

THE ORIGINAL  
JACK HERER™



2022

COLLECTION

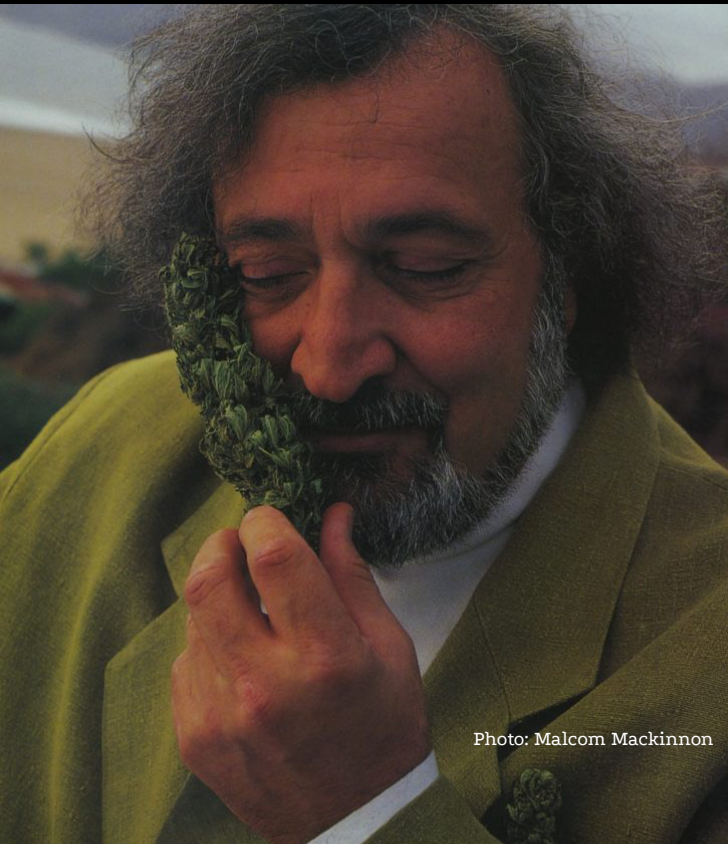
PREMIUM CANNABIS  
COMPASSIONATELY PRICED





# Emperor of Hemp

## The Man Who Started a Revolution



Jack Herer is Celebrated as the Godfather of the Cannabis Movement

His revolutionary book, 'The Emperor Wears No Clothes', written in 1985, still inspires activists worldwide to fight for this ancient source of food, fiber and medicine.

In his writings and at political rallies, Herer passionately dispelled the myths about cannabis and promoted its return to full utility in our global economy.



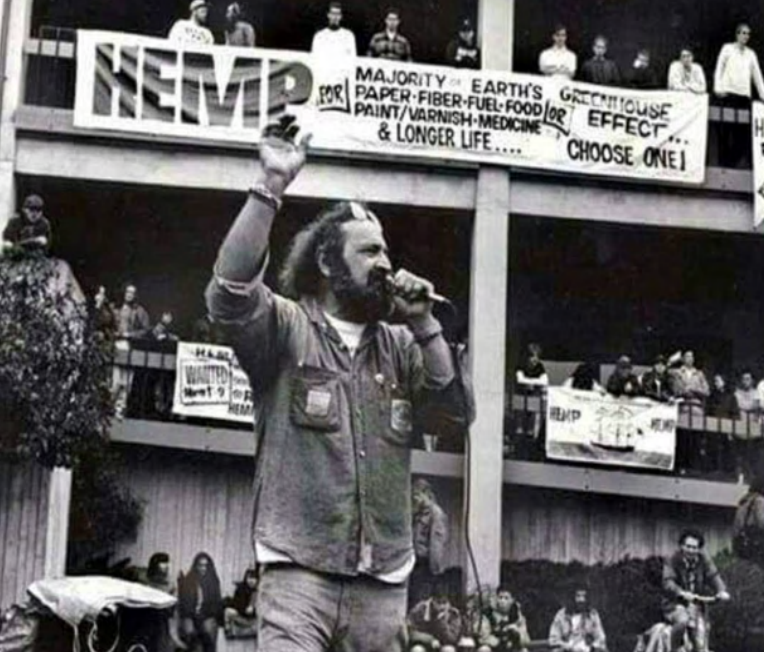


Photo: Malcom Mackinnon

# Evolution of an Activist

## from Humble Beginnings



Photo: Dan Herer, son of Jack Herer

Jack wasn't always in support of cannabis! He was raised in a conservative family, but his views changed after getting high for the first time in 1969.

He devoted the rest of his life to fighting for legalization and showed the world that hemp can truly save and heal our planet. This has inspired generations to follow in his footsteps.



“Growing hemp as nature designed it, is vital to our urgent need to reduce greenhouse gases and ensure the survival of our planet”

Jack Herer



Jack Herer with Dennis Peron celebrating the passage of prop 215 in 1996.



Photo: Malcom Mackinnon

Since 1972, Jack Herer was a proponent of every legalization effort for cannabis and hemp. From 1976 until 2010, he ran the first hemp and cannabis legalization educational booth in the US. Located in Venice Beach California, Jack's booth engaged the local community, and tourists from around the world, about the benefits of the cannabis plant.

