



Social Cannabis **BRANDS**

Version 2.0

A curated showcase of social equity and social equity aligned brands.

www.socialcannabisbrands.com

www.m4mmunited.org



CANNABIS ON FIRE

Premium Cannabis Flower Brand



Cannabis On Fire is a Premium Cannabis Flower Brand of Nine Mile Tribe, a verified Oakland Equity startup. We are an African American, family-owned cannabis operator holding delivery, cultivation, and micro-business licenses. Working with our equity incubator partners, we have successfully placed our light dep cannabis flower brand in many Bay Area Stores, including Harborside, Sparc, NUG and Have a Heart.

Founder: Charles Byrd

Accomplishments

- Licensed California cannabis cultivator
- Successfully launched a Cannabis On Fire high-quality, small-batch follower brand
- State-wide California cannabis distribution
- Retail partnerships with major cannabis stores
- Member of National Cannabis Industry Association

Seeking to connect with an "apprenticeship type relationship with a major cannabis greenhouse operation and a retail partnership for our Cannabis On Fire Brand.

Site & Socials:

- <https://cannabisonfire.com>
- <https://www.twitter.com/cannabisonfire>
- <https://www.instagram.com/makecannabislegal>
- https://www.youtube.com/c/CannabisOnFire_Oakland
- <https://www.linkedin.com/in/cannabisonfire>

Contact - contact@cannabisonfire.com

THC Product





40 TONS

A Social Impact Brand

40 Tons is a Black, woman-owned premium cannabis, clothing, and accessories brand from Los Angeles. Representing those impacted by the system — cannabis prisoners, victims of the war on drugs, their families and loved ones— while a booming billion dollar industry flourishes across the globe, 40 Tons was founded by the very legacy operators who've helped build the cannabis industry during the course of battle. With true know, the scars to prove it, and 40,000+ cannabis prisoners still locked-up, 40 Tons is 100% real, authentic cannabis and cannabis culture standing up for those who fought, and still fight today, the tired and traumatic war over legalization.

With a mission to break the chains of these injustices stemming from prohibition, every 40 Tons purchase helps non-violent cannabis prisoners fight their unjust sentences, engage in restorative justice, and find full, equitable lives once they return home to their families. For more information: 40tons.co

Founders: Lorielegrete, Chief Executive Officer and Co-Founder
 Anthony Alegrete, Operations Director and Co-founder
 Corvain Cooper, Brand Ambassador

Accomplishments:

Received a presidential clemency from Trump for the release of Corvain Cooper our Chief Brand Ambassador.

In one year have secured 100 pieces of press with companies like (CBS, Vanity Fair, Weedmaps, Forbes, Honeysuckle magazine, emerald magazine, High Times, Black Cannabis magazine, Mj Brand Insights, Smoke-A-Lot Radio, Urban Aoma, and so many more)

Created The Canna Get a Second Chance: Cannabis Career Fairs our flagship restorative justice program designed to bring more diversity and inclusion of BIPOC communities into the space and provide second chances to those with past cannabis convictions while still advocating for the 40,000 prisoners still incarcerated over the plant.

Secured multiple collaborations with other big cannabis brands for product launches in early 2022.

Received the Golden Bong Award for Best Social Impact Brand of 2021 during MJ Biz Con 2021.

Built a 20x20 Prison Cell Booth in the middle of a Cannabis Conference (MJ Unpacked) showing the hypocrisy that if we are going to be making billions of dollars in this space then why are there people still incarcerated over nonviolent Cannabis offenses.

Connections we want to make:

1. Buyers and GM's from Retailers
2. Investors that want to help take us to the next level
3. Licensed operators partners so we can bring 40 Tons to other states

Contact: info@40tons.co

Clothing & Accessories





OJO DE LA SOL

Medicine For The Movement

Made by an Athlete. Approved by the Elders.



Ojo De La Sol topicals are based on remedies our ancestors used to heal themselves to sustain movement and embodied learning.

This effort began as a project rooted in healing familia that has grown to reach athletes, elders, and people struggling with chronic pain. Hand crafted by a former professional athlete whose body was significantly impacted by harmful western medicine practices, Dania has spent over a decade working with cannabis studying its medicinal effects to create products that are highly effective and gentle on the body.

