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## **Specializing in Industrial Hemp for Cannabinoid Production, Advanced Extraction, LLC is focused on Building a Global Brand starting with their flagship brand Pure Hemp Botanicals**

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**“Continuing to provide improvements to the product to make sure that our Brand is on the cutting-edge of the marketplace”- Alex Seleznov**

**Interview conducted by:  
Lynn Fosse, Senior Editor  
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**CEOCFO: *Mr. Seleznov, would you tell us the overall vision at Advanced Extraction?***

**Mr. Seleznov:** The overall vision at Advanced Extraction is to become one of the premiere cannabis companies in the US and across the globe. We started with a vertically integrated operation back in 2015, specialized in industrial hemp for cannabinoid production.

**CEOCFO: *What do you understand about the products, industry and the atmosphere that is going to help you become a premiere company?***

**Mr. Seleznov:** I think one of the biggest things we have is an excellent team, at least in my opinion. The team makes a big difference. It is challenging as an individual to understand all of the areas that are involved, particularly in the full vertical integration of the industry. My background specifically has to do with a more recent amount of horticultural experience which allowed me to launch the Greenhouse Growing System division of our company which is the cultivation of cannabis and genetic development in the hemp industry.

Shortly after starting the company, I added additional personnel specializing in the manufacturing and FDA compliance of manufacturing and branding of products. Those are two large areas within the vertical integration, but obviously this goes much deeper than even just growing plants and just manufacturing the product. It goes all the way from branding experts to logistics and purchasing. There are so many areas in which to fully get to the level that most cannabis companies are seeking today, that you have to be able to fill in and all of those areas are places that Advanced Extraction are looking to grow and add valuable Team members.

**CEOCFO: *What have you put in place to ensure quality?***

**Mr. Seleznov:** I think there are a lot of things that can be done. Certainly, we are working to be at the foremost front of the transparency side of this industry. We started that when we began being one of the first companies to issue batch numbers on finished / retail products, which would allow the customer to enter that batch number into our website and see the certificate of analysis related to the product.

A big concern now surrounding CBD products is the claim that can be stated, especially the amount of CBD claimed and labeled on the product. Our flagship brand Pure Hemp Botanicals has always presented the actual amount of CBD claimed to be in the product on the label, and we think this is very important for the consumer to understand. Once you have put that label claim on the product, you have to make sure that your product is actually meeting that claim. We have

also seen many in the industry that are making certain claims and either are not making those label claims or are making those claims in a way that is very generic or questionable. We believe it is very important that a consumer understands what they are getting. If we want to promote CBD or any type of product in which you are asking the consumer to utilize it for their health, it is very important that they are able to understand the dosage that they are consuming and at what dosages they might get the appropriate effect that they are looking for.

**CEOCFO: *Are people paying more attention today?***

**Mr. Seleznov:** I think as in any marketplace you have the people that are looking for just the product, the low-end and basic brand, and to the extreme side you have other people that are looking for the finest version and the highest end version of the brand. You have the bulk of the people in the middle who are looking for some level of quality, some level of transparency in the product that they are receiving, and they want to know that they are getting some value out of the product. I think the general consumer is becoming more educated about it. We think there is a long way to go in this marketplace regarding not just consumer education but the producer education as well as our scientific validation of certain things related to not just CBD but all cannabinoids in general. That is really where the biggest excitement in the industry lies, is within the future and the value and impact of all cannabinoids.

**CEOCFO: *Would you tell us about the products you have available?***

**Mr. Seleznov:** Pure Hemp Botanicals has both regional and national distribution. We are offered in a multitude of grocery stores as well as a lot of the alternative stores such as smoke and head shops. A large portion of our particular business does happen to be on the vape product side of the business, and right now within the industry generally you have the top two products which are tinctures and vapable products. Those are two strengths for the Pure Hemp Botanicals product line. Our tincture is a very simplistic tincture. We use a highly refined CBD oil to leave just the earthiness about the cannabis extract without much of the harsh or bitter taste of many of the other cannabis extracts. That combined with our refined hempseed oil, provides a nice palatable solution for a tincture. On the vape side, one of our strongest products and a strong product within the industry, we have done a great job in not just developing that product initially but continuing to provide improvements to the product to make sure that our Brand is on the cutting-edge of the marketplace.

