



THE ALTERED STATE OF MARIJUANA

Cultural taboos affect how we engage with marijuana and are the result of a number of factors, both seen and unseen. This is a distilled version of how taboo works, and a sampling of ways we knowingly (and unknowingly) change its impact.

Our current STATE of being, like happy, balanced, depressed or even psychotic.

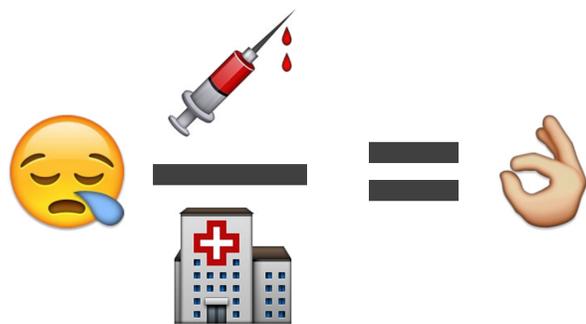
ADJACENCIES, like packaging, interior design, fashion and location, that affect our perception of an intermediary.

An INTERMEDIARY shifts our state. This could be a substance or an experience, from yoga to technology to marijuana.



TABOO increases or decreases as the product of state, intermediary and adjacencies.

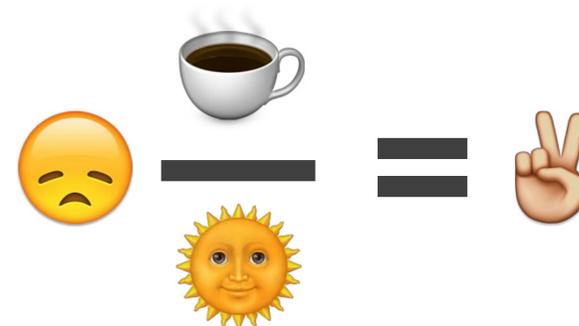
- s & h



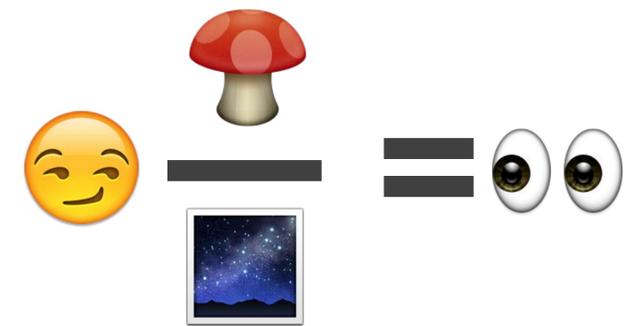
Our current state can be affected by health, but where we're administered drugs (and by whom) plays a huge role in the severity of their taboo.



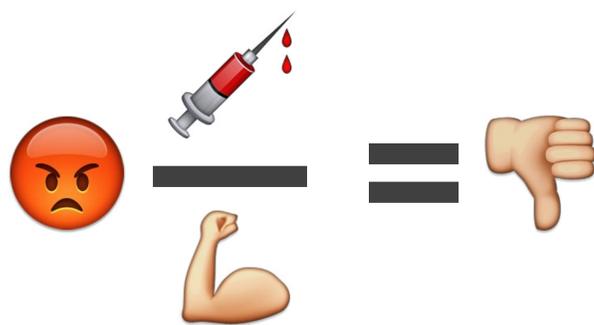
Purchasing marijuana from a beautifully appointed dispensary is a much different proposition than scoring a dime in a poorly lit alley off a random connect.



"Don't talk to me before I've had my morning coffee." No problem here.



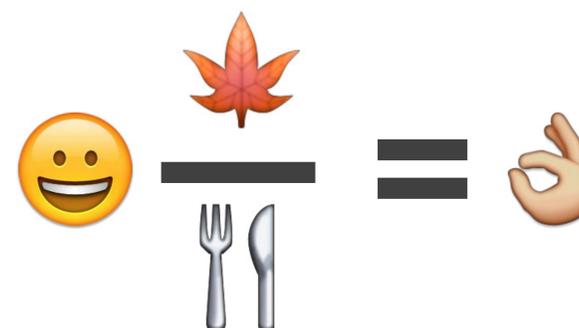
Planning a trip to the wilderness to eat a bag of mushrooms and watch nature's light show isn't something you'd share with HR.



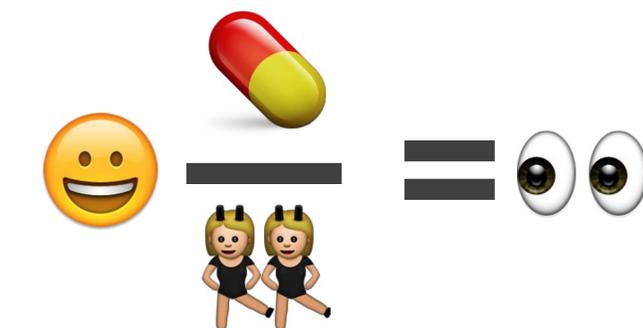
Angry, jacked, and looking to bulk up more. Not cool.



Asking top dollar for the perfect cannabis beauty cream isn't just about product – packaging helps opens wallets.



Savor and share – transforming marijuana into Instagrammable food experiences is the next phase of foodie culture.



Feeling good, popped some pills and danced all night? Better not tell mom.



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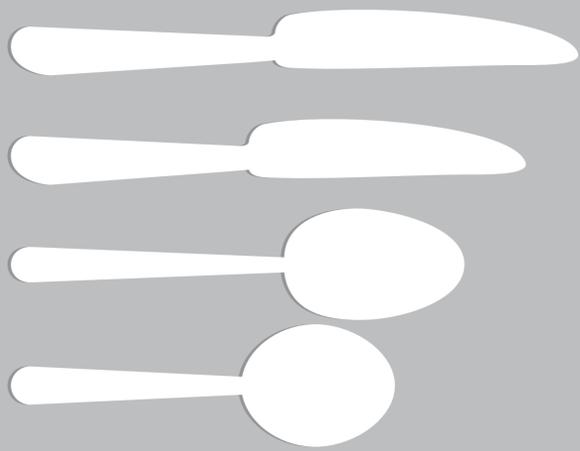
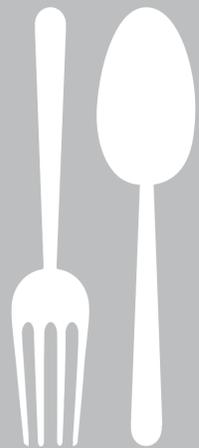
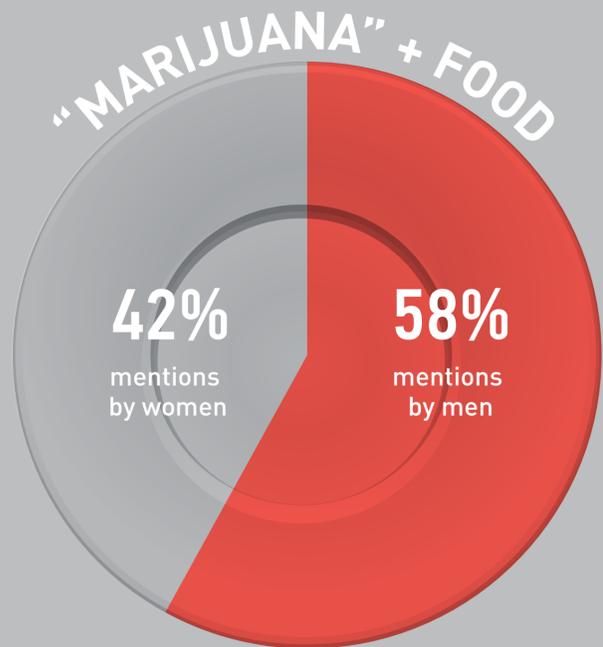
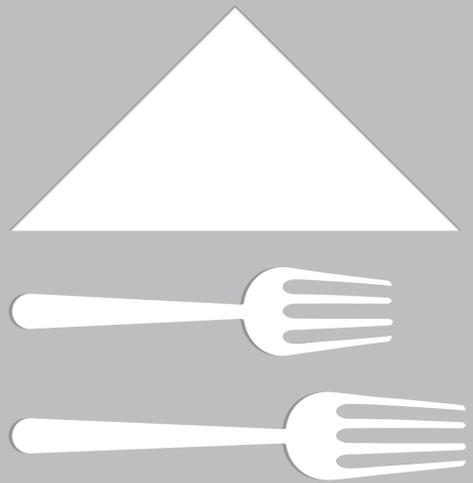
STONER TO PREMIUM

KALE < COCONUT OIL < CANNABIS

As the culture of cannabis changes, so do its aesthetics. The budding legal marijuana industry could be worth \$35 billion by 2020 – if legalized on a federal level, according to Greenwave Advisors. While the weed economy is sprouting into the mainstream, its aesthetic is also being reshaped. Marijuana is evolving from bean bag to Eames chair. Some call it the Whole-Foods-ification of marijuana, or the coffee shop effect.

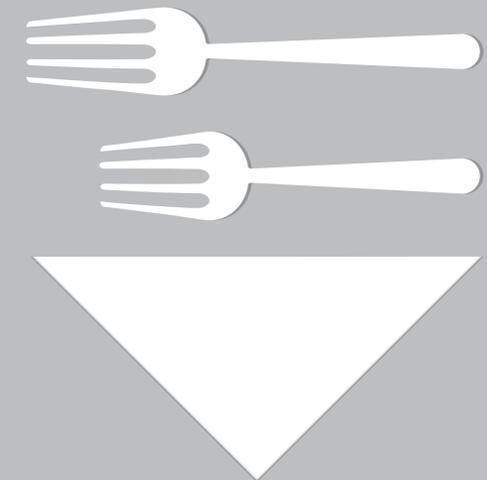
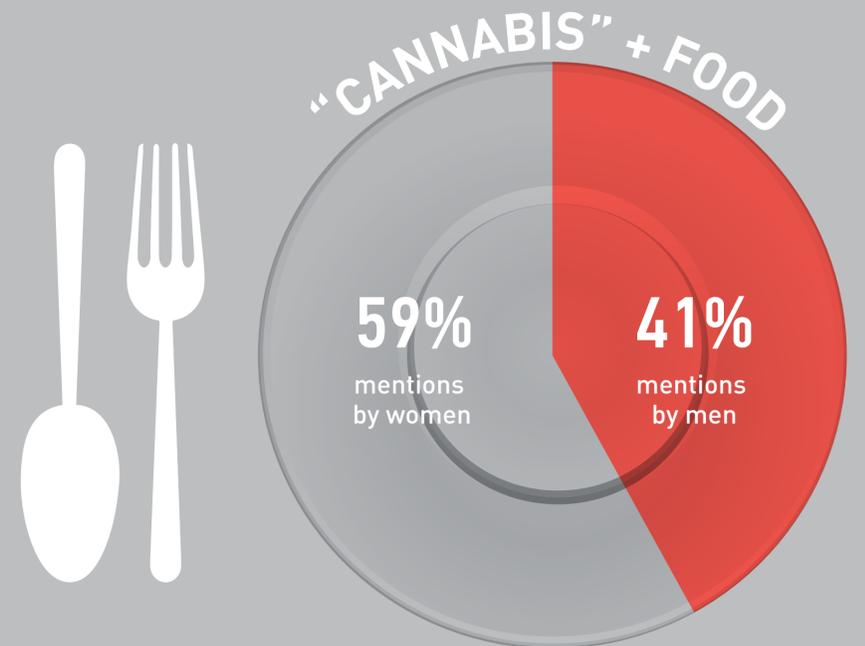
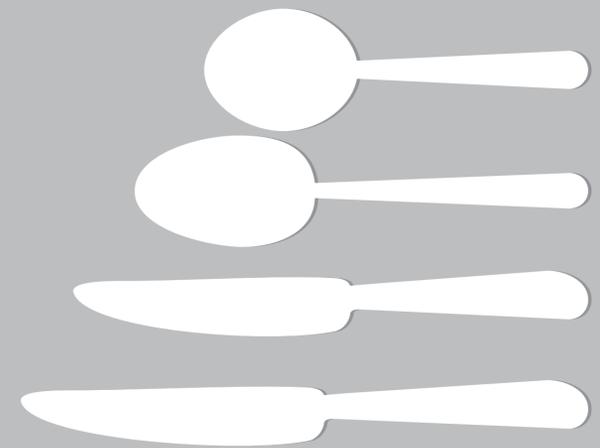
From design to tourism, food and fashion, a new face of a familiar flower is emerging. The visual representation of marijuana will be followed by an evolution in the way we describe cannabis, a vocabulary to match its premium aesthetic. Brands and entrepreneurs will be more hungry than ever to fill a vast landscape of “pot-ppportunity”. This potent weed is forging into the premium, and with it, inviting a new

A NEW FACE OF A FAMILIAR FLOWER IS EMERGING.



