



STRAIGHT HEMP

PAID CONTENT



A mission **straight** from the heart

Colorado hemp CBD brand promotes plant medicine as a way to heal people and the planet

Many entrepreneurs are attracted to the hype around hemp CBD. Devin Alvarez, on the other hand, founded Straight Hemp to help save his mother's life.

His mother was addicted to painkillers. A fentanyl overdose had killed his stepfather. Their stories have become all-too-familiar headlines in recent years.

A research scientist who had helped shape the testing and safety regulations in the budding Colorado marijuana industry, Alvarez knew a better alternative existed. So he pivoted to hemp and founded a company with a mission to bring plant medicine to the masses.

"I've lost family members and friends, and it has been painful," Alvarez said in an interview with Forbes magazine about his activism to promote the power of psychoactive plants to support mind and body health. "I knew there was a better way to help them heal."

The potential of CBD

CBD, or cannabidiol, is one of more than 100 cannabinoids in the Cannabis sativa plant. A growing body of scientific evidence suggests that CBD may help ease stress and support better focus and mood, among many other potential benefits.

Consumers in need of those benefits face a daunting amount of

choices. Industry experts estimate there are as many as 3,500 hemp brands on the market today. That doesn't mean the market is saturated by any means. The Nutrition Business Journal predicts high double-digit growth to continue into the next several years, with the hemp CBD market hitting \$4 billion by 2023 – a stratospheric rise from just \$188 million in 2017.

Straight Hemp stands out among the weeds by sparking the human connection between every phase of its business, from how it selects and grows its hemp plants rich in essential oils to the clean way it processes and extracts those compounds for their beneficial effects.

GETTY IMAGES



STRAIGHT HEMP

PAID CONTENT

Hemp health for the planet

That commitment to quality begins with the plant. Straight Hemp only selects organic farms that practice regenerative techniques to help build soil health. For instance, its hemp farmers plant cover crops, which help prevent erosion, supply nutrients, suppress weeds, and conserve irrigation water that comes from the vital mountain snowmelt in Colorado and Oregon. Healthier soil slows climate change by sequestering carbon.

The hemp itself is grown from essential oil cultivars, which are varieties specifically bred for higher levels of cannabinoids and terpenes. High concentrations of terpenes are especially desirable, as they deliver not just flavor and scent but synergize and amplify the effects of other plant compounds.

Quality in testing and extracting

What's not in the final formulation is just as important as what's in there. None of the Straight Hemp farms use pesticides or fungicides. The company ensures it has a clean label by testing and retesting for these and other contaminants, from yeasts and molds to heavy metals.

Straight Hemp only enlists third-party labs with specific expertise in hemp and CBD science for analytic services. All labs are also ISO/IEC 17025:2017 certified, which means they meet international standards for lab quality systems and produce reliable, valid results. Testing is also about transparency: All CBD lab reports are available at the company's website.

There are also no secrets when it comes to the extraction process. After the organic hemp has been hand-harvested – machines damage the precious oils – the plants are "fresh squeezed," as Alvarez calls it, for extraction right on the property. Straight Hemp employs the cleanest and most expensive extraction system available. Pressurized carbon dioxide, rather than harsh solvents, performs one of the minor miracles of physics by converting from a gas to a liquid to capture the plant's essential oils.

Hemp health for people

Superior genetics, rigorous testing protocols, and the latest green extraction technology combine to create a CBD distillate with double the concentration of terpenes. Finally, certified USDA organic hemp seed oil is mixed with the terpene-rich CBD distillate to create Straight Hemp's line of CBD oils, topicals and vapes. The hemp seed oil brings its own bevy of health benefits from constituents such as omega-3 fatty acids. It all adds up to a for-

"We are putting our money where our mouth is, getting hemp and CBD where they're needed the most."

- DEVIN ALVAREZ



mulation with up to five times more bio-availability compared to other brands.

It's not just about producing the most powerful plant medicine on the market for Alvarez. It's also about putting high-quality CBD products into the hands of those who need it most. That sense of mission is a bridge to the company's social activism. Straight Hemp backs the Multidisciplinary Association for Psychedelic Studies (MAPS), a nonprofit dedicated to investigating the mental health benefits of psychoactive substances. Alvarez was also one of the key figures behind the first successful initiative in the country to decriminalize psychoactive mushrooms in Denver.

"We support hemp policy changes. We support hemp research and development," Alvarez said. "We are putting our money where our mouth is, getting hemp and CBD where they're needed the most."



CBD STATS

Sales of CBD supplements in natural and specialty retailers more than quadrupled in one year, from just \$25 million in 2017 to \$102 million in 2018 - *NBJ*

Straight Hemp is



More than a quarter of retailers surveyed by NBJ say they "rely on CBD to be a major contributor to the bottom line" - *NBJ*