Ojo De La Sol exists within an ecosystem of the cannabis industry that promotes solidarity and reciprocity to dismantle the systems that uphold extractive economies, extractive farming practices, and extractive relationships often at the exclusion of Black, Brown, and Indigenous people. For over ten years Ojo De La Sol has remained loyal to its principles, vision, and values centered in Indigenous knowledge, equity and collective liberation.

Founder: Dania Cabello

Accomplishments

Founded by a former professional soccer player and NCAA athlete who uses indigenous, plant cooking methods to replace harmful overuse of pharmaceuticals.

All medicine is made using whole plants (no extracts or isolates) for maximum pain relieving and anti-inflammatory effects.

All ingredients and packaging are sourced from small, Black, Brown, and Indigenous family-run businesses from farm to packaging.

Ojo De La Sol medicine has proven effective by its users to treat mild scrapes, bruising, and skin irritations to more severe ailments including rheumatoid arthritis, neuropathy, joint pain and muscle tension.

We welcome connections to individuals and organizations looking to invest in indiegnous healing practices and be part of the movement for our collective wellness and healing.

Website www.ojodelasol.com

Instagram [@ojodelasol](https://www.instagram.com/ojodelasol)

THC Product





RICH SMOKE A Cannabis Duffy

Jessica Austin is the owner of Rich Smoke. Rich Smoke is a Cannabis Accessories company founded in 2020. Rich Smoke is dedicated to providing you with the best accessories to make your experience elegant and safe. By trade, Jessica is a Safety Engineer. She brings her safety skills to the cannabis industry.

Our goal is to prevent unnecessary incidents where minors or pets can get in contact with your stash. No one is thinking about our children and how we can protect them. The Rich Smoke 'Duffy' is a multifunction, durable, combination lock, and smell-proof. The carbon filter thermal lining offers superior odor-proof control. The easy-set combination lock will help you *Safely Secure the Stash*.

We want to make consumers' experiences comfortable, safe, and convenient. Our 'Duffy' does just that. It's a harm reduction product designed to keep cannabis products discreet. As the cannabis market continues to grow, edibles are becoming more common in homes. There was an incident at my daughter's school. Another student brought gummies to school and distributed the gummies. This is why I created the 'Duffy'.

Serve as State Director for the Michigan Chapter at Minorities for Medical Marijuana (M4MM).
Woman-Owned Small Business.
Our 'Duffy' is sold in Fluorish Cannabis Provisioning Center.

I would like to connect with distributors, retailers, collaboration partners, and investors.

Accessories

Contact
jessicaaustin@richsmoke.co
www.richsmoke.co





LADY GEMINI

Pre-Rolls with a Purpose



Lady Gemini embraces all the Social Justice issues we are currently facing. Hoping to make a difference by passionately sharing life stories....

16 years ago, our founder, Dawn Bazaruto, was convicted of multiple Cannabis Felonies for Cultivation and Distribution.

The need to reinvent herself was her only salvation, teaching herself Bookkeeping skills in order to survive. Today she is a Certified Licensed Public Bookkeeper expanding her Accounting and Cannabis knowledge into the Cannabis sector to help as many companies as she can to tackle this regulated legal Industry. She felt the need to help, knew the trust issues more than your normal bookkeeper, living the growing lifestyle for over 12 years she knew this was her calling.

Fast forward to 2017, Dawn was introduced to Joshua while working for a client, setting up their finances in order to be ready for the Oakland Dispensary application process. They eventually won 1 of the 2 General Dispensary Licenses and have incubated Lady Gemini as a Social Equity Business. They have provided us with a Platform to succeed and we are embracing this opportunity wholeheartedly....

Joshua is an Oakland native, having grown up on the streets of Oakland most targeted during the War on Drugs. He has put himself through college and achieved an Engineering Degree. He is a Master Grower with many years of experience. Building his own Cannabis Delivery Service over the last few years, he brings a lot of Industry knowledge to the Group. We could not be prouder to Embrace this Social Equity Program the City of Oakland has accepted us into.

We are here to spread Social Justice Stories.

Founders: Dawn Bazaruto & Joshua

Accomplishments:

Successfully opened a licensed cannabis business in California

Launched three new products this year

Recipient of Palm Springs HOF for their Social Equity Scholarship

Successfully got our products on retailer shelves

Seeking: Investor relationships, and relationships with Retailers.