THE NEW DINNER CONVERSATION

s&h monitored six months of social conversation and found a distinct difference in the way men and women talk about weed and food. While men were more likely to talk about marijuana in the context of food, Women leaned in to the more formal language of "cannabis" – a term with less cultural baggage, and one you'd expect aspiring entrepreneurs to prefer.



Cannabis cuisine moves what was once consumed behind closed doors into the open, and onto the dinner table. ▶

HAUTE CANNABIS CUISINE



COOKING WITH “HERB”

What’s for dinner tonight? If not burgers or spaghetti, you could be having cannabis ceviche or seared wagyu New York strip with cannabis rub. These are just a few of the recipes featured in *Cannabis Kitchen Cookbook* by Robyn Griggs Lawrence, a Colorado-based chef and entrepreneur, who also runs cannabis cooking classes. And published in 2015, *HERB: Mastering the Art of Stoned Cooking* aims “to do for weed what Julia Child did for French cuisine,” according to *New Republic*. *HERB*’s coffee table friendly design features an artisanal chef’s knife next to a sizable dose of fresh marijuana. Notably absent on its cover is any food, but inside it contains recipes from Thai-style chicken wings to butternut squash soup. All infused with cannabis.

Cannabis cooking is taking what was once consumed behind closed doors out into the open, and onto the dinner table. *Weed-infused salmon* for two, please. A gourmet dinner is appealing on many different levels: it looks and tastes delicious and draws community around a shared passion. And now, it can make you high. Pot-preneurial chefs and their cookbooks are paving the way for legal highs in foodie culture.

Edible: Any food (like steak or brownies) that uses THC – the main psychoactive component of cannabis – as an ingredient.

THC IS THE NEW CALORIE

What was once forbidden is now celebrated in food. Chefs and foodies are exploring cooking with cannabis, but understanding the strengths, flavor profiles, and dosage of this potent ingredient will become as important as the meal on the table. An uninformed cannabis chef could result in very unhappy dinner guests – just ask celebrity chef Mario Batali who was [hammered by weed enthusiasts](#) for his pot brownie recipe. Serving cannabis-infused foods will require a side of knowledge, from the speciality weed chef.

Expect to see a new class of cannabis connoisseurs educating their fellow foodies. They'll dole out expertise in cannabis flavors and strains ideal for cooking, much like baristas and chocolatiers and sommeliers. The question around the table will be: how do you want to feel after eating this meal?

Different types of recipes built around the specific flavor profiles of cannabis will trickle down from foodies to everyday meals and eventually, onto our supermarket shelves. We will see new food products emerge, pre-packaged and pre-dosed. Cannabis-infused food products will create a new expectation of product labeling – alongside calorie and carb counts, expect clear cannabis dosage and ingredient information.

CANNABIS CONVENIENCE

50.7% OF PEOPLE WOULD LIKE TO BE ABLE TO BUY
CANNABIS AT THEIR LOCAL GROCERY STORE.

-s & h





MARIJUANA/CANNABIS + FOOD

sparks & honey surveyed
1,000 people who have
used marijuana at least
once in states where it is
deemed legal.



YOUR CANNA-BEST HOST

41%

of people would serve
marijuana at an event,
such as a dinner
party or wedding

5%

of them would only do
so if no one knew it
was marijuana



A TASTE FOR CANNABIS FOOD

57%

of people would like to try
food, such as steak or ice
cream, that was infused
with cannabis

Selecting just the right dose
and strain of cannabis is vital,
no matter the form it takes. ▶

MODULAR AND MOOD-BASED CANNABIS CONSUMPTION



DIY DOSING

Cannabis is a rich and potent ingredient, but does it have feelings? If it follows in the footsteps of **CH Distillery's** “**Cocktails Have Feelings Too**” program, it might. The Chicago-based distillery is creating drinks based on a very particular potion: how customers feel. The mixologist spends a minute or two talking to you before deciding which cocktail concoction is best suited for your mood in the moment, be it “just-need-a-drink” or “sheer jubilation”. Mood-based selection is also a vital factor when it comes to choosing just the right strain, and dose, of marijuana.

Knowing the amount of cannabis to use, and how to serve it, can be challenging. Now, startup **CannaKorp** is developing the world's first single-serve, pod-based marijuana vaporizer system called the **CannaCloud**. Think of it as the Keurig of cannabis. It could make consuming cannabis in tailored doses much easier. Developed by former coffee executives, the company says it uses special labs to determine the exact potency of the buds.

THE IMPORTANCE OF PROVENANCE

As marijuana producers expand operations into new markets, they'll be on the lookout for creative freedoms that will let them explore the possibilities of their craft.

“Every state decided to do something different, which is amazing,” said Tom Bollich, former CEO of Surna, a cannabis engineering company based in Colorado. “Some states have what they call vertical integration, meaning the dispensary and the grow have to be owned by the same person, the same company. Some of them actually have to make sure a specific percentage of the material sold at their dispensary comes from their own grow.”

In the future, we'll see even more attention paid to the process of cultivating marijuana, and passing on a sense of provenance to the consumer. [Geneticist Mowgli Holmes is gathering antique cannabis tinctures](#), relics of cannabis strains from before the herb was prohibited in 1937, to sequence the DNA of every kind of cannabis in the world. Holmes' work could bring previously unimaginable clarity to the weed industry, and its customers (*Newsweek*). People will be curious to try strains that promise a variety of effects, such as focus, calm, introspection, or imagination. And we will see more innovation around ways for consumers to ingest curated doses of cannabis, with an optimum mood state in mind.

Lifestyle brand Tokyo Smoke saw an opportunity in the untapped cannabis luxury market. ▶

CURRENT MOOD: COFFEE, CANNABIS AND CLOTHING



CANNABIS CONNOISSEUR

Lifestyle brand **Tokyo Smoke** created a unique way for its modern, urban citizen customers to understand the often complex selection of strains in its cannabis products, which it sells alongside coffee and premium men's clothing. The Toronto-based brand, which will soon be expanding to Washington state, focuses on a simple philosophy: serving its customers' moods. "Whether it's cannabis or our coffee or our clothing, we sell everything in four emotive states: go, relax, release, and balance. Those being the four main effects that cannabis can have on you, but they also transfer very well to all the other verticals that we play in," said Josh Lyon, Head of Marketing and Partnerships at Tokyo Smoke.

Located in a warehouse district of Toronto, Tokyo Smoke designed its minimalist, exposed brick and custom-steel aesthetic to dust off the old look of marijuana. The brand saw opportunity in an untapped luxury market. "When we looked at the landscape, all the iconography was a guy with a beard, or sunshine, or a forest. It was very dingy, and there was no sophistication," Lyon said. "We really wanted to bring beauty to a space where traditionally there wasn't any." The brand's flagship store is a brick-and-mortar metaphor for its aspirations. "Our coffee shop is essentially a loading dock of a building, where literally trucks would back in and unload. And we have retrofitted and reformed that to be this beautiful space."

Its lifestyle design offered a strategic entry point into the cannabis business, which can be challenging for the marketer. "You can't talk about selling it, you can't talk about what the (cannabis) product does or different strains or anything like that. So, by approaching this from a lifestyle perspective we're able to talk to consumers about everything we do," Lyon said.

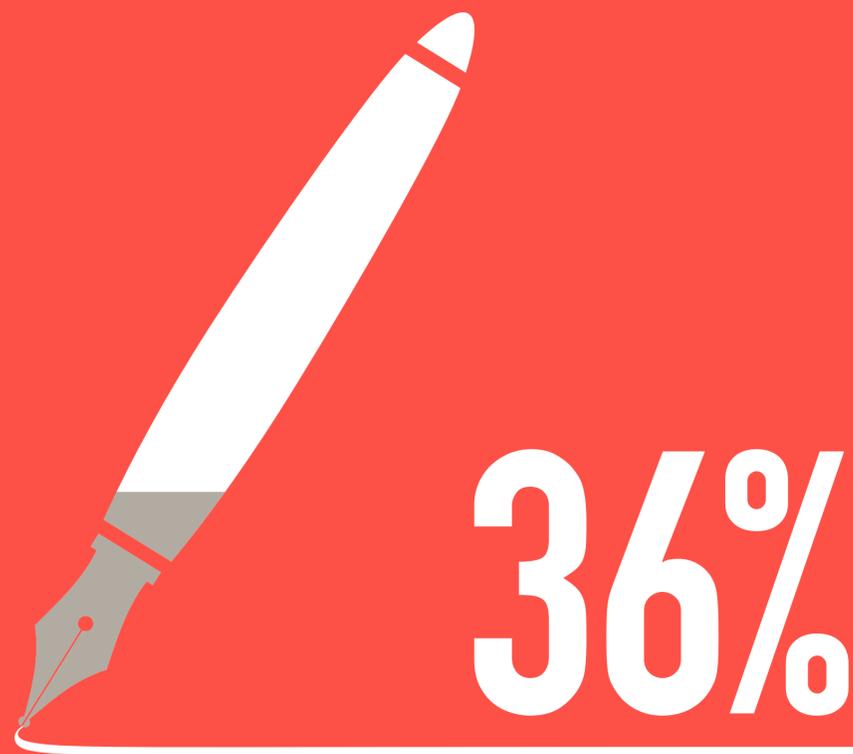
MODERN CITIZENS WHO HAPPEN TO LIKE CANNABIS

Tokyo Smoke's design-led thinking is tailored to a very specific customer, "The creative class, people who are doing interesting and new things," Lyon explained, "and they also happen to smoke cannabis." Cannabis is simply part of an otherwise vibrant life. "Our consumer base is someone who overall does not define themselves as cannabis smokers," according to Lyon. But importantly, they are willing to spend a little bit more on premium items like coffee, clothing, and, oh yes, cannabis.

**“WE REALLY WANTED TO BRING BEAUTY TO A SPACE
WHERE TRADITIONALLY THERE WASN'T ANY.”**

- JOSH LYON, TOKYO SMOKE

THE CANNA-BIZ IS ATTRACTING WOMEN



In the legal marijuana industry, the number of women in executive roles far exceeds that of women in other US businesses. Women hold 36 percent of leadership positions across the cannabis industry, according to a study by *Marijuana Business Daily*. The average for all US companies is just 22 percent, according to Pew Research.

Inc. 2015

Wine and weed are, at first glance, intoxicants. But in the cosmetics industry, their respective, non-intoxicating components resveratrol and hemp oil are considered premium, even luxury, ingredients. ▶

INTOXICATING INGREDIENTS



LUXURY FROM THE INSIDE OUT

Wine and weed are, at first glance, intoxicants. But in the cosmetics industry, their respective, non-intoxicating components resveratrol and hemp oil are considered premium, even luxury, ingredients.

Wine used to complement a gourmet meal. Now, **people are bathing in wine in Japan** and slathering it all over their bodies in the form of creams and body washes because of resveratrol, a compound found primarily in the skin of red grapes.

