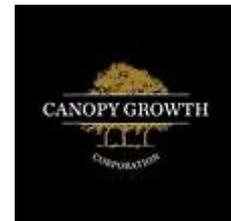


17.11.2020



Press

Interview Melissa Jochim / Founder & President, High Beauty / Canopy Growth Brand



“Melissa is founder & President of High Beauty.”

I live by the belief, in all that I do and the innovative brands I develop are by no means my best, nor my last concept to be brought to market.

High Beauty started with Hemp Seed Oils Products and has launched a Cosmetic line with CBG
Available at Douglas in Europe

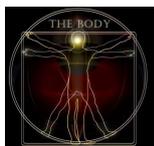
Thank You Melissa for giving us the opportunity to interview you.

THE BODY

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The first specific CBD Expo in Europe for Sports, Beauty, Wellness and pharmaceutical
CBD products in Europe

Leading the Way to Promote the Safe Benefits of Cannabinoids



CANNAVIST

1: How did you get involved in the Cannabis industry and why?

I started my journey at the University of Missouri, I ended up shifting my attention from the analytical aspects of chemistry to thinking about what beauty consumers wanted us to formulate on the bench. I became focused on achieving new ground-breaking skincare formulations that were uniquely natural and organic.

Along my journey, I learned every aspect of developing a new brand. I also realized I had a knack for knowing what the next big thing in the industry could be and understanding where the “white space” was in an otherwise crowded and competitive market arena.

This ability to find the “white space” in the beauty industry is what led me to Cannabis. The chemistry of cannabis fascinated me.

Cannabis sativa is a plant, essentially a weed, that has durability and endurance. I believe this leads to the plant’s abundant benefits we are discovering for health and well-being.

I wanted to utilize Cannabis’ endurance components, the plant’s innate chemistry, when I formulated our skincare composition for high. The skin can absorb these endurance components to thrive for skin longevity.

2: What is High Beauty about?

High is much more than Cannabis sativa seed oil.

High is expertly formulated to deliver Cannabis sativa seed oil in combination with certified organic plant oils, high-potency antioxidants and pure plant essential oils for healthy, beautiful skin.

While high focuses on using Cannabis sativa seed oil I formulated high to mimic the ingredients of the plant utilizing other potent plant oils and pure plant essential oils. These organic plant oils and pure plant essential oils mirror the effects of the terpenes and bioflavonoids that Cannabis sativa produces. With Cannabis sativa seed oil, bioflavonoids, and terpenes high helps to calm inflammation, balances all skin types with adaptogens, protects with potent antioxidants, while also hydrating and replenishing the skins natural barrier.

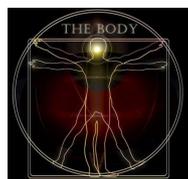
3: What can the European consumer expect from High Beauty in 2020 in terms of availability?

High Beauty is launching into Germany and Spain with Douglas this fall and will roll out into other European countries in 2020 to include Netherlands, Poland, France, Italy.

4: What is your opinion about the current marketing issue, CBD oil vs. Hemp seed oil?

Right now, it’s CBD versus Hemp seed oil when it really shouldn’t be. There’s this misconception that a product containing hempseed extracts is not Cannabis if it doesn’t contain CBD or THC – and that’s not true.

The reality is that CBD and THC are both found *within* the Cannabis sativa plant, and hempseed oil is another ingredient made from the seeds of that very same plant. Right now, CBD still has regulatory, legal and quality-related drawbacks. CBD and THC are not the only ingredient we should be excited about. When you think about the end goal of the consumer’s benefit, there’s really room for both sides to coexist in the marketplace.



5: What is the biggest benefit for the consumer using, High Beauty

High's biggest benefit is its anti-inflammatory properties because inflammation is the main underlying cause of aging. High helps calm the skin's inflammatory response to stress, balances the skin's natural functions with adaptogens, provides protection with potent antioxidants, hydrates and replenishes the lipid barrier for healthy, beautiful skin.

I formulated High with the chemistry of the whole plant in mind. High has a unique combination of Cannabis sativa seed extracts, pure plant oils, and essential oils to mimic the synergy that happens when cannabinoids, bioflavonoids and terpenes found in the Cannabis sativa plant are combined. As a result, High absorbs instantly into the deeper layers of the skin where it can create results.

6: How do you ensure the quality of your products?

High sources its ingredients from suppliers after they have been tested by 3rd party labs to ensure our ingredients are coming from the purest sources.

Additionally, our formulas exceed the California Organic Product Act (COPA) requirements for a minimum of 70% certified organic content excluding water.

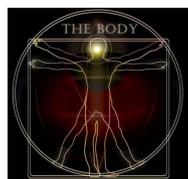
Whether it is the raw ingredients or our componentry, I look at the company I'm sourcing from and ensure that they have high eco-standards so that our products have a low impact on the environment. I ensure that our products are cruelty-free, from the raw ingredients to the final product. Even our lab that conducts stability tests, and fills and packages our products is run on solar power!

7: What should consumers take into consideration when buying Cannabis Beauty Products

The cannabis revolution is like the wild, wild west right now. Everyone is jumping on the CBD bandwagon, but what's not being talked about is whether or not the products are safe, or even effective. I'm concerned that consumers are not being protected. A study published in the Journal of the American Medical Association disclosed that only 31 percent of 84 lab-tested hemp-derived CBD products contained the amount of CBD indicated on the label. Right now, there are no set regulations on purity or extraction methods - and these are ingredients being used for our health and wellbeing. This is concerning.

8: Do you consider launching CBD products in the future?

No, I do not have any plans to launch a brand that contains CBD in its products. Our focus isn't to alleviate muscle or joint pain, or even to treat inflammatory skin conditions such as psoriasis. High's focus is to be an integral part of someone's everyday skincare routine, where skin health is the main focus. I want everyone to say high to beautiful skin.



9: Marketing and PR are very important and challenging for the industry and education seems to be the big issue when it comes to future campaigns. Do you share this opinion and what does High Beauty do in terms of promoting the brand?

How we resonate with the press has been the most important aspect to our success to date. The education of the consumer on the benefits and the continual changes in the legal landscape of the cannabis industry are on the top of mind when it comes to marketing. Whether we are coming up with copy for our cartons, social media or our website we ensure that we are fully transparent with our customers. We are very clear about our ingredients, specifically that we do not contain CBD or THC. Given the environment of the Cannabis market right now, we always want to keep the consumer's best interests in mind. Through our marketing we try and educate the consumer about the benefits of Cannabis sativa seed oil and the rest of our ingredients for their skin.

Thank You, Melissa Jochim

We highly recommend to ask always for a 3rd party lab test when buying Cannabinoids .

Behrentin Communication offers consulting and business development for int. brands that want to enter the European market.

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