THC Product

<https://ladygeminica.com/>





PREHEMIUM Hemp Honey Stix

We are Prehemium™, a family owned and operated CBD Brand and company. We started Prehemium™ with the guidance and vision of our matriarch Dr. Shirley Johnson, a USMC Veteran and retired educator. With more than two decades service to this country and communities across the US, she endured many physical, mental, and emotional stressors that came with serving. In her quest to learn more about natural and organic remedies to help her manage her stressors, she learned of other family members and friends that also suffered from the same - migraines, physical pain, anxiety and depression and Post-Traumatic Stress Disorder (PTSD). Knowing the drawback of being addicted to pharmaceuticals, Dr. Johnson put her education and connections to use and began researching the benefits of CBD and how it has helped many people with mental health challenges and physical pains manage and improve their lives.

Prehemium™ has been in business since 2019. Our first goal was to create a mind, body and spirit approach to health and wellbeing. Team Prehemium™ looked to combine the healing and medicinal properties of honey and CBD. In August 2021, we brought to market and retail our first product, our CBD infused Honey Stix. Each 10-stix box has 150 mg of Stix CBD infused honey making them strong enough to help manage anxiety and alleviate pain.

By 2025, our goal is to be vertically integrated on our own land and where we will grow and cultivate our own hemp, produce our own CBD and even have a beehive to produce our own honey.

August 2020, we bought 100+ acres of land in Texas and Arizona that have been set aside for cultivation.

August 2021, launched our first product, CBD Infused honey stix. Our products are tested in-house and lab tested. Our honeystix are made-to-order.

Founders:

Sheneka Lucenio, CEO & Veteran | Dr. Shirley Johnson, CSO & Veteran | Johnnyson Jones, COO | Darryl Johnson, CFO | JD Simon, CPO & Veteran

At this time, Prehemium™ is looking for investors, partnerships, influencers and guidance on how to become a licensed operator in the states we own land.

CBD Product

slucenio@prehemium.com
www.prehemium.com



Prehemium™



KGB RESERVE

A Luxury Cannabis Brand



A Latinx-owned business, KGB Reserve is Co-Founded by Mike and Derrick. They met in 2011 during a cannabis conversation in Oakland California where the two friends operate their distribution and manufacturing companies today. Collectively they draw upon their 45 plus years of cannabis experience, knowledge and friendships to serve as the foundation of our brand. With a select team of cannabis professionals, connoisseurs, and straight up enthusiasts we create a truly memorable cannabis experience.

As a luxury cannabis brand that sources all of our ingredients, KGB Reserve has one main focus: the consumer experience. KGB is an acronym for Killer Green Bud, a piece of cannabis slang from our high school years and the main ingredient for our artisanal products. Hand crafted, small batch production illustrates our commitment to a standard of excellence in every product we produce. Our promise is super-premium, top shelf, whole flower as the main ingredient every single time. Cultivate Your Soul

Co-Founders: Mike Davila, Derrick Hemming

Accomplishments:

We continue to thrive in a very competitive business. Going strong into our 4th year

We are updating our packaging. Consistently improving our appearance while maintaining high quality.

We participated in a compassion project with Dear Cannabis where we donated our manufacturing and distribution licenses, labor and expertise to collaborate on and gift products to medical marijuana card holders within the State helping thousands of patients in need.

Hand crafted, small batch production ensures a super-premium, top shelf, quality product that you always want more of.

kgbreserve.com

THC Product





BLUESMOKEATL

Cannabis Holders and Accessories

BlueSmokeATL, is the vision of Robin Blue, Founder and CEO. BlueSmokeATL is a timeless collection of carefully handcrafted luxury products to include cannabis holders, scoops, cigar pokers, and other awesome things. Since 2019, BlueSmokeATL's goal was to redefine traditional smoking accessories into a beautiful luxury brand with exquisite craftsmanship. Our designs and features provide a smoker an elevated smoking experience.