Resveratrol is said to boost skin elasticity and promote the skin's internal antioxidant defenses. It's in face creams like French brand Caudalie, whose "wine" range is aptly called "Premier Cru," referring to a wine of a superior grade. It's also in lipsticks by Bit, and another cosmetics brand called Vine Vera, with face cream collections named after grape varietals "Chianti" and "Moscato."

Hemp oil from the cannabis plant has been incorporated into a number of beauty products. It's known as an anti-inflammatory, superior non-clogging moisturizer that's said to help encourage cell turnover. The iconic cult soap brand Dr. Bronner's has two hemp-based body washes in their pure-castile soap line: Hemp Rose and Hemp Green Tea. Nature's Gate has a body wash with hemp oil. Some brands proudly incorporate hemp

and cannabis in their brand names: Cannabis Beauty Defined, whose products tout hemp oil's anti-aging properties, and Hempz, which markets a hemp-oil infused moisture mask. There are even hair care products made with hemp, including Designer Essentials and Naturalle brand hemp hair gels.

**“MILLENNIALS DRANK 159.6 MILLION CASES
OF WINE IN 2015, OR 14% MORE THAN THE
PREVIOUS YEAR.**

- WINE MARKET COUNCIL REPORT

CANNABIS AND WINE PAIRINGS



People are consuming more wine than ever before, and finding new occasions for drinking it. Millennials, in particular, are doing their part for the wine industry, drinking around 159.6 million cases of wine in 2015 according to a [Wine Market Council report](#). That's an average of 3.1 glasses in a sitting, and 42 percent of all wine imbibed in the US. And now wine is finding a new pairing partner with the mainstreaming of marijuana, and spawning previously unknown professions. You may have never heard of a “cannasseur” – but your kid might train to be one. Or there's the ganjier, similar to a sommelier, who has expert level knowledge of the flavorful flower. Weed is to wine as wine is to weed.

These cannabis pairings could fuel a new subset in the gourmet ingredients delivery service industry. Services like Blue Apron might find a whole new subset of cannabis foodie enthusiasts – the ideal dosage, flavor and form delivered in a box with other ingredients. Conversely, as cannabis moves into the gourmet space, we may see different marijuana grows being labeled as more high-end, or low end, transforming the provenance of marijuana into a new marketing battleground.



2

MAKE ROOM FOR MARIJUANA

OUT IN THE OPEN

Cannabis entrepreneurship is redefining the spaces we occupy and creating new ones, from retail to design and tourism.

Where marijuana is legalized, it's gradually changing our expectations around communal gatherings and life events.

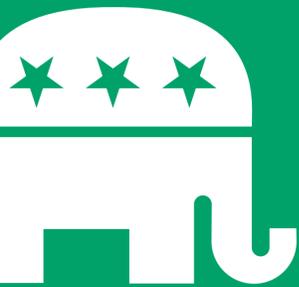
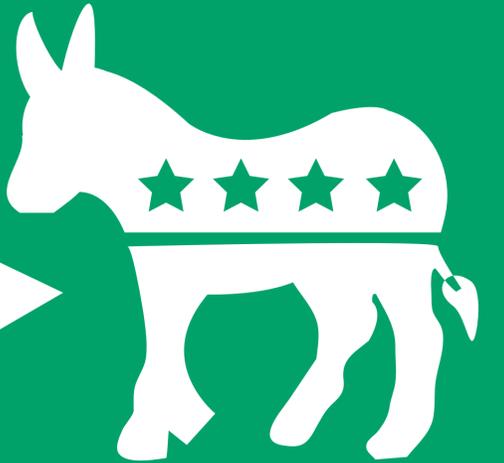
Cannabis is becoming woven into the everyday, sprouting its presence everywhere. What did the bride wear? Weed.

MARIJUANA + POLITICS

s&h looked at who is using the language of marijuana based on profession and interest to uncover where the conversation is most potent.

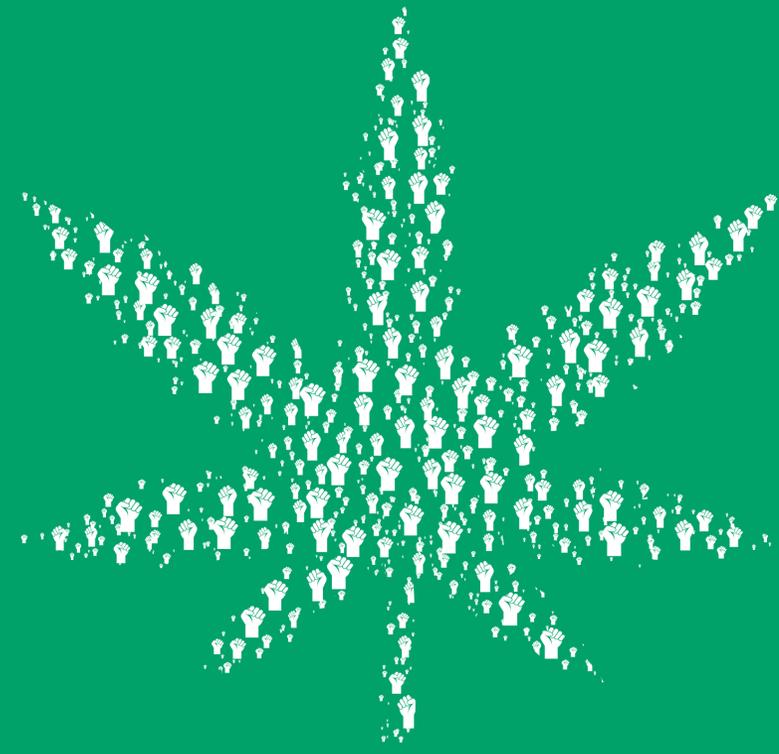
2.94

People working in politics & government were 2.94 times more likely to talk about "marijuana" in social conversations than other people on Twitter. - s & h

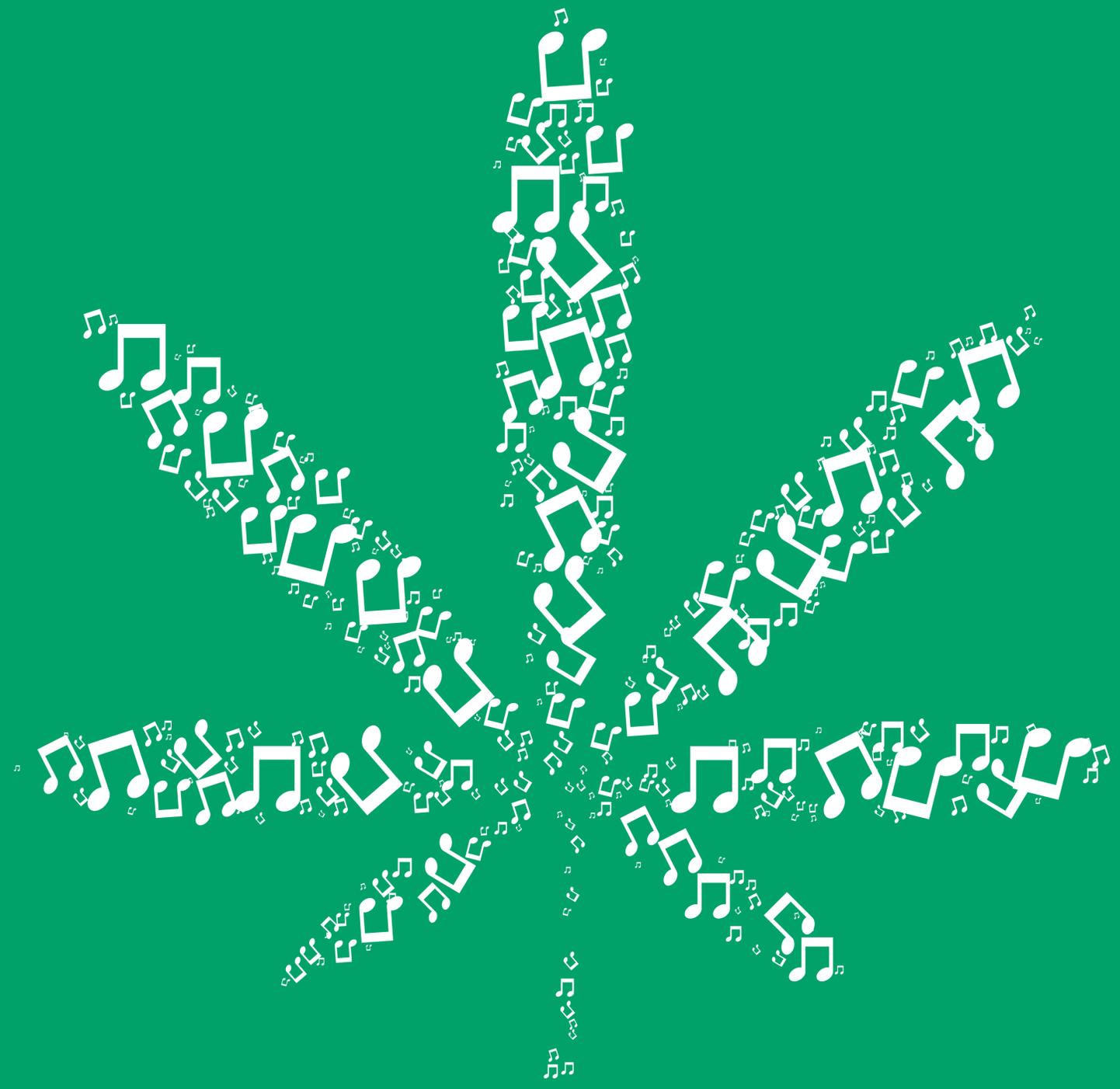




RELIGION 18%



POLITICS 14%



MUSIC 20%

People interested in politics had the third highest percentage (14%) of posts talking about “marijuana” online. Only people interested in music (20%) and religion (18%) were higher.

Marijuana is the perfectly imperfect plant, offering no apologies for its existence. But in the public arena, its use is very much restricted. ▶

CANNABIS SCENT AND STIGMA



AN UNAPOLOGETIC AROMA

We are increasingly aware of how smells, aromas and scents affect our mood. It's even possible to send a smell to a friend now. When it comes to cannabis, its distinct odor is hard to hide, wherever you may be. The pungent scent of cannabis buds is produced by plant chemicals known as terpenes and terpenoids, which are also responsible for the taste and smell unique to specific strains. In this sense, marijuana is the perfectly imperfect plant, offering no apologies for its existence. But in the public arena, its use is very much restricted.

At the same time, there's a cultural tension around the scent of marijuana. When the politics and legality around pot are taken out of the equation, many people, even those who don't smoke pot, love the smell. So much so that there are a number of luxury and mainstream perfumes whose selling point is the whiff of weed: like \$185 a bottle Black Afgano from Nasomatto; Malin + Goetz's Cannabis Perfume Oil; two scents from Fresh based on the smell of weed, Cannabis Rose and Cannabis Santal; and a bottle you can buy at the drug store, Demeter's Cannabis Flower.

44% of people would wear clothing designed to carry marijuana – if it suited their style

- s & h

THE SMELL OF CANNABIS KEEPS IT AT HOME

22%

SAY THEY WOULD CARRY
MARIJUANA WITH THEM IF IT DID
NOT HAVE AN OBVIOUS SMELL

- s & h

57%

SAY THEY WOULD NOT CARRY
MARIJUANA WITH THEM
OUTSIDE OF THE HOME

- s & h

s&h surveyed 1,000 people who have used marijuana at least once in states where it is deemed legal.

