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## UnCanny Wellness bringing to market Water Soluble CBD Products for Cafes and Coffee Shops

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**CEOCFO: *Mr. Corren, what is the focus of Uncanny Wellness today?***

**Mr. Corren:** We focus on water soluble CBD products, which is different from most of the industry that uses oil soluble CBD. Our water soluble material is more easily absorbed in the stomach and therefore more potent and easier to use, and our products are made specifically in service of cafes and coffee shops.

**CEOCFO: *Why is most of the industry using oil if water is better?***

**Mr. Corren:** Hemp extract rich in CBD is naturally in oil form, so that leads to people making products like oil based tinctures, creams and salves. Now that we've been learning more about this material and people are becoming more educated, they're starting to ask the deeper questions like if they're actually absorbing the full dose that they expect to be taking. Those questions naturally lead one to discover that there are other forms of CBD extract that are better for absorption, but it takes extra chemistry and knowledge, which is why most of the industry has not yet tapped into the benefits of a water-soluble approach.

**CEOCFO: *How do you get the Uncanny Wellness story and concept across to people when there is so much noise in the industry today?***

**Mr. Corren:** Most people have heard of oil, so by us being a water soluble powder company, we stand out and usually people's ears perk up when they hear that we are doing something different. Then, once we explain to them that our CBD is properly absorbed in the stomach and that you can't absorb CBD oil well in the stomach, they intuitively understand that it makes sense. If they've been having bad experiences with oil or if they're confused about the dosing or tried putting it into their morning coffee and it just floated to the top and tasted bad, we have the solution for that. The benefits of our products compared to oil make sense to people right away.

**CEOCFO: *Would you tell me about the range of products offered at UnCanny Wellness?***

**Mr. Corren:** Our main product right now is the Barista Blend CBD Powder, which is our water soluble CBD powder without any extra flavors or unnecessary ingredients. It comes in two different sized jars and as a box of single serve packets. Each jar comes with a scooper that easily measures a 10mg CBD dose, so that there's no guesswork or anything like that. We sell to direct to individuals through our website, as well as to coffee shops, smoothie bars and other places that offer it as an "add on" to anything on their menu. The other product line we have is the Daily Dose CBD Capsules, which contain our water soluble CBD powder plus terpenes. They're ideal for increasing the dose or taking CBD throughout the day if you don't want to mix the powder into a beverage or if, for example, you just want to take a 60mg dose real quick.

**CEOCFO: Who should be using CBD and why?**

**Mr. Corren:** Really, everybody should be using CBD. There's a huge range of efficacy and it totally depends on who you are and what you're trying to achieve, but it helps people just stay generally healthy and acts as a powerful preventative. It can also help people work with certain diseases or illnesses they might be facing and assists in deeper healing in certain ways. It is not necessarily going to be a "cure all", but it is a powerful tool in an individual's toolkit for maintaining health and wellness and bringing the body back into balance. For those types of things, anybody could benefit.

**CEOCFO: What does back into balance mean?**

**Mr. Corren:** CBD works in our body by interacting with several essential systems and pathways, one of which is known as the endocannabinoid system, which acts as the precursor for how our nervous and immune systems function. If your endocannabinoid system is out of balance, then your other systems are not going to be functioning at full capacity. By supplementing with CBD, you're helping your body use its natural, built in systems to return to homeostasis, and that's why it can help so many people in so many ways. It's nonspecific and helps wherever the body needs help.

**CEOCFO: Do you see the medical community paying attention not to just medical marijuana but the overall idea of increasing wellness?**

**Mr. Corren:** Yes, it has caught the attention of everybody across all industries. It's already being investigated by pharmaceutical companies and the US government has even had a patent on the effectiveness of CBD as a neuroprotectant. Its medical uses are well known. There will likely be regulations that come out that separate the pharmaceutical applications from the consumer applications, and that will be up to the FDA and the USDA to decide where that line is drawn.