**CEOCFO: *When you are dealing with a retailer, distributor, or a customer buying directly from you, do they know what they want, and how do you help people understand what they should be buying?***

**Mr. Seleznov:** We have those that are looking for that 100% input of what is selling best and what they should be carrying. We will start with those products, the type of outlet that is selling that SKU, as well as those product categories that sell best now. Tincture is the number-one product type, and everybody has it. It is applicable to every type of retail outlet whether a store wants to carry a vape product or wants to be more geared towards health goods like our soft gels, mints or topical. It is going to depend on that particular retailer. Often a retailer is either looking for a specific product or competitive products where it does not feel it has enough options, or it is looking to bring in a full brand of all the products within that brand.

**CEOCFO: *What is the key to keeping track of all the moving parts, as CEO?***

**Mr. Seleznov:** Software is key there. You have to have the people who can run the software and follow the procedures, while having the proper software that can coordinate everything through with the personnel system. Being able to make sure that you are able to track from seed to sale is definitely a challenge. Tracking was the one thing that we found valuable on many occasions. Being able to know that the batch number (ex) 10895 was made from material that was grown in this field on this date and was made from this specific genetic is going to be key moving forward in the industry. You need to have that type of backwards traceability.

**CEOCFO: *I understand that you sell in all fifty states. Are regulations in the states applicable for you or is that the seller?***

**Mr. Seleznov:** It is an interesting equation that is changing every day. As a member of the board on the National Hemp Association, we are very excited by the passage of the 2018 farm bill and what that has done to move forward hemp and CBD products. We are looking forward to further clarity from the USDA and from the FDA, to further legitimize and clarify the regulations around these products. In the interim, it looks like there is more of a burden on the seller.

One of the things that Pure Hemp Botanicals has done to help offset that for a reseller is to provide a product guarantee at a set limit per retailer; so if they have product confiscated we would replace it because we have the utmost guaranteed confidence. Being in this industry, we want to make sure that people are producing and labeling their products accurately so that CBD doesn't get a bad reputation and that hemp products do not get a bad name. At the same time we do believe

that these products are fully legal on the federal level and there should be full compliance. There has been enough scientific evidence to show both the safety and efficacy of the products.

**CEOCFO: *How is business these days?***

**Mr. Seleznov:** Business is good, business is growing. We are so excited at Advanced Extraction of where we are going both within the industry and as a company, so many fun and exciting things on the horizon. It is quite exciting to come into a facility every day when equipment is coming in, employees are coming in and you see the growth. It is just very exhilarating to be a part of.

**CEOCFO: *We came upon Advanced Extraction from your upcoming conference that you will be participating in; how do you stand out when there are so many companies displaying what they do?***

**Mr. Seleznov:** The way that I do it personally is just with my communication with other people. I would like to think that as an organization we bring that same level of communication all the way through to that perspective customer. We want them to know they are valued and that we care for their ultimate experience with our products, which includes their end-users experience with our products, and the vertical integration we have incorporated into our company brings that value out to our customer. There is a lot of competition. Our ability of winning once they visit us and they are actually able to come to the facility, they are actually able to see the plants being grown and see the products being extracted, they are able to see the manufacturing facility. It is an experience that not all of the companies in our industry can offer to someone, and I think it is something our customers really value.

**CEOCFO: *Is there anything you would like to add to the mix or are all the parts in place?***

**Mr. Seleznov:** I think everybody is always evolving. I think there is definitely a myriad of products that I would love to have our company participate in and we look forward to participating in. I think it can be a little bit dangerous when you are in these types of situations to outgrow your own capabilities, so we try hard to make sure that we do not do that, so we maintain the high quality and expectations of our customers. I think there are a lot of different things coming into this industry but the biggest areas I think are going to be within custom cannabinoid formulations and that is one of the things that we are working on. That will allow both our brand as well as other brands that are looking for us to purchase product for them to allow them to create unique products that can be differentiated in the marketplace.

**CEOCFO: *What if anything might people overlook about Advanced Extraction?***

**Mr. Seleznov:** One important aspect is that we are people centric. We are creating these products for end consumers and all of our employees are dedicated to that process and looking to make sure that we provide the best product for that one individual that is going to need our product.