CARRY CANNABIS WITH PRIDE

As marijuana comes out from hiding in the home and into the public, we'll see innovation bud around clothing and accessories specifically designed to carry marijuana. *AnnaBis* has already created a line of luxury leather bags crafted to contain the scent of cannabis. Made from layers of resin film used in food and electronics, the brand's Odor-Loc technology keeps the smell of marijuana at bay, and away from prying nostrils. In the immediate future, the scent of marijuana will linger in the air as taboo, due to its illicit history. As cultural opinion of weed shifts, people will likely fall into different camps when it comes to outward displays of using cannabis: those who will carry it with pride, scent and all, and others who will look to blend it into their outfits and accessories – for convenience, style, and smell.

THE DISTRICT OF COLUMBIA DECRIMINALIZED RECREATIONAL MARIJUANA IN 2015, WHICH MEANS D.C. RESIDENTS AGED 21 AND OVER CAN CARRY UP TO TWO OUNCES OF CANNABIS AND OWN SIX PLANTS. BUT IT'S STILL ILLEGAL TO PURCHASE CANNABIS OR SMOKE IT IN PUBLIC PLACES IN OUR NATION'S CAPITAL.

You may be able to buy marijuana in many states, but its use in public spaces is severely restricted. ▶

CANNABIS OUT IN THE OPEN



CANNABIS OUT IN THE OPEN

If you want to try cannabis for fun, where do you go? Even in places where weed has been legalized, regulations around its use lag far behind. You may be able to buy marijuana, but in many places you can only consume it behind closed doors. And for those curious about cannabis, but unfamiliar with it, this poses a problem.

“If cannabis is legal and you want to try it, what do you do? If I’m a 50-year-old executive and I want to try cannabis, they usually end up going to a dispensary because they’re not aware of other ways of experiencing cannabis. And if they don’t know what they’re buying, they may eat an edible that’s too strong and have a bad experience from it,” said JJ Walker, owner of 420 Tours in Colorado, providing holistic experiences around cannabis, from weed-friendly accommodations to cannabis massages and foodie tours.

He sees the lack of access to cannabis knowledge and spaces to experience it as “a real hindrance to the growth of the cannabis industry.” Colorado just opened up its first dedicated outdoor space for smoking marijuana. You can smoke it there, but only if you bring your own marijuana: it’s not for sale. If it sounds confusing, that’s because it is. The state of Colorado spent \$5.3 million on a campaign to educate people about cannabis last year. Somewhat ironically, the “[Good to Know](#)” campaign was restricted by laws about what they could communicate about cannabis in the ads.

**COLORADO SPENT
\$5.3M ON A CAMPAIGN,
“GOOD TO KNOW,” TO
EDUCATE PEOPLE ABOUT
CANNABIS.**



LITTLE RHODE ISLAND IS THE
MARIJUANA CAPITAL OF THE US
13% OF THE STATE'S
POPULATION USED MARIJUANA
IN THE PAST MONTH

- NATIONAL SURVEY ON DRUG USE AND HEALTH, STATISTA

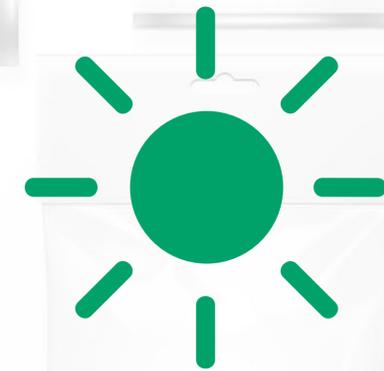


CANNABIS TOURISM



People are flocking to visit states where cannabis is legal, with weed in mind. According to a recent survey by the Colorado Tourism Office, 48 percent of summer travelers were influenced by legal recreational marijuana. The pot economy is real and it's growing – and the travel and tourism entrepreneurs are responding. In Colorado, a Bud and Breakfast offers visitors “420 friendly hotels, cannabis vacations and marijuana rentals.” The Airbnb of weed, Bud and Breakfast is removing the stress of figuring out where you can light up and wrapping it in a vacation package. Set to open in 2016, the Colorado Ranch and Amphitheater will be offering weedery tours, much like a winery or brewery tour, to visitors outside of Denver, Colorado. While you can learn all about cannabis there, consuming it is another thing. “That’s just not legal yet,” founder Christian Hageseth told *The New York Times*.

Marketing lifestyle elements is a vital part of attracting clients to cannabis-related businesses. “Our consumer growth is dependent on partnering with brands. As a tour company, we are an experiential marketing brand – and it’s one of the only legal ways that people can experience cannabis now,” said JJ Walker of 420 Tours. The company’s main customer is one who understands the value of a guided adventure, according to Walker. “You’d be surprised at the level of mainstream people who come on our tours. We see a lot of 35- to 45-year-olds to baby boomers, people who are not in the subculture of cannabis.”



48% OF SUMMER TRAVELERS TO COLORADO WERE INFLUENCED BY LEGAL RECREATIONAL POT.

- COLORADO TOURISM OFFICE SURVEY



POT ECONOMY ENVY

The marijuana economy is booming in areas that have legalized cannabis, and the cash flow envy is propelling other states to push for legalization. The regulations around social use related to cannabis will become acute, as businesses struggle to adapt to the changing legal landscape. States like Colorado are advocating for measures that would allow marijuana to be used in other businesses, such as bars or entertainment venues. We can expect to see further political and social tensions as marijuana vies for space: compliance with current smoking laws, the still prominent stigma of marijuana, and the infrastructure supporting the creation or import, sale and tax of cannabis products. Spaces dedicated to consuming marijuana will evolve, and someday, you could get schooled on marijuana strains from behind the bar, or from a cannasseur.

POT OR OREO?

AMERICANS BOUGHT 5 TIMES MORE
MARIJUANA THAN OREOS IN 2015

- STATISTA

\$711
MILLION



\$3.4
BILLION



The premium design of new cannabis is crafted to exert a level of comfort for the customer. ▶

AAN INVITING AESTHETIC





WE WANTED TO MAKE IT BEAUTIFULLY INFORMATIONAL.
THERE ARE NO FRILLS, BUT WE OBSESSED ABOUT THE
TYPE FACES, THE SPACING, AND WE USED MATERIALS
THAT FEEL NICE BUT UNAFFECTED.

- DESIGNER NATHAN SHARP, KIVA CONFECTIONS



WELCOMING WEED DESIGN

The new cannabis-focused retail and design businesses are crafting environments to make customers feel comfortable by creating a safe space to learn and purchase marijuana. Tokyo Smoke, soon expanding to Washington state, looked at how customers were making dispensary purchases. “In Washington, how it traditionally works is a couple pulls up to a dispensary, and it’s the man who goes inside to get the marijuana, while the woman is left sitting in the car.” Tokyo Smoke wants to change that dynamic by creating a welcoming space for everyone. No one needs to feel intimidated and left behind in the passenger’s seat.

The perceived comfort of a retail space is meant to ease the cannabis shoppers of tomorrow. In a design concept, creative firm The McBride Company revealed a design for a national chain of retail stores called “pineapple express.” The retail space has an air of vacation-like relaxation with premium features like touch screens to educate consumers on marijuana. “Our goal was to make this a true retail experience, meaning customers should feel completely comfortable and entertained, while also safe and secure. Some elements of cannabis shops today have the opposite effect, especially when the focal point is a long consultation counter where customers must wait to be helped,” Pat McBride, CEO of the McBride Company told *DesignBoom*.

DESIGNER WEED

Designer Nathan Sharp and his partner Jamie Lee were tasked with creating an aesthetic for **Kiva Confections** gourmet chocolate edibles, a conceptual process that began back in 2010. The design duo wanted to shed the stonery image of yesterday’s weed to reimagine a new branding space for cannabis. “We saw this as an opportunity to set what we felt was a standard for the way the cannabis industry should go,” Nathan Sharp said. “Our execution approach was to make it beautifully informational. There’s no frills, but we obsessed about the type faces, the spacing, and we used materials that feel kind of nice but unaffected.”

The design was carefully crafted to relay a level of “reassurance” to the buyer, who “by and large, are not stoners,” he said. Kiva consumers are simply, “Normal people, who identify themselves in a multitude of ways, of which marijuana is a part. We wanted to make a product and design a packaging that fit that picture.” The Kiva chocolates are divided into pieces according to dose, and clearly labeled with guidance like “wait at least two hours for full effect.” Discreet, beautiful and informational, the design speaks to the new normal of cannabis.

A GROWING AESTHETIC

The sophisticated aesthetic of the new cannabis will continue to evolve, beyond packaging, such as Pentagram's design of *Leafs by Snoop*, to interiors and exteriors. A uniform, sleek design language identifying marijuana friendly outdoor spaces and products will gradually emerge, identifying the safe and universally welcoming consumption or purchase of marijuana. The premium design of cannabis could ultimately affect the sale of pharmaceuticals, with all their fine print and clinical details. The pharmaceutical industry could reflectively adopt a more heavily designed aesthetic, simply to compete with the more consumer friendly look of cannabis-infused products.

Spaces such as bars or restaurants, concert halls, and amusement parks will begin to mirror the universal design language of cannabis. Brands will be tasked with understanding the nuances of regulations, whether in medicinal products or simply communicating the benefits of marijuana, to their consumers. These are changing by the day and can often be confusing, so patience will also become a premium of cannabis innovation.

3

REEFER

MADNESS

TO WEED WELLNESS



\$35 Billion

Estimated worth of the cannabis industry by 2020 – if marijuana is fully legalized at the federal level
(Greenwave Advisors)



\$11 Billion

Estimated worth of the cannabis industry by 2019
(ArcView Group)

MARIJUANA AS RITUAL AND REMEDY

Who doesn't want to feel good? And if not good, better. We all do. This aspirational wellness is a cultural shift marked by, ironically, altering our organic, natural state. We do so by turning to a variety of ingredients or experiences to change ourselves, in body and mind. Our days are dotted with these agents: coffee, vitamins, after-work drinks, wearables, and more. Even chocolate, the dark, organic kind, has health benefits that can trigger an uptick in your vibe.

Now add marijuana to this list. Marijuana is a potent herb with a diversity of strains that can alter our mind and body to varying degrees. It can soothe, calm, energize, and some say, heal. As marijuana moves from closed-door to mainstream, and from the hysteria of propaganda films like *Reefer Madness* (1938) that set the tone for thinking of marijuana as the gateway drug to addiction and madness, we are now more at ease thinking of it as an ingredient to fuel lifestyles of health and wellness.

A simple cup of coffee changes your
natural state to a modified state.
Another espresso, please. ▶

ALTERED
STATE
MODIFIED
STATE



ALTERED STATE, MODIFIED STATE

You might take a vitamin or aspirin to feel better. But what if it was an **audiopill**, a sound system you swallow that pulses and vibrates throughout your body, turning you into a walking human disco. Yes, it's as dangerous as it sounds, and definitely not FDA approved. It may be extreme, but we have become part of the modified class, changing our bodies by ingesting things or through external devices such as fitness wearables or bionic arms. Through such modifications, our experience of the world changes. Dance on.

CHRONIC, PAIN RELIEF

And now, cannabis is modifying very specific areas of our bodies. For women, cannabis can soothe menstrual cramps when applied directly to the pelvic region. This new medical innovation is a **weed-infused suppository** called Foria Relief. The first of its kind (and only available in California and Colorado), Foria Relief contains an organic cocoa butter base mixed with cannabis oils. When the suppository is inserted, cannabinoid receptors react in the woman's body, easing the discomfort of cramps. The company emphasizes that its marijuana suppository is a topical formula that is not psychoactive, so while it's targeting the pelvic area, using the product won't result in a high.

Located in the brain, cannabinoid receptors are part of your endocannabinoid system which is involved in a variety of

physiological processes including appetite, pain-sensation, mood, and memory. They're the reason we can feel the effects of marijuana.

Is the liberation of women the liberation of pot? The hashtag #breakthetaboo is popping up in social conversations among two distinct groups: those seeking to liberate women from the tampon tax, and those advocating to legalize cannabis.