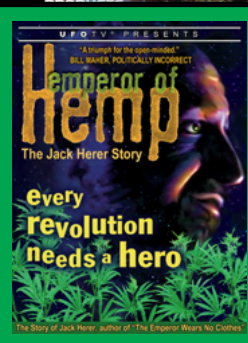
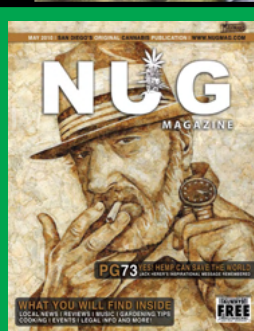
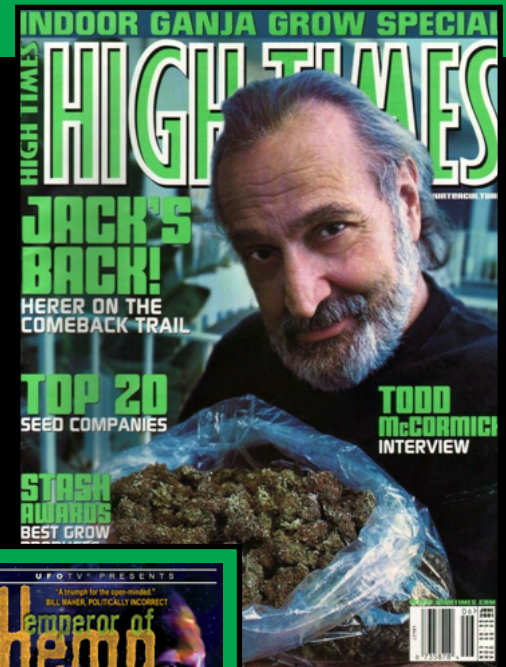




# Jack Herer

## The Legend

He fought for legalization for more than three decades until his final breath. He inspired millions of people around the world to find their voice.



- 1994 - RECEIVED FREEDOM FIGHTER OF THE YEAR AWARD
- 2003 - INDUCTED INTO THE COUNTERCULTURE HALL OF FAME
- 2005 - RECEIVED THE CANNABIS CULTURAL AWARD
- 2012 - HIGH TIMES LIFETIME ACHIEVEMENT AWARD





The iconic Jack Herer strain was named to honor the passion of a man whose life work laid the foundation of cannabis legalization.



# Jack Herer

## Multi-Award Winning

1ST PLACE, 1994 - HIGH TIMES CANNABIS CUP, BEST SATIVA FLOWER

1ST PLACE, 1999 - HIGH TIMES CANNABIS CUP, BEST SATIVA FLOWER

1ST PLACE, 2018 - EMERALD CUP, JACK HERER BRANDS, VAPE CART

1ST PLACE, 2018 - SANTA CRUZ CUP, JACK HERER BRANDS, FLOWER

1ST PLACE, 2019 - WEEDCON WEST, JACK HERER BRANDS, VAPE CART

1ST PLACE, 2019 - WEEDCON WEST, JACK HERER BRANDS, LIVE RESIN.



Introducing  
THE ORIGINAL  
JACK HERER™



*Jack Herer*™

Select Original - Reserve Original - Reserve Royal - Reserve Master



There's Only One.  
The Original Jack Herer™



Jack Herer™ Select  
ORIGINAL

Premium Flower  
Compassionately Priced





Jack Herer™ Reserve  
ORIGINAL

Our Premium Indoor  
Connoisseur Line





Jack Herer™ Reserve  
ROYAL HYBRID

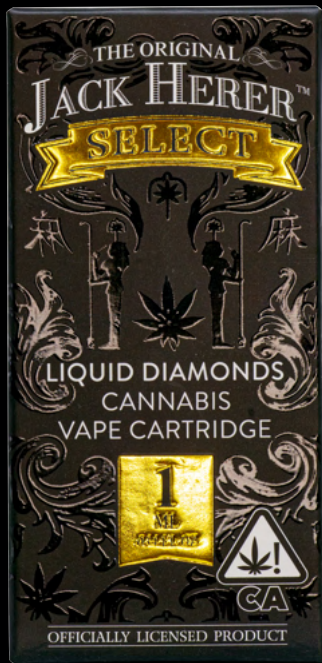
Our Premium Connoisseur Line



Jack Herer™ Reserve  
MASTER INDICA

Our Premium Connoisseur Line





Jack Herer™ Select  
LIQUID DIAMONDS  
1 ML Vape Cartridge



Jack Herer™ Reserve  
LIVE RESIN  
1 ML Vape Cartridge



Jack Herer™ Select  
6 PREMIUM PREROLLS  
3 Grams



Jack Herer™  
INFUSED  
WHOLE FLOWER PREROLLS  
6 Count - Live Resin Rolled in Kief



Jack Herer™ Reserve  
6 PREMIUM PREROLLS  
3 Grams



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The Original Jack Herer™

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