



## JUNE NEWSLETTER

Investing in Growth, Accelerating Value

### INTRODUCING THE STANDARD DOSE WELLNESS EXPERIENCE IN NYC



EXPERIENCE A CURATED SELECTION OF CBD AND PLANT BASED  
PRODUCTS, WELLNESS SERVICES, AND ROOFTOP YOGA

NOW OPEN AT 1145 BROADWAY IN NOMAD



### BEAUTY INDUSTRY NEWS

Beauty and Wellness Briefing:  
Pioneers in Organic & Clean  
Beauty Are Seeing the Fruits of  
Their Labor

---

## CANNABIS NEWS

### Cannabis Firm Canopy Growth Buys British Beauty Brand This Works



---

## LB EQUITY ADVISOR STEVE KALALIAN



For over three decades, Steve Kalalian has worked with the world's most respected brands, increasing their value through the creation of high-impact content. From fashion and luxury (Estée Lauder, LVMH, Christie's) to entertainment and media (Disney, AT&T, Warner Bros.) to technology and sports giants (Bose, Apple, Lululemon, Nike) and global retailers (Amazon, Uniqlo), Steve has provided steady leadership and delivered enormous value as a trusted partner.

By fostering diverse teams and surrounding himself with great partners and collaborators, Steve built success many times over, starting in 1991 with Impact Digital. Launching the graphic design business out of an apartment in New York City, he played every role from sales and marketing, to securing the first loan to negotiating their first space. As the company grew more successful, Steve added complementary end-to-end services and soon had three thriving vertically integrated businesses at the forefront of digital imagery creation: Industrial Color, a pioneering digital content production company; GLOBALedit, the first ever online content production SaaS platform, which remains the best product in its class; and Smashbox Studios, production facilities that host legendary photo and video shoots for top talent, brands and agencies in the world's largest cities. Combined, these companies have received many notable industry awards spanning IT, design, media and production including the APPY, Effie, Art Directors Club, One Club, Ad Age and American Graphic Design awards, as well as the Los Angeles Business Council Architectural Award.

---

# STANDARD DOSE IN THE NEWS

**FASTCOMPANY**

A Massive CBD Emporium Just Opened in NYC - And it May Be the Future of Wellness

**Entrepreneur**

New York Spa Gives CBD the Upscale Treatment

**GLOSSY**

Beauty and Wellness Briefing: How Cannabis and CBD Companies are Getting Creative with Marketing and Advertising Efforts



## INTRODUCING MARULA GLOBAL BRAND AMBASSADOR KATE ECKMAN

Kate is a former news anchor and journalist with over a decade of live TV experience. She will represent Marula as a Brand Ambassador across all mediums, including as a TV presenter on home shopping channels.

We are continuing to accept capital from investors as we are in the process of closing out our \$50 million LB Equity Emerging Growth Fund. Please contact [investorrelations@lbequity.com](mailto:investorrelations@lbequity.com) for more information.

[LB Equity Website](#)

This communication is intended for general information purposes only, and is not investment advice, an offer, or solicitation of any offer to buy or sell any security, investment or any other product.