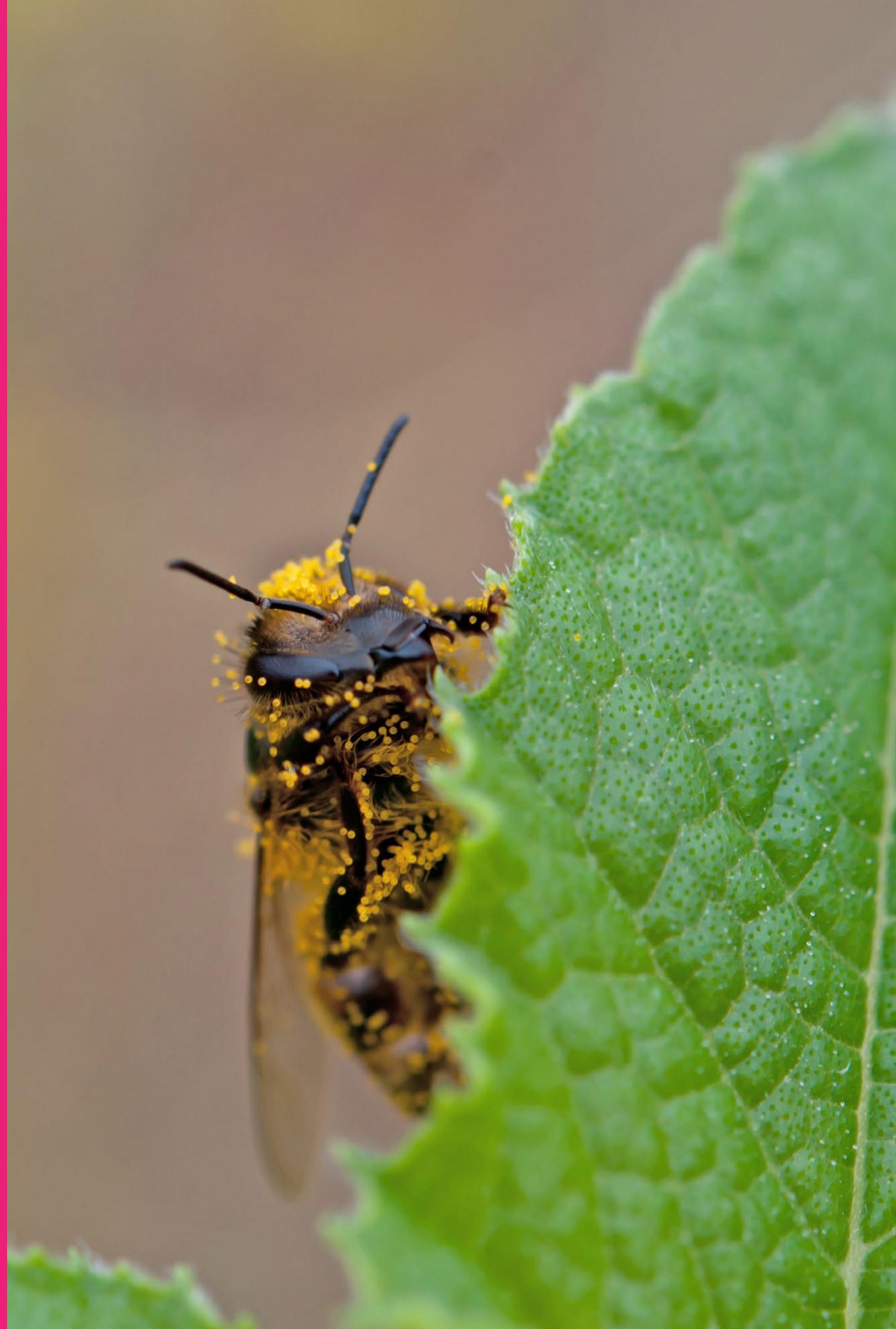
Whether it's cramps or muscle strain from doing too many laps at the gym, cannabis-infused products are popping up as remedies for localized pain relief. Colorado-based Apothecanna's line of sprays, creams and natural oils infuse cannabis into all of its products to calm down the body's inflammation response. "It's tough to describe how your ankle is going to feel 'high,' but it feels like it's relaxed, like there's an enhanced sense of mobility," Apothecanna founder James Kennedy told *Well and Good*.

OVER THE COUNTER WELLNESS

Products that contain cannabis oils, like Foria, recast cannabis from its escapist origins to an agent providing relief. Topical or ingested, its ability to relieve or alleviate pain is also legitimizing perceptions around changing your natural state through marijuana. While regulated by strict laws, weed is an ingredient that is shedding its old skin and becoming part of a wellness movement. As such, the way we think of using cannabis-infused products are also changing. Cream or suppository, cannabis-infused wellness items could be the next tea tree oil or aloe vera that you pick up at your neighborhood drug store.

Bees are creating some of nature's most bountiful wellness ingredients: cannabis-infused honey and mead, possibly the next medicinal marijuana. ▶

THE HONEY POT



LOCATED IN THE BRAIN, CANNABINOID RECEPTORS ARE PART OF YOUR ENDOCANNABINOID SYSTEM WHICH IS INVOLVED IN IMPORTANT FUNCTIONS INCLUDING APPETITE, PAIN-SENSATION, MOOD, AND MEMORY. HUMANS HAVE CANNABINOID RECEPTORS, BUT BEES DO NOT.

CANNAHONEY

On a farm in France, one man has trained bees to make cannabis honey, or weaponized honey. **Nicolas Trainerbees'** **cannahoney** has a floral aroma, and is fully edible, not smokable. The French marijuana legalization activist is the queen of his swarm of bees, who can create cannahoney from any strain of marijuana. His philosophy is simple, "Everything that passes through the body of a bee is improved." And do not fret – the bees are all right. The cannahoney has all the effects of cannabis, but on humans, not bees, since they don't have the endocannabinoid system we do. While Nicolas is still working to perfect his product, cannahoney is a true cannabis-infused product, created by nature.

**“EVERYTHING THAT
PASSES THROUGH
THE BODY OF A BEE
IS IMPROVED.”**

- NICOLAS TRAINERBEES

MEDICAL MEAD THE NEXT MARIJUANA



Known as the nectar of the gods, mead was made popular in the Middle Ages. The alcoholic fermented honey beverage has seen a resurgence in the past few years, thanks in part to the *Game of Thrones* effect. As of 2014, production at US meaderies increased 128 percent, according to the 2nd Annual Mead Industry Report. In the world of craft brews and cannahoney, the rise of modern mead is part of an organic evolution. This old-time beverage could compete with medicinal marijuana, according to *Food & Wine*. Microbiologist Tobias Olofsson from Sweden's Lund University is developing a probiotic mead that he says will help combat drug-resistant infections. Medical mead is based on the idea that mead (like honey) is good for you. Our ancestors can thank mead for much of their survival, according to Oloffson. Cannahoney and medical mead could be just what the modern medicine cabinet needs, too.

Production at meaderies in the
US increased 128% in 2014
- 2nd Annual Mead Industry Report

THE CAN-ABYSS

MARKETING PRODUCTS THAT CONTAIN CANNABIDIOL (CBD) IS TRICKY: BRANDS AREN'T ALLOWED TO CLAIM THE HEALTH BENEFITS OF CANNABIDIOL (CBD) IN PRODUCTS, THE FDA HAS WARNED. WHILE CANNABIDIOL IS UNDERGOING CLINICAL INVESTIGATIONS AS A DRUG, PRODUCTS CONTAINING CBD CAN'T BE CONSIDERED AS DIETARY SUPPLEMENTS. THE EXCEPTION IS ONLY FOR COMPANIES WHO "MARKETED AS" A DIETARY SUPPLEMENT OR A CONVENTIONAL FOOD BEFORE THE CLINICAL TRIALS BEGAN.

Meditation and marijuana are purported to have very similar effects on the mind and body. ▶

A SOBER STATE OF MIND AND BODY



BREATHE IN, BREATHE OUT

Put that beer down and downward dog. Or try **yoga for your face** to chill out and and anti-age. If you're into manly mindfulness, there's **broga** for the "pumped up feeling" you get from working out, combined with the flexibility of yoga. In New York, urbanites are flocking to the city's first boutique meditation studio, **MNDFL**. Throughout the country, spiritual fulfilment is the sought-after aspiration, gained through experiences that focus on wellness, such as yoga and meditation and micro-exercises for specific areas of your body.

Up until 1942, doctors in the US regularly prescribed cannabis extract for ailments like rheumatism, nausea and labor pains.

HERB by Laurie Wolf & Melissa Parks

**BY ACTIVATING THE ENDOCANNABINOID SYSTEM,
THC (THE CHEMICAL IN CANNABIS RESPONSIBLE FOR
PSYCHOACTIVE EFFECTS) CAN ALTER A PERSON'S
RESPONSE TO NEGATIVE IMAGES OR EMOTION.**

– UNIVERSITY MEDICAL CENTER UTRECHT

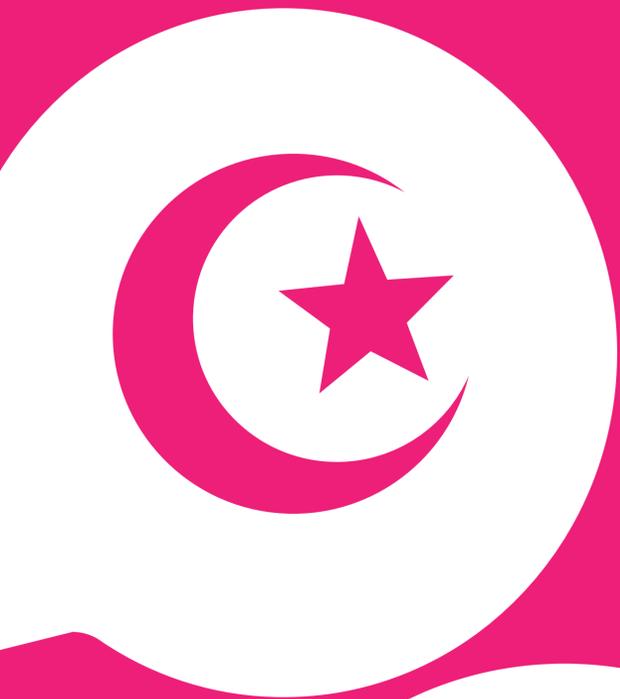
MINDFUL OF MARIJUANA

The sober, mindful living movement opens a space for cannabis and its organic qualities. Certain strains of marijuana are natural pairings with meditation, helping you to take deep breaths in the right positions to unwind body and mind. Meditation and cannabis are purported to have very similar effects on the mind and body, reducing stress and anxiety triggers in parts of the brain. As our living spaces eventually open up for those who use cannabis in various forms, we should see the herb ingrained with social and physical activities centered around mindfulness. It's the meeting of one wellness agent with another, where the common denominator is an altered body and mind.

MARIJUANA +

RELIGION

s&h looked at who is using the language of marijuana based on profession and interest to uncover where the conversation is most potent.



1.8
People with an interest in religion were nearly twice as likely to write about cannabis than the general Twitter population. -s & h

People who expressed religion as an interest have the greatest share of posts related to both “marijuana” (18%) and “cannabis” (29%) on Twitter, compared to all other interests. - *s & h*



People who are interested in religion are much more passionate conversationalists about marijuana and cannabis than those who actually work in religious fields.

