for buying cannabis products from dispensaries and/or legitimate brands rather than from the black market. Buying cannabis on the street can be risky. According to a study released by the FDA in July 2020, 70% of CBD products on the market are mislabeled. There is a need for an impartial organization to verify/certify the quality of products with on-package safety labeling.

Industry leaders have called for “self-regulation” – we are here to coordinate that process. Standardization within the industry is necessary to manage consumer expectations and TRUST.



PUBLIC FACING COMMUNICATION

- Consumers need ***translational science*** in terminology that is relatable
 - Budtenders and brands are not considered impartial - \$
 - Still too much confusion by consumers especially for recreational/adult use
 - Consumers want to know: dosing, duration, effect, delivery mechanisms
- Healthcare Professional Education/Continuing Education
 - HCPs do not learn about the endocannabinoid system – so currently all they can say to patients is, “I don’t know”
 - Rx and OTC CPGs have sales and medical science liasons to go into offices to provide ***free*** education about their products (and/or host events in regions) – nobody is doing this in cannabis
- ***Media is still biased*** (against) and inaccurate in their reporting around cannabis (speakers bureau)
- Elected Officials – require expertise debunking misinformation that is not coming directly from companies/brands/lobbyists (speakers bureau)





The C4BH Quality Verification Seal

Cannabis For Better Health Foundation™ will provide a quality verification seal (QVS) program that is comprised of 3rd party verification and GMP standards of food and/or pharmaceutical standards. The seal will have a separate fee per product for this service. Verified product information will be found on the C4BH™ website.

The Cannabis Industry will use this seal to collectively hold products to a high standard of best practices as determined through collaboration with industry leaders and scientists.

This seal provides a level of oversight (self-regulation), which is currently outside the scope and ability of the US Government. It is in the best interest of the Cannabis Industry to provide this transparency in labeling, as it will prevent the dilution of cannabis products/categories.

This quality assurance labeling program will help remove the negative stigma and increase public trust in cannabis products and applications.

The C4BH™ QVS is meant to be a credential that retailers can count on for production standards they require.





Online Content

Hemp vs. Cannabis	Medical Indications	Medical vs. Adult/Recreational – what's the difference	Potential Drug Interactions	Health Care Professional Portal	Recreational/Adult Use (would like to modify the terminology around this)
Use in Animals: Pets (dogs, cats), Horses	Terpenes	Benefits of specific cannabinoids	Potential risks of cannabis use	Cannabinoid hyperemesis syndrome, etc.	Pharmokinetics
Understanding Dosages	What to do if you feel too high	Method of Delivery	Smoking	Flower	Concentrates
Genetic Contraindications	Premade vs Homemade	Vaping	Tinctures	Topicals	Transdermal/Suppositories
Journal Your Experience	What's new in research	How the plants are grown	How cannabis can be used to decrease reliance on other addictive substances	Edibles	Explain the differences in: <ul style="list-style-type: none">• Indica• Sativa• Hybrids



Project Timeline Cannabis for Better Health Foundation™



Continued Promotion

Digital Marketing Program, Sirius XM Advertising, Proactive Media/PR campaigns

Educational Opportunities for Members

Brands/companies/members can sponsor educational content on the website – in a sponsored tab

Conference(s)

Host an annual conference for the industry to come together – brands, tech, retail, research, consumers, media



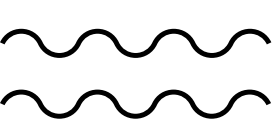
Membership

Contributing to Cannabis for Better Health Foundation™ will provide unique access to the public – through inclusion on the website (based upon membership level), newsletter, and being a part of industry leadership to establish metrics of standardization and best practices, be part of the speakers' bureau, and media outreach. *Founding membership rates may be billed as monthly subscription.* Currently, per the IRS Guidelines membership fees are Tax Deductible. Contributions from individuals, in memoriam, bequeathment, are also accepted.

YOU'VE TOLD US THIS IS NEEDED... THE NECESSITY TO IMPROVE THE IMAGE/PERCEPTION OF CANNABIS IS URGENT FOR ITS SUCCESS. CONSIDER THE AMOUNT OF \$ SPENT ON POLITICAL COMPAIGNS. THE TIME IS NOW TO PUT \$ INTO THE ORGANIZATION IN ORDER TO DELIVER WHAT IS REQUIRED TO HELP THE INDUSTRY GROW AND BUILD CONSUMER TRUST.

Level	Cost	Board Seat	Exec Seat	Sponsorship Opps	Verification Discount	Member Profile Page
Premier	>\$150K	Yes	Yes	First	Yes	Logo, Brief Descriptor & Link
Platinum	>\$50K	Yes	Yes	First	Yes	Logo & Link
Gold	>\$25K	Yes	Yes	Preferred	Yes	Logo & Link
Silver	>15K	Yes	Yes	Preferred	Yes	Logo & Link
Bronze	>\$5K	No	No	Access	Yes	Logo & Link
Copper	>\$2K	No	No	Access	No	Link Only





Meet Our Team

Felicia Stoler, DCN, MS, RDN, FACSM, FAND, Diplomate ACLM – CEO & Founder

- A trailblazer in healthcare media communications, medical journalist who has been a leader at translational science and advocacy. A former US Congressional, Pro-Cannabis candidate who has worked with commodity boards for over a decade. CBH was her vision to expand access to credible resources so the cannabinoid industry can continue to flourish and grow (as a form of natural healing).

Frank Kogen – Chief Ideology Officer (CIO) & Co-Founder of Cannabis for Better Health.

- Frank brings over thirty years of business management and leadership to the helm of C4BH. He cofounded Advanced Travel Management in 1991, which became a pioneer in online travel technology.

Cacy Britton – Visual Director

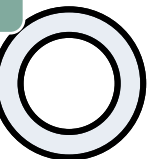
- Spent the past 12 years working in the hospitality industry starting at the foundation cross training in all parts of the business; he shares his uniqueness through imagination and loves to share his art.

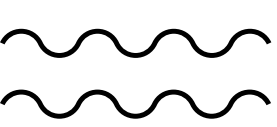
Janice Newell Bissex, MS, RDN, FAND – Chief Science Officer

- A media dietitian who was one of the first to complete training and attain certification from the Holistic Cannabis Academy and Green Flower as a Holistic Cannabis Practitioner, in addition to the University of Vermont end of life doula program. She has presented at several healthcare professional conferences.

Jennifer Lutz – Strategic Communications Director

- A communications expert with a focus on health and science, who is adept at creating content for emerging brands and packaging messaging for both clinicians and consumers.





Strategic Alliance Partners

The Dosing
Project

CRx
Magazine/Greater
Valley Publishing

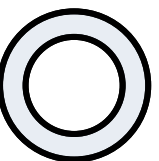
NCIA

MJ Biz

Cannabis Science
Conference

EndoCanna

Tetragram



<http://www.cannabisforbetterhealthfoundation.org/>



CANNABISFORBETTERHEALTHFOUNDATION.ORG



CannaForBetterHealthFoundation



C4BetterHealthFoundation

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