



ceocfointerviews.com  
© All rights reserved  
Issue: August 19, 2019

CEOCFO Magazine

## Geovana is a 100% Female Owned Company developing CBD Products that Meets the Health Needs of Women

Ana Barajas  
President

Geovana

Contact:  
CEOCFO Magazine  
570-851-1745

Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO: Ms. Barajas, what is Geovana?**

**Ms. Barajas:** Geovana is one of the first 100% female owned CBD companies with the mission to create the highest quality CBD products made for women, by women.

**CEOCFO: Why is made-by-women so important?**

**Ms. Barajas:** As women, we understand our needs; we understand the issues that we might encounter as we age. We understand what it is to suffer from terrible menstrual cramps or just any issues related to hormonal imbalances, mood swings, weight gain, irregular cycles, menopause, or stress and anxiety. We create products that are geared exclusively towards our needs. We at Geovana understand how debilitating it can be. We understand the pain, the moods and the fear that you will never find relief. The fear that it will always be like this. The fear that this is stopping you from being the healthy vibrant woman you know you are. That is why we set out to develop the Geovana line of CBD products; products that we ourselves would want to use. Products that work.

**CEOCFO: There is a lot of confusion about CBD. Would you explain what it is and how it works?**

**Ms. Barajas:** CBD is usually misunderstood because of the stigma around marijuana, so people don't understand where it comes from; they think that if they try it they are going to get high. CBD is a natural compound found in the cannabis plant. Cannabis can be hemp, cannabis can be marijuana. All the CBD that is sold freely and commercialized in the US comes from the hemp plant because there is 0.3% or no THC. Our products in fact are THC-free, which means they are safe to use anytime without the psychoactive effects usually associated with high THC products. In other words, you won't get high. The cannabis plant has so many beneficial compounds with CBD being one the most medically beneficial because it has been proven to be very effective for pain relief, anxiety, stress, and incredibly good for issues women go through such as PMS, menopause and any other issues caused by hormonal imbalances.

**CEOCFO: Do we know why it works particularly for women?**

**Ms. Barajas:** CBD works directly with the Endocannabinoid system, making sure all our body systems work properly and that they are communicating efficiently; that there is homeostasis. Endocannabinoids are tightly linked to how reproductive hormones are produced and regulated within women's bodies. Women's reproductive organs are populated with both CB1 and CB2 receptors where cannabinoids engage directly with estrogen.

**CEOCFO: Would you tell us about the Geovana line of products?**

**Ms. Barajas:** We currently have three main lines of products. We offer CBD extract oils, CBD extract capsules and CBD herbal teas. We offer proprietary blends that include high potency CBD with adaptogens and botanicals that are specially

beneficial for women with symptoms of PMS and Menopause. We also offer a general women's formula that is perfect for general issues like anxiety, stress, pain and just overall wellness. All our products are organic, NON-GMO, vegan and clean, we never add any artificial ingredients or additives that might be disruptive for women's hormonal balance. We are soon launching new products for sleeping issues specifically for women.

**CEO CFO: *How are you reaching out?***

**Ms. Barajas:** Most of our customers come from word to mouth; from friends that used our products and love them so they talked to their friends about it. We are creating an online community exclusively for women who have questions and need a safe place to gather and share experiences about their health and wellness.

**CEO CFO: *You started the business with your best friend Jenny; what do you understand about the business side?***

**Ms. Barajas:** It is definitely not easy to start a business, especially in this industry with so many new brands popping every week. We both have been entrepreneurs for a while so we understand that side of the business very well. We feel that the CBD industry is going to be divided into phases and we are quickly moving into phase 2, where only the good quality brands will survive this industry rush. Phase 2 also involves new regulations about safe production in facilities like ours, that are GMP certified, organic certified and FDA approved. So the companies that are still around during this new phase will provide the best products for their consumers. And lastly by this second phase banks will be more open to work with CBD companies at decent and fair rates so we can translate that into more affordable products for our consumers.

**“Our advantage is that we are not following the CBD industry; we are innovating and setting up new and higher standards.”- Ana Barajas**

**CEO CFO: *Is the medical community paying attention?***

**Ms. Barajas:** Oh yes! They are paying attention and starting to want to learn. They are hearing success stories from their patients so they are interested in learning more. One of the things that we talk to our customers about is how to approach their doctor, because we do want their doctors to be involved. We want our consumers to be able to talk to their doctors about cannabis / CBD and the endocannabinoid system. If it is a doctor that is not open to hearing more about it or learning more about it, then perhaps it would be a good idea to look for a new doctor. Your doctor does not need to necessarily know about it but at least to want to know more about it. One of the problems is that in medical school they most likely didn't learn about the Endocannabinoid system because it was discovered in the 90's and most likely didn't learn about adaptogens, herbs and nutrition so instead of learning about symptoms and lifestyles they are just reduced to treating with pharmaceuticals. But the world is quickly moving back to the natural organic living and Doctors are adapting as well.

**CEO CFO: *Are you seeking funding, partnerships, investment?***

**Ms. Barajas:** For sure. We are always open to growing our business. We are currently looking to partner with distributors that will take our brand to the next level in the retail channels.

**CEO CFO: *Why does Geovana stand out in a very crowded field?***

**Ms. Barajas:** We know how important it is to differentiate from the pack by being unique, creating products that are very niched and unique to our consumers, products that can't be found everywhere and that offer solutions to problems that they have every day and have not found a solution that is safe and works effectively. Our advantage is that we are not following the CBD industry; we are innovating and setting up new and higher standards.