

KB PURE ESSENTIALS

**BROOKE BRUN +
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CAN YOU TELL US ABOUT YOUR COMPANY, KB PURE ESSENTIALS?

We are essentially a lifestyle brand, selling wellness and beauty products formulated with CBD. Our mission is to bring the life and health changing benefits of CBD to every individual through easy accessibility, while at the same time leading the way in community education.

WHAT SETS YOU APART FROM OTHERS IN THE CANNABIS WELLNESS SPACE?

Probably how we got our start. We were our first customers and are still using our products on a daily basis. We are rooted in science and use only the highest quality natural ingredients in all of our products. We also focus on making it simple for customers to get their hands on our products.

WHAT HAVE SOME OF YOUR BIGGEST CHALLENGES BEEN WORKING IN THIS EMERGING INDUSTRY?

The biggest challenges so far have been online advertising and online credit card processing due to the current approval process by vendors. This has directly affected the growth of our business since we are unable to reach a larger audience of individuals who could benefit from Hemp CBD. The online buying process often creates confusion for our customers due to the extra steps they have to take in order to complete a purchase.

WHAT IS SOMETHING YOU WOULD LIKE EVERYONE TO KNOW ABOUT CBD?

There are many misconceptions about CBD, but we are taking a leadership role in educating the public as to the many life changing benefits. A few important things to point out are that CBD is non-psychoactive (meaning you do not get high from using), it is non-habit forming, has zero known side



effects and there are no recorded overdoses. Additionally, it is proving to be safe for children and pets. CBD is not a “cure all”. It won’t help everyone, but it will help a significant part of our population, which is what makes it worth the efforts to push for federal legalization.

CAN YOU TELL ME ABOUT YOUR BEST SELLERS AND WHY YOU THINK THEY ARE SO POPULAR?

Our best sellers are our 125mg Hemp Oil (Supplement Oil) and our Deep Relief Pain Salve (Topical). These two products make up over 50% of our sales. We believe the 125mg is effective because, over time, we have figured out that most consumers do not need high amounts of CBD to feel relief. This makes CBD affordable for daily use by the consumer. The Deep Relief is so popular because it works so quickly. Customers can apply the salve to the effected area of pain and feel relief within minutes. This is the best indication as to whether CBD can be an alternative way to effectively manage their pain.



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