

It's not about getting high, *it's about getting well.*



Stereotypes are shifting from lazy drug users to engaged, healthy users of a plant that improves well-being, athletic recovery and helps to relieve pain and insomnia without side effects.¹
 The recognition of health and wellness as a leading influencer of **cannabis consumption** is driving of industry sales projections to **\$80 Billion by 2030.**²

The North American Cannabis Industry will reach **\$80B** By 2030

Leading Reasons for Cannabis or CBD Usage

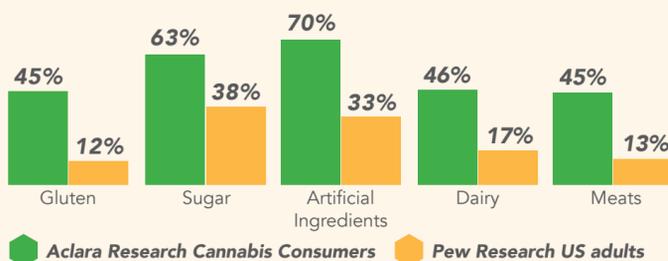


“Let food be thy medicine, & let medicine be thy food”
 - Hippocrates, 400BC

As cannabis and hemp products enter the mainstream, it's clear that consumer adoption is aligned to current behavioral and attitudes. **Consumers increasingly view the kitchen cabinet as a factor in proactive health management.** As consumers re-educate themselves on nutrition, they are making changes to what they eat. These trends include decreasing consumption of targeted foods and additives, while increasing consumption of vegetables.

Similar to general market, cannabis & hemp derived CBD consumers are also changing the way they eat to improve their health. We compared our results with a recent Pew Research study on eating behavior changes.⁵ **It's clear that these consumers are making dietary changes in addition to using cannabis products to improve health and well-being. Half Baked?? We don't think so.**

% of adults in the US that decreased consumption by item⁴



64% INCREASED their vegetable intake

Behaviors and Attitudes:

“I want to feel better”

Many consumers entering the category of hemp derived CBD products are motivated by well-being. A new tracking study from The NPD Group illuminates the wellness goals across consumers that have tried CBD (Cannabidiol) products.⁶

Aclara study respondents have similar motivations for using cannabis and CBD products. Treating an ailment and daily wellness are the top 2 reasons.⁴

13% of adults say they have tried CBD products
49% of CBD users report that their main wellness goal is to **“Feel Better”**

27% Daily Wellness
28% Treat an ailment
23% Because I enjoy it
19% Creativity & Spirituality

It's clear that cannabis and hemp derived CBD products are aligned to consumer health and wellness behavior. These consumers are using the products to “feel better” and recognize its effectiveness and health benefits. To that end, they are also decreasing the amount of things like sugar, artificial foods and processed foods.

Human beings have an Endocannabinoid System in our bodies that actually MAKES cannabinoids similar to THC AND CBD to regulate our internal systems.⁷ So It makes sense that consumers cite wellness, feeling better, enjoyment and spirituality as motivating reasons for usage. **Now that we know the science behind this plant, the stoner stereotype should go “Up in Smoke”**

Sources:
 1. Symptom Relief Among Tikun Olam Patients Treated with Cannabis, Soroka University Medical Center, Be'er-Sheva, Israel, 2016
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 4. Aclara Research, Wellness and Occasions Study, 2018
 5. Pew Research, Public Perspectives on Food Risks, 2018
 6. The NPD Group / Health Aspirations & Behavioral Tracking - Sept 2018
 7. Medical Cannabis: Basic Science & Clinical Applications: What clinicians need to know and why. 2016. Smith, Gregory.