Conversely, people who actually work in religious fields are the least likely to post about either marijuana or cannabis than any other profession. - *s & h*

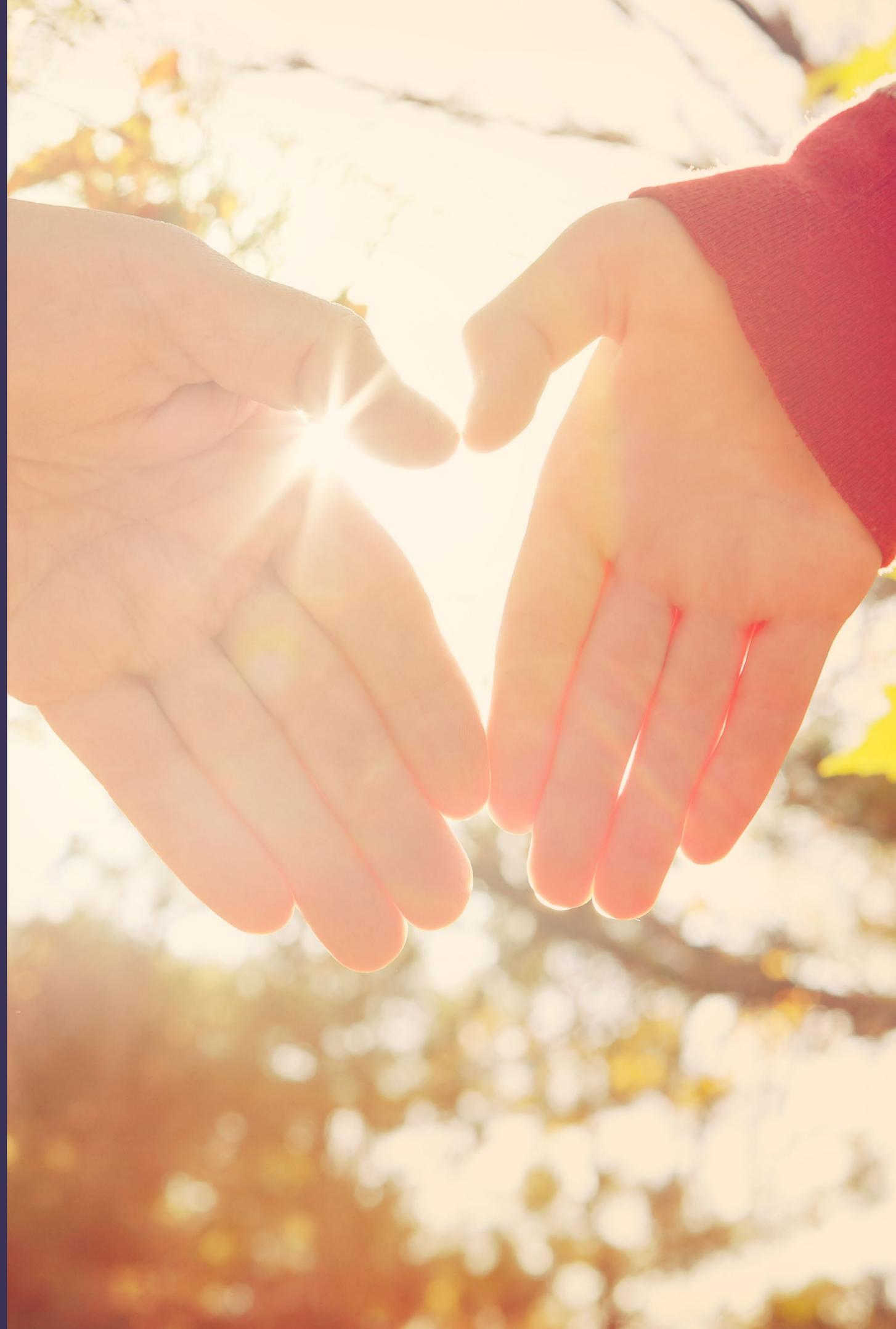
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MARIJUANA AND THE MODERN FAMILY

CURATIVE CANNABIS

You might soothe an ailing child with gummy-bear shaped aspirin, antibiotics prescribed by a doctor, or perhaps old-fashioned remedies like chicken soup. But for some parents, the only substance that can help their child feel better is hard to come by or illegal where they live. Or worse, that very thing has the potential to turn them into Bad Parents, because, well, you gave your kid drugs. Marijuana as a means to medicate children touches on an inflammatory cultural nerve. We're only on the cusp of legally and socially accepting, and sometimes welcoming, the recreational and medicinal use of cannabis for adults. But what role does marijuana have when it comes to children who are sick and in pain?

**PARENTAL
GUIDANCE
SUGGESTED**



MARIJUANA REFUGEES

Moms and dads around the US are turning to cannabis oil to help their sick children. And many who live in areas where cannabis has yet to be legalized are flocking to Colorado as **marijuana refugees** to get access to specific extracts of medical marijuana for their kids, such as Charlotte's Web. Low in THC – which gets users high, Charlotte's Web includes highly potent cannabidiol (CBD), a chemical that has a variety of medicinal uses. And now, **the first major clinical trial of an experimental drug made from CBD** in marijuana, Epidiolex, has succeeded in reducing epileptic seizures.

It's the parents of sick children who have been instrumental in advocating for the legalization of marijuana in states such as Colorado and Washington. They're driven by a stark need – of the nearly half a million American children who suffer from epilepsy, **as many as 30 percent are not sufficiently helped by existing drugs**, according to GW Pharmaceuticals (*The New York Times*). These parents are looking to the natural properties of a hyper potent weed oil to help their kids. Their goal is not to get their kids high, but to get them well.

THE SCIENTIFIC RESEARCH LAG

The scientific research around the medicinal effects of marijuana lags behind what many parents already know. Going

back to the 1975, **CBD (cannabidiol) has been suspected of preventing spasms in lab animals**, but the pharmaceutical research on cannabis is still in its early days, largely

due to scientists being confined by federal restrictions around marijuana. The illicit status of marijuana is effectively hampering clinical trials that could help many people, including kids. Moms and dads of kids who are sick are turning to cannabis to alleviate symptoms such as nausea and decreased appetite. Some parents believe cannabis can cure cancer, as revealed in

Vice's first episode of "Weediquette." From the perspective of these parents, their child's altered state via cannabis is a healthier state.

NOT PRETTY ENOUGH TO EAT

If it looks like candy, and tastes like candy – is it marijuana? As restrictions on the sale and consumption of marijuana in its many forms are lifted, it also opens up the need to safeguard children from accidentally eating products containing cannabis. Many edibles – which vary in potency – are available in the form of sweets, and to a child's eye can easily be mixed up with chocolate or other candy. Recognizing this issue, the **Colorado Cannabis Chamber of Commerce has instigated a standard** to make edibles less attractive to

children, prohibiting the production or sale of “animal shapes such as gummy bears, gummy worms, sour patch kids,” among other items. Medicinal or recreational, the infiltration of marijuana into items people, especially children, would otherwise eat (or drink), signals an increasing need for clear messaging and product design for these products.

PARENTS ON POT

Some parents who smoke weed say it helps them to be thoroughly present when playing with their kids. In a *Jezebel* article, parents who indulged in recreational marijuana contend it makes them better at their main job: being parents. A mother to a two- and five-year old, author Kathryn Jezer-Morton writes, “Being a little stoned around my kids was, frankly, excellent.” Another mom said she’s “less busy” when she’s high around her kids. And a dad of two says marijuana makes him a less distracted parent, who is “totally focused on the kids. No smartphone.” These parents are snapping out of the pressures of life by altering their state through marijuana. They’re relating to their own kids by tapping into “kidult” behavior, a kind of role reversal in which adults prolong childhood.

IS MARIJUANA A GATEWAY DRUG?

A grainy [YouTube](#) video reveals the prevalent tone of a 1980s drug PSA: a dad finds his teen’s marijuana stash, and the teen shouts from his bed, “Dad, I learned it from watching you!” Dad looks confused. The war on drugs era may be in the past (at least officially), but the messages kids receive from the education system reverberate with negative sentiment.

Known as [Generation Z](#), teenagers’ experience of the world is vastly different to that of their 1980s counterparts, thanks in part to technology and the 24/7 speed of culture. Echoing the more conservative social values of earlier generations, [they lean towards a more sober lifestyle](#), often for health reasons. We’ve seen that teenagers today are likely to replace vices like alcohol and smoking with other escapist means, like altering their states by trying on different online identities or exploring technologies such as virtual reality. In digital and real world realms, they’re constantly seeking their individual niche in a world that changes by the minute.

But the lessons teens are learning in school are reminiscent of an earlier era, where marijuana was touted as a gateway drug to hard drug use. Education programs such as [D.A.R.E.](#) include marijuana in their list of gateway drugs. The organization’s

stance is clear, “Marijuana is both an illegal and harmful drug to the youth of this nation.” Since marijuana is only regulated on the state level, in places like Colorado the school system is struggling to deal with the newfound access students have to marijuana: they see their parents using cannabis and see it being sold in dispensaries. And now, they’re consuming it on school grounds in highly potent edibles. While strictly regulated, marijuana is legally only available to adults aged 21 or over in the state. *The Denver Post* reports that marijuana is “the number one issue in schools right now,” according to Lynn Riemer, president of ACT on Drugs, a nonprofit drug awareness and education organization.

A CANNABIS-FRIENDLY FUTURE

When today's teens come of age in an era where the laws and regulations around marijuana are lifted, their perceptions of what it means to consume cannabis will be based on the mixed messages of their earlier years. When they're old enough to consume marijuana in places where it's legal – whether as an edible, a cooking accessory or as part of a wellness product that contains cannabidiol – they could feel a lingering confusion about whether they're doing right – or wrong.

In the coming years, the need for marijuana education on a federal level could see the revival of schools teaching Health Education, which only 18% of schools nationwide currently provide. And as cannabis emerges from private to public spaces, we'll see increasing regulations on how edibles should be packaged as a safety measure for those under the age of 21, similar to [Tide pods](#) creating packaging that was less appealing to kids.

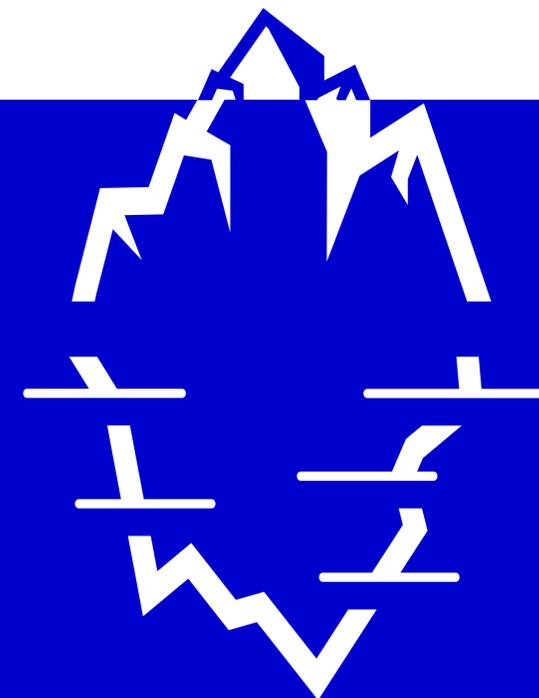
Today's kids will grow up in environments where cannabis is consumed out in the open as a natural part of life. Similar to communities centered around organic farming, we'll first see people embracing cannabis culture in micro-tribes, small communities joined by a passion.

5

THE GREAT DISRUPTING FORCE OF MARIJUANA

THE ICEBERG OF INDUSTRIES

You might pair a nice pinot with marijuana. But virtual reality paired with a marijuana-infused dinner can take you to another universe. From gaming to dating, cannabis is disrupting the bedrock of existing industries, with the potential to create new products, services and behaviors at the edges of our imagination. The bride wore weed and the athlete was sponsored by it. As marijuana breaks into the mainstream, the opportunity for brands to find their own cannabis niche is expanding by the day. Marijuana is the next iceberg, and we're all heading towards it.



When weed is readily available, we'll expect to get it on a whim. On-demand weed delivery will be the next Uber. ▶

CANNABIS ON DEMAND



I WANT WEED NOW

The distribution of cannabis will likely follow the cultural wave of the on-demand economy. Whether it's meant as part of your dinner or packaged for recreational or medicinal use, the way we purchase cannabis is set to change. No more texting the guy who knows the guy. When it's readily available, our expectations of how weed is consumed will change. Where medicinal marijuana is available, apps such as Weedly and Leafly offer nearby locations of dispensaries and include reviews of strains and specific locations. If legalized and regulated on a federal level, marijuana could be the next Uber or Seamless. It could even increase orders from these on-demand services, when people celebrate and gather to consume marijuana – and food.

