



## What's In Your Cannabis Products?

*HerbaBuena's Online Store Answers the Call For 'Conscious Cannabis' with Quality Standards Consumers Can Trust, and California Statewide Delivery.*

*Supporting Regenerative Cultivation, Whole Plant Intelligence and Organic Ingredients; Weeding Out Distillate, Isolate, Hydrocarbons, Petrochemicals and Artificial Ingredients.*

**NAPA, CA** (August 14, 2019) – Cannabis turned a deeper shade of green with the launch of HerbaBuena ([www.HerbaBuena.com](http://www.HerbaBuena.com)), California's first 'conscious cannabis' retailer offering a carefully curated selection of best-in-class products defined by rigorous quality standards. Advocating sustainability and well-being for people and planet, HerbaBuena supports beyond organic ingredients, sun grown and regenerative cultivation, craft production and full spectrum products, while rejecting industrialized cultivation practices, hydrocarbon extraction processes, distillate, using corn syrup and non-organic product ingredients.

"When the definition of quality is left to the venture capitalists and the historical remnants of a black market, we end up with unsustainable cultivation practices and chemically extracted, additive-laden products virtually devoid of the plant's most valuable therapeutic properties," says Alicia Rose, Founder & CEO of HerbaBuena. "We have evaluated dozens of brands and hundreds of products, and literally only a handful met our minimum quality standards – products we'd be comfortable putting in our own bodies every day."

Rose founded HerbaBuena in 2015 to set a new standard of purity, quality and sophistication for cannabis. Informed by an 18-year career working with some of the world's most exceptional wineries, Rose believes in representing the highest expression of this extraordinary plant and its healing benefits.

"Quality cannabis should, first and foremost, offer a balanced, feel-good effect, which is best achieved when the plant's full-spectrum of therapeutic potential is cultivated and carefully maintained throughout production," adds Rose. HerbaBuena advocates the highest level of efficacy combined with earth-conscious, sustainable practices, ranging from cultivation methods and processing techniques, to product ingredients and packaging.

Michael Straus, who helped launch Straus Family Creamery and has spent 25 years developing the organic food movement, joined HerbaBuena in 2016. "We want people to know that when they shop with us, our products have been vetted according to the highest possible standards," said Straus.



“In our experience, the full benefits of cannabis are realized when you rely on, rather than attempt to recreate, the plants’ natural lifecycle and inherent complexities,” explains Rose. “Just like the world’s greatest wines, the goal is to obtain a state of total harmony and balance.”

While mass market cultivators churn out vast quantities of bud in highly-accelerated cycles, HerbaBuena advocates Biodynamic, craft and regenerative farming techniques to support development of the plant’s 400+ unique therapeutic compounds over the course of the natural growing season. When it comes to extraction, advocates of holistic medicine know that bioavailability and efficacy improve when you take advantage of the whole plant, and protecting this full spectrum of attributes in farming and production is key to obtaining what’s known as the *entourage* effect. Methods designed to extract single compounds, like distillates of THC or CBD, don’t offer the same full-spectrum therapeutic benefit.

HerbaBuena curates products to address the most common ailments of modern life including anxiety, pain, sleep and sexual health. In the coming months, Rose and Straus plan to roll out an expanded line of products and brands as they continue development of their immersive retail destination in Santa Rosa ... like a world-class winery, but for weed.

#### **About HerbaBuena**

HerbaBuena is an ultra-premium cannabis company committed to educating people about the therapeutic value of cannabis while helping to lead the industry with an unwavering set of quality standards. An early pioneer in the craft and conscious cannabis movement, HerbaBuena introduced the first-ever Demeter Certified Biodynamic cannabis in California in 2015. HerbaBuena offers a thoughtfully-curated collection of products available for delivery throughout California with same-day delivery in Marin, Sonoma and Napa counties, as well as twice per week delivery throughout the San Francisco Bay Area, Sacramento, Los Angeles and San Diego metropolitan regions. [www.HerbaBuena.com](http://www.HerbaBuena.com).

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