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**CEOCFO: Would you tell me about your facilities - where you manufacture and how?**

**Mr. Corren:** I've set up UnCanny Wellness to be a super lean business in the sense that I outsource my key operations to other third party partners. I'm able to operate the business from my computer because of this. Some of third-party partners I work with include cGMP certified manufacturing facilities, laboratories that do the extraction and water-soluble conversion, and warehouses that automatically fulfill my orders.

**CEOCFO: What regulatory bodies or issues might you face?**

**Mr. Corren:** We operate as a fully legal supplement company, so we follow all of the rules that are in existence for other supplement businesses that are selling ingredients that end up in food and drink and things of that nature. Unfortunately, there is not a super clear path forward for hemp and CBD specifically, and there's a lot of grey area and ambiguity within this industry because people are still trying to figure out how to regulate these products. We're simply committed to operate with integrity and to do the right thing, which helps to separate us from the bad actors that are just trying to make a quick buck in this booming industry full of naive customers.

**CEOCFO: Do you see adding to the line of products?**

**Mr. Corren:** We have some very exciting new products that are going to be launched this summer. I can't say exactly what they are, but will say that they'll complement the environment of a cafe or coffee shop pretty well.

**CEOCFO: Are people impressed by the 3D printed scoopers?**

**Mr. Corren:** It's the type of thing that some people don't care at all about, and others think it's the coolest thing that we do. Some people really like that and it makes us feel good knowing that in every jar we are helping the world a little and using sustainable hemp-plastic materials instead of oil-based plastic.

**CEOCFO: Tell me about One Tree Planted. Why the relationship?**

**Mr. Corren:** It's similar to the way I have outsourced other operations of my company. I wanted to work with a third party organization to help me use the business as a vehicle for doing good and creating more tangible positive impact. When I found One Tree Planted, it seemed like they had that same idea in mind and make it easy for people like me to come up

with a program like planting a tree for every order on our website. Working with them has been super easy and they're doing really strong work all over the world. It's great to be partnered with an organization like that.

**CEO CFO: *How do you reach out? When you are at a conference, how do you gain attention?***

**Mr. Corren:** We make our message clear and we are laser focused on exactly what our material is good for, whom our product is for and what makes us different than the rest of the industry. Who we market to, cafes and coffee shops, is unique as well. With that focus, we are able to hone in on what those businesses needs and desires needs and put together a whole package for them that is more than just a product they will buy.

**CEO CFO: *Is it easy introducing a product to the coffee shops?***

**Mr. Corren:** We experience both extremes. One extreme would be that the shop owner is super interested and so excited that we reached out to them. The other extreme would be that maybe that shop owner has been approached by five CBD companies that week, and are overwhelmed and uninterested. I wouldn't mind if the whole industry was a bit less trendy because sometimes it creates too much noise - but once we get through to people, it becomes clear to them that we have a stand-out product.

**CEO CFO: *How is business in general?***

**Mr. Corren:** Business is going very well, thank you! We're honored to do what we do and are excited to continue serving the people and getting our products out more.

**CEO CFO: *What surprised you as you started UnCanny Wellness and it has grown and developed to where it is today?***

**Mr. Corren:** I'm surprised at how quickly it caught fire. I started the company back in 2016 and it wasn't until the beginning to middle of last year that it seems to have exploded in the mainstream awareness and popularity. It's how quickly people have picked it up and how trendy it has gotten that has been surprising for me.

**CEO CFO: *Why pay attention to UnCanny Wellness?***

**Mr. Corren:** We're a small and dedicated team doing innovative and unique products that are made to easily get into your daily routine whether it's a cup of coffee or a smoothie or some tea before bed. We have some of the most scientifically backed, bioavailable, easily absorbed material on the market and we are creating products that make it accessible to everybody. We have a lot of good stuff coming with exciting developments on the way and people should stay tuned so they don't miss out. But don't take our word for it... order a jar from our website to experience it for yourself!