**23 STATES PLUS THE DISTRICT OF COLUMBIA
HAVE SOME LEVEL OF LEGALITY IN
MARIJUANA, BUT THAT LEAVES 27 STATES
WHERE CANNABIS IS STILL ILLEGAL.**

Before a big game or an important meeting, use tech to alter your brain waves for a focused performance. ▶

TECH DRUGS AND MOOD



MOOD: WIRED OR UNPLUGGED

You might escape to a wifi-free zone in a treehouse cabin for a little digital detox. Or, you could use technology for the great escape. Technology's answer to coffee or cannabis, tech drugs alter your state via electrical or embedded circuitry. Think, a chip or a headset in your body reverberating with just the right dosage to make you feel better.

Unveiled at the Consumer Electronics Show this year, [Nervana headphones](#) made users “high,” according to their own reports. The company claims the headphones “will make an ordinary experience extraordinary.” They’re designed to send an electrical signal in pulse with music or the ambient sound in a room to the vagus nerve in your left ear (because the nerves in your right ear run too close to your heart). Vagus nerve stimulation is commonly used to relieve severe cases of otherwise untreatable depression and epilepsy, and it’s being researched for other medical treatments.

Another kind of technology for your head gets you psyched for working out, which itself alters mood for the better. Startup [Halo Neuroscience](#) has developed a “pre-workout for the brain” with its Halo Sport device, worn like a headset to help improve performance for a sports event. The device messages the motor cortex, a move meant to improve the brain’s response to all those push-ups and laps.

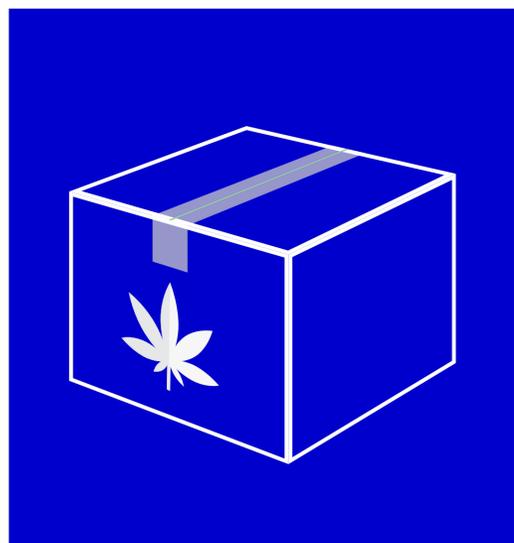
Even Facebook could be considered a tech drug. You might take it for granted, but the social network’s algorithm has the potential to alter your mood. The [Facebook mood manipulator](#) is a browser extension that allows you to filter out content to, hopefully, enhance your mood. So now you can skip all those engagement and baby photos, assuming their frequency tend to they annoy you...

TECH DRUGS AND MARIJUANA PAIRINGS

By heightening our mood or focus using technology, we're moving toward a state of being in a constant tech drug 'high'. This is a natural consequence of the cultural shift of putting more emphasis on experiences rather than things. We'd rather spend money on a nice dinner than buying tangible items like cars or homes.

In this experience-based economy, technology can help us customize just the right mood for specific occasions.

Imagine coming home from a sober dance party wearing your Nervana headphones, to relax from all that nerve stimulation in a tub of cannabis bath oils. Pairings of mood states via tech drugs with marijuana could be the next ultimate high-high balance. As long as it feels good – to you.



MISSING

2,033%

**THE INCREASE OF U.S. MAIL
PARCEL INTERCEPTIONS OF
COLORADO MARIJUANA BETWEEN
2010 TO 2014, DESTINED FOR 38
OTHER STATES**

- THE LEGALIZATION OF MARIJUANA IN COLORADO: THE IMPACT (2015)

VR and cannabis pairings,
for a perception not
grounded in reality. ▶

VR + CANNABIS: A PAIRING OF ALTERED STATES



VIRTUALLY HERE, OR THERE

Virtual Reality (VR) games will be on everyone's wish-list this year. Behind a set of VR goggles and tethered to an alternate dimension, VR experiences have tended toward individual pursuits, but now they're moving into a more communal space. VR will inevitably become a part of gatherings with friends and family, like around the dinner table – or at an amusement park. Partnered with Samsung, Six Flags is pairing a rollercoaster with VR in a potentially stomach-churning ride. The electronics giant wants to power our dinners with VR, combining the flavors on your plate with other-worldly settings. Now, imagine this extrasensory feast served with a cannabis-infused meal. It's matching a high you consume with one you experience in another realm.

The very origins of VR are grounded in altered states, as reality expert Peter Rothman detailed in “Yes, You Should Get High Before Using VR” in *H+ Magazine*. “The design of various virtual reality protocols and languages was deeply influenced by drugs and in particular the psychedelic experience. Many of the people involved in the early days were psychonauts, stoners, or former stoners,” he wrote.

So, if people are simulating being ‘on’ something on VR, you could imagine cannabis playing a part in adding depth to the experience of virtual worlds. The [app Bosch VR](#) lets you

experience flying into the Garden of Eden on a giant fish, encountering pink fountains, unicorns and other-worldly creatures. The possibilities of aesthetic worlds of art or listening to music could be heightened through the lens of VR with a side of strain-specific cannabis.

VR AND THE CANNABIS DINNER PARTY

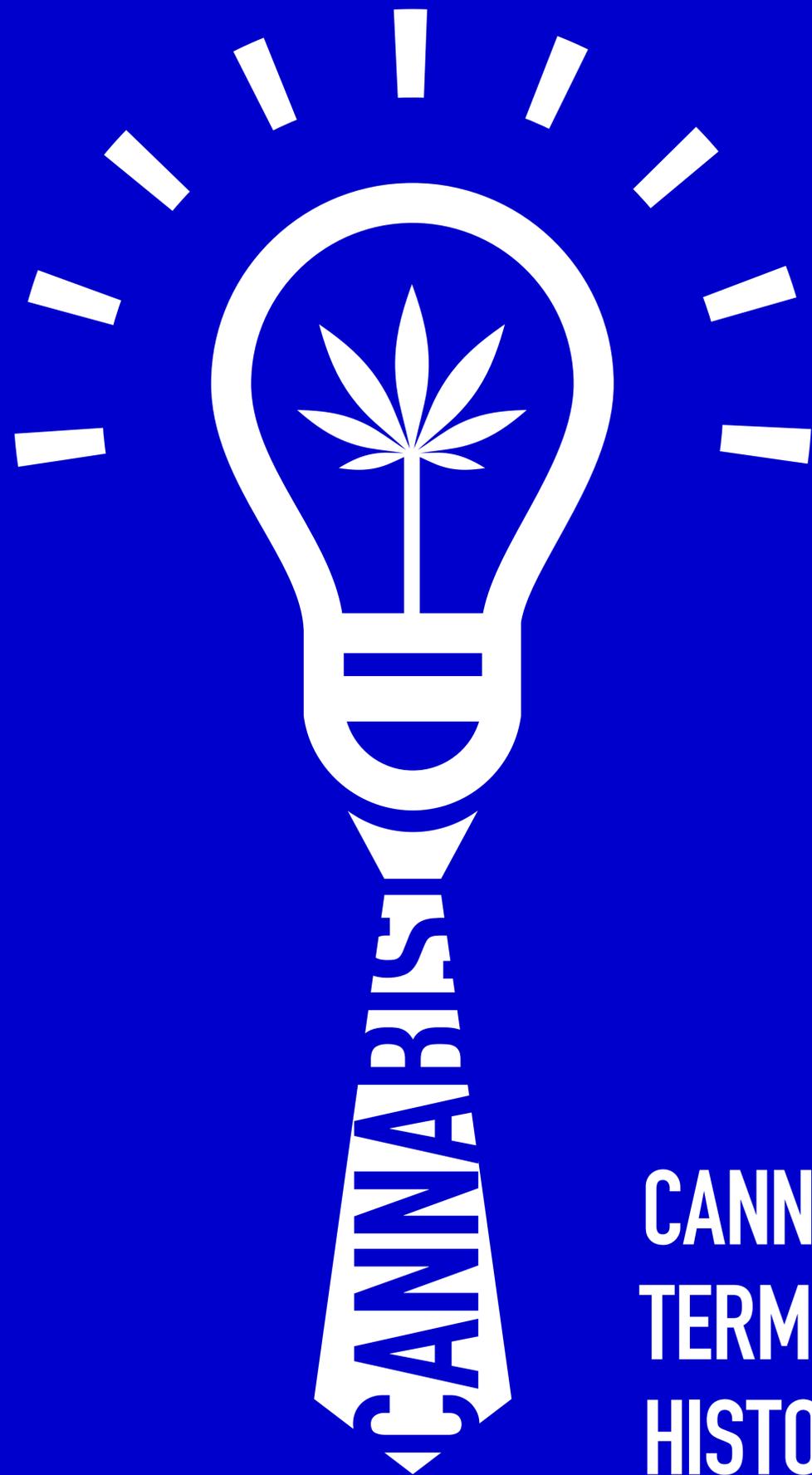
VR and marijuana have the potential to be the ultimate pairing of altered states. Educating consumers on the various strains and potencies of the vast palette of cannabis is an opportunity for the VR space. Concept stores for future cannabis retail spaces could feature VR as a means to experience the profiles and effects of cannabis. And in social settings, the VR dinner party, complete with cannabis-infused courses, could blow minds and taste buds. Will you be back for a second helping?

**CANNABIS MAY BE THE PREFERRED LABEL FOR
BUSINESSES, BUT DO PEOPLE REALLY CARE?
84% OF PEOPLE (WHO HAVE USED MARIJUANA
AT LEAST ONCE) SAY THEY ARE COMFORTABLE
CONSUMING MARIJUANA REGARDLESS OF
WHAT IT'S CALLED.**

- s & h

WEED

IN AN ANALYSIS OF SOCIAL LISTENING AROUND MARIJUANA RELATED TERMINOLOGY OVER THE LAST SIX MONTHS, 'WEED' HAS THE HIGHEST LEVEL OF MENTIONS (21 MILLION) ACROSS SOCIAL PLATFORMS.



2.13

People who work as entrepreneurs are 2.13 times more likely to use the term "cannabis" - s & h

CANNABIS IS BECOMING A PROFESSIONAL TERM LESS LADEN WITH THE WEIGHT OF HISTORY. ITS LIGHTNESS IS ITS OPPORTUNITY.