Handcrafted with the finest handblown & handmade beads, silver, gold, and upscale curated pieces. Curated into one of a kind, custom and unique pieces. Viewed as a leader in the luxury smoke accessory marketplace. BlueSmokeATL represents a luxury smoking accessory line based in Atlanta and sold worldwide. Robin Blue is an influencer, lux jewelry brand and industry speaker. Robin has an MBA and over 15 years of product development competency.

Milestones

- Georgia Minority Supplier Council Certified
- 5000 IG followers
- 2-Time Best Accessory Winner 2021
- Featured in VoyageHouston, Fox 40, News Deli, Stitcher, News2 and EIN Presswire
- Prominent Placement in 20 locations
- Recipient of Urban League Grant
- Goal to obtain contracts and or product placements in reach local and national dispensaries

Contact

robinblueatl@yahoo.com
www.bluesmokeatl.com



Blue Smoke ATL

Accessories



CANNA-HOUSE

Social Club

Canna-House is the #1 platform in WNY for cannabis based events,, lifestyle, education and consumables.

As a member based social club, Canna-House is known for our exclusive and enjoyable experiences based around cannabis. We provide safe consumption spaces and product for our 21+ adult population/membership base; in an array of events and consumables which include: Puff & Paint, Cooking with Cannabis, "Dirty Lemonade" and Herb and Jane Secret Sauces.

We showcase and provide them with an opportunity to engage in a lifestyle that allows them to implement weed into their daily activities all while being productive and safe. We pride ourselves on staying ahead of the curve and in tune with the latest State, and local legislation, hometown cannabis heroes, and leaders in the space. Allowing us to keep our audiences well versed and knowledgeable about cannabis.

Accomplishments:

CEO Named top 65 Outstanding Black and Hispanic Men Leading in Cannabis (2020)

Products have been featured at Buffalo Bills Stadium and Walden Galleria (Buffalo's largest mall)

Successfully have moved over 50,000 units across our product platform
Executive team has over 75 years of experience in the cannabis industry combined

Consistent 100% membership growth rate y/o/y resulting in 2000 members

Seeking: We would like to have relationships grow in the distribution channel, retail spaces, brand partnerships, and with different companies in the supply chain

reggie@canna-house.com

Ancillary/Social Club





LIFTED PROVISIONS

Ancillary E-Commerce

Lifted Provisions, LLC is a Missouri based, small minority woman and veteran owned ancillary e-commerce company established in January 2021. Lifted Provisions is an innovative, up and coming head shop that specializes in online services, trade shows, and popup events. We are a head shop that intends to meet our customers' needs by providing various smoking accessories, devices, rolling papers, wraps, grinders, rolling trays, education and more.

Lifted Provisions, LLC is a new innovative startup company. Our objective is to grow, open a retail store, and become one of the industry's leading tobacconist accessories shops. There is a strong need for this type of ancillary business. Since launching we have been invited to several trade shows and pop-up events from other ancillary businesses including a few local dispensaries.

Our mission is to set new standards, offer exceptional customer service, consistently exceed our customers' expectations and to create loyalty within the industry and our community.

Check out our user-friendly website where you will find unique products that will satisfy your tobacconist needs! Check us out if you want to be elevated higher, elevate responsibly with Lifted Provisions, LLC.

Founders: Tarraze S. Poole, CEO
 Tarraze Merriweather, CFO
 Ieshia Rodgers, COO

Accomplishments:

We are a minority woman & Veteran owned headshop
We are getting our name out in the industry through other ancillary vendors and being recognized by dispensaries

Contact
liftedprovisions@gmail.com
<https://liftedprovisionsstl.com/>



Accessory Retailer



EQUITY TRADE CERTIFICATION

Buy Equity Trade

The mission of Equity Trade is to uplift and bring more awareness to business operators from communities that were marginalized by America's failed War on Drugs. We aim to collectivize like-minded people who believe in lifting each other up for the purpose of creating a more sustainable and inclusive cannabis industry and beyond. By using our businesses and collective resources we can help heal the harms of past public policy, and each other.

Founders: Ramon Garcia & Nina Parks

Accomplishments:

Established 501(c)6 Trade Organization in 2020
More than 15 certified brands certified and growing

Seeking:

Investment to grow certification program and advocate for social equity brands.
Social equity brands and Allies to join to expand across the country.

www.equitytradenetwork.org
info@equitytradenetwork.org

Social Equity Trade Certification