

SPECIAL: CBD AWARDS FOR BEST PRODUCTS & PACKAGING

MARIJUANA VENTURE

#1

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THE CBD ISSUE

Explosive growth, but
who are the customers
in the wide world of
CBD products?

FORCE MAJEURE

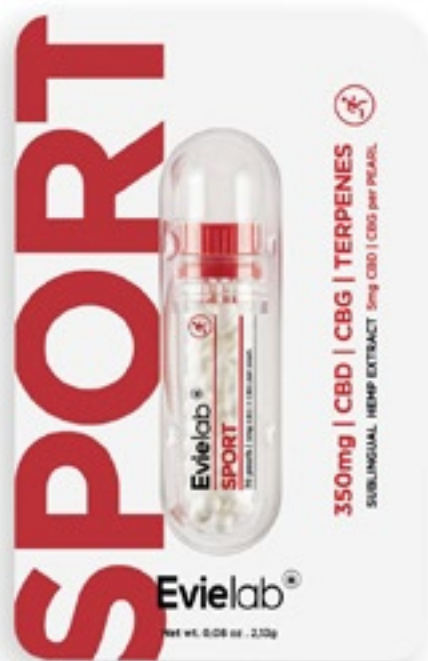
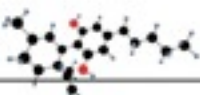
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MAY 2020



Best New Product

When I got the Evielab CBD Pearls, I was blown away. The presentation and overall design are a tour de force in the CBD category. The packaging design is very clean, yet elegant, and reminds me of something Steve Jobs would have approved were he in the cannabis space. Definitely the best new product.

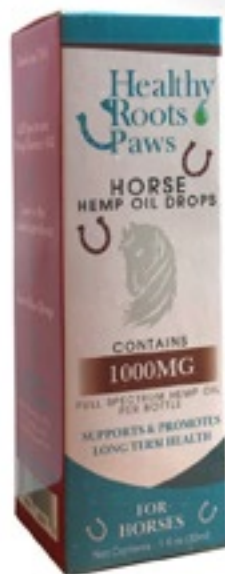
— Greg James



Best Pet Line

Healthy Roots has been consistent from day one, and CEO Liz Merritt has a knack for creating great products that are ahead of the curve. The pet category is a big one, and Healthy Roots has created a great line look for this category.

— Greg James



General Excellence

Lazarus Naturals gets the award for consistency and overall excellence. It was one of the first companies in the CBD space, and its product line has consistently been a top seller at retail. This should come as no surprise as Lazarus combines great value with a strong message and clean packaging.

— Greg James





Best Women's Line

I loved the copper-colored foil treatment used by Empower on its Luxe Collection. It had a very strong visual impact, which was especially true when used on the big bath salts bag. My guess is that the use of foil will really elevate Empower sales and resonate with consumers.
— Greg James



Best Innovation

The CBD Floaters by SoNo 1420 CBD are a unique concept, and something that does not follow the “me too” path so many others have gone down. It’s a smart, innovative product — and they’re really tasty.
— Greg James