In states where marijuana is legalized, lifestyle partnerships with local athletes can be used by brands as an organic way of entering the cannabis space. ►

THE CANNABIS- BRANDED SPORTS STAR



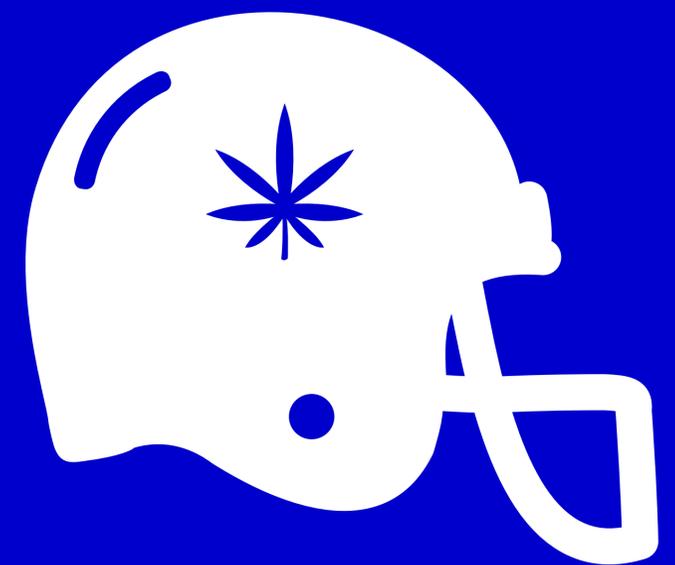
CANNATHLETES

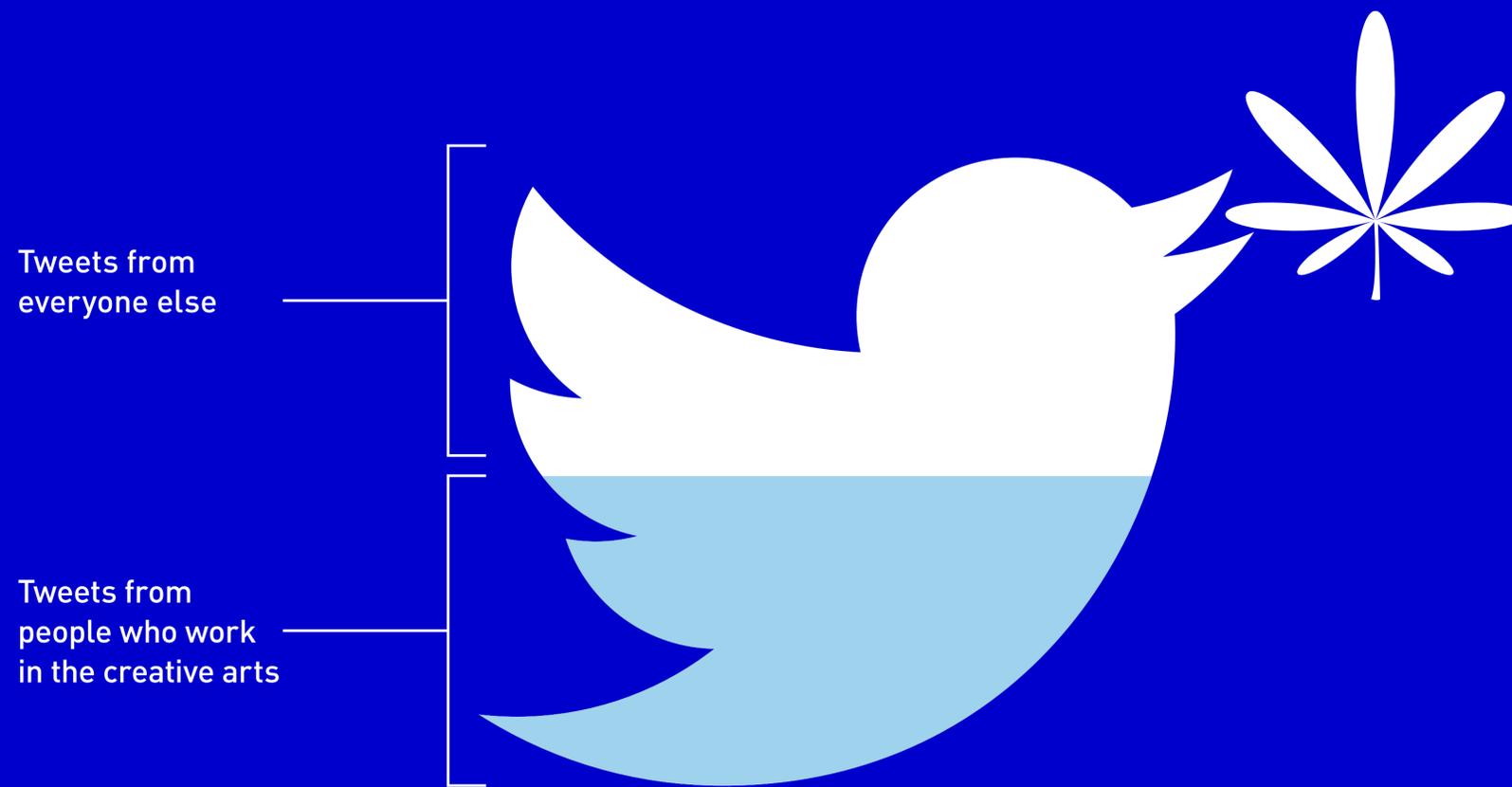
Getting into the cannabis industry doesn't have to be daunting, no matter how removed a brand may think it is from the world of weed. There are few more legitimizing entry points into an industry than through sports sponsorships. We've seen [brands boldly tread eSports waters](#), and cannabis will be the next frontier.

Sports is about the athletes, their record-breaking performances, the clothes they wear and the events they frequent. An athlete's lifestyle is the drug for brands. Individual athletes, too, are waving the cannabis flag. [NFL star Eugene Monroe is fueling his celebrity connections to advocate for medical marijuana](#). The Baltimore Ravens lineman urged his fellow celebrity sportsmen to match his donations for marijuana research on cannabinoids, which have been clinically shown to help in brain trauma.

Cannabis lifestyle brands are catching on by sponsoring athletes. One of the greatest freestyle skiers in the world, Tanner Hall won seven X Games gold medals. And he's [inked a deal](#) with a cannabis-accessories company, Black Rock Originals. We can expect further sportsman and marijuana partnerships, particularly in regions where marijuana is legalized and local athletes are leveraged as mainstream mouthpieces.

NFL STAR EUGENE MONROE IS ALSO A MEDICAL MARIJUANA ADVOCATE. THE BALTIMORE RAVENS LINEMAN PLEDGED \$10K TOWARD MARIJUANA RESEARCH, AND URGED FELLOW PLAYERS AND COMMISSIONER ROGER GOODSELL TO MATCH HIS DONATION.





OUT OF ALL PROFESSIONS, CREATIVES ARE THE MOST LIKELY TO TWEET ABOUT BOTH “CANNABIS” AND “MARIJUANA” IN CONVERSATIONS ONLINE.

Cannabis is becoming the herb du jour at
weddings and celebrations. ▶

ENAMOURED BY A JOINT PASSION



THE MARRYING STRAIN

Couples have started to add a special ingredient to their nuptials: marijuana. In states where cannabis is legal and widely socially accepted, the herb complements the bride and groom's big day in refreshments or decorations. "Just like you have a signature drink, you can choose a signature strain," [one bride told *Racked*](#).

Future brides and grooms (or grooms and grooms, and brides and brides) can now add a unique destination to their wedding planning calendar: the [Cannabis Wedding Expo](#) in Denver, Colorado. The expo, which had its inaugural event in January this year, is marrying vendors and venues that are open to cannabis-friendly environments with the couples who want them. Its "love and marij" tagline is blending tradition with new ways of celebration: ice bongos, vape stations, and bud bars, to name a few.

The marriage of pot and I-do's is moving cannabis into key life events and traditions. But first you have to find someone to join you at the altar.

DATING A PERSON OF SUBSTANCE

As I (the single writer) researched this report, a funny thing started to happen on my dating app. The sneaky algorithm thinks it knows this me. With every few swipes, a new “420 friendly” profile would pop up, usually as a casual code in between mentions of dog ownership and an affinity for craft beers. After all, if there are dating sites for horse lovers, why not for those who share a joint passion: cannabis? The “420 friendly” are part of what we call microtribes, people who commune over a shared passion. Apps like My420mate.com are on the rise, for people to find love and bond over a shared substance. As the tide of social acceptance sweeps the nation – and our dating apps – cannabis will be the next coffee. And 420-friendly sites will simply blend into other dating layers of our lives.

Looks like it already has.



sparks & honey | HIGHTIMES

REBRANDING MARIJUANA
SPARKS & HONEY CULTURE FORECAST

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METHODOLOGY

For this report, sparks & honey conducted proprietary research and interviewed cannabis industry experts. We surveyed 1,000 people, who had used marijuana at least once, in states where cannabis is legal. Using social listening tools, we gauged public sentiment around the mainstreaming of marijuana over the last six months and leveraged insights from High Times on the history of cannabis. Tapping into our global scout network and proprietary cultural intelligence system, we combed through thousands of signals to build a vision of the future cannabis cultural landscape.



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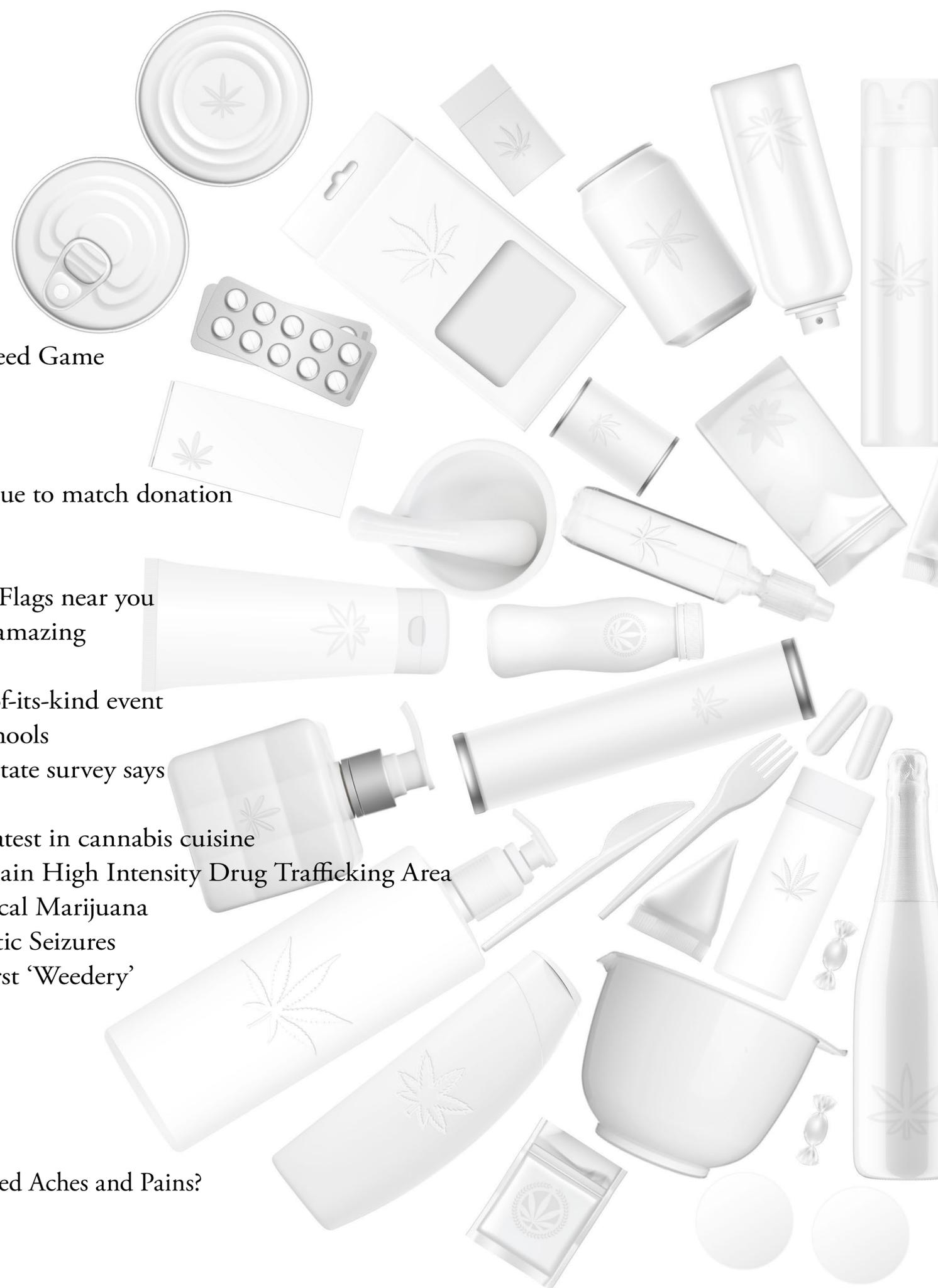
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