



Panacea Life Sciences - Needle Rock Farms, CO



**Panacea
Life Sciences**

PANACEA LIFE SCIENCES

A Cannabinoid Company
Cultivating Everyday Wellness



PIONEERING CBD SCIENCE AND PRODUCTS

Mission Statement

Cultivate Everyday Wellness. To use science and nature together, holistically from seed-to-sale, to ensure our products elevate quality of life for people and pets. To develop medically relevant, natural alternatives from our own Colorado grown hemp.

Vision

Our vision is to become the leading cannabinoid company in the U.S. and Globally ...we're more than just a CBD company.*





OUR STORY & LEADERSHIP TEAM

Female owned. Deep experience as business innovators and scientists with a passion for helping people with plant-based therapies.

Owner and CEO



Leslie Buttorff

Over 35 years as a top executive in management, marketing, technical evaluations, and financial analyses at companies like AT Kearny, Arthur D. Little and EDS. Started own company Quintel that developed ERP Cannabis software. Embraced CBD when she saw it help her mother's pain after a serious accident

Chief Research Officer



James Baumgartner, PhD

Ph.D. in Biochemistry and Pharmacology. Expertise in drug discovery and development, assisting over 700 biotechnology and pharmaceutical companies reach unparalleled levels. Passionate about research for people in need of alternative medications

VP Sales & Marketing



Nick Cavarra

Over 25 years of management, leadership and sales experience for large companies and startups. Nick's passion for CBD stems from his struggles with sleep. "My mind would race the moment I hit the pillow and I was taking Nyquil every night. I started taking our Daily 75 nightly over a year ago and tracked my sleep on my fitbit. I went from 4-5 hours of sleep at night to a consistent 7-8 hours

Chief Operations Officer



Chuck Johnson, PhD

Ph.D. in Analytical Chemistry. Worked with top scientifically driven companies such as Procter & Gamble, Koch Industries, Danaher and DuPont. Driven to find a better way to help people like his father who suffered from rheumatoid arthritis, and the myriad of pharmaceutical side effects.

LEADING THE WAY IN CUTTING-EDGE RESEARCH

Panacea Life Sciences CEO donates \$1.5M to Colorado State University for state-of-the-art laboratory for hemp, CBD, CBN, CBG, and other cannabinoid research!!



*“We want to bring **credibility to testing**, because a lot of products on the market aren’t what they say they are. So the procedures and credibility there (CSU) will help. The second thing is that it puts us at the **forefront of being more than just a CBD company**, so we can focus on more cannabinoids. We also want to be in a better position to help people’s health” – Leslie Buttorff, Panacea Founder and CEO*



LEADING THE WAY IN CBD/ RETAIL FOCUSED

Panacea Life Sciences is the preferred CBD sponsor of The Shelby Report.

**THE SHELBY
REPORT**



The Shelby Report is the leading publication for the food and grocery industry, delivering the latest regional and national supermarket news.

CBD & CANNABINOIDS



Panacea
Life Sciences

WHY CBD NOW?



CBD became the “it” product in 2019*

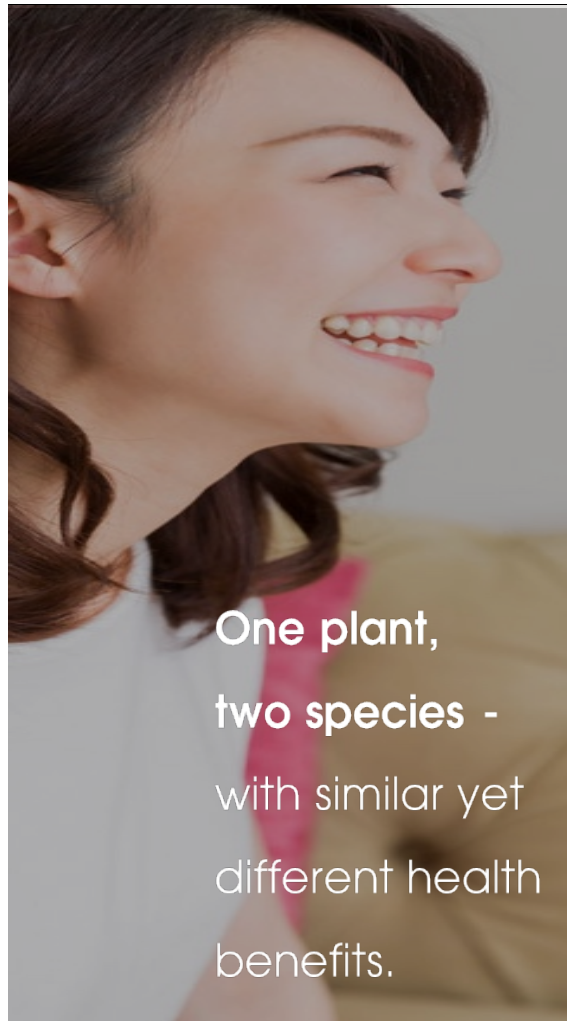
- 2018 Farm Bill – Federally legalized industrial hemp CBD (< than 0.3 percent THC) in all 50 states
- Consumers are seeking natural, plant-based health alternatives
- CBD doesn’t get you high like THC and has no known contraindications
- CBD industry estimated at \$20 Billion by 2024

People are feeling the health & wellness benefits when using CBD products

* ABC News: CBD became the “it” product of 2019, but there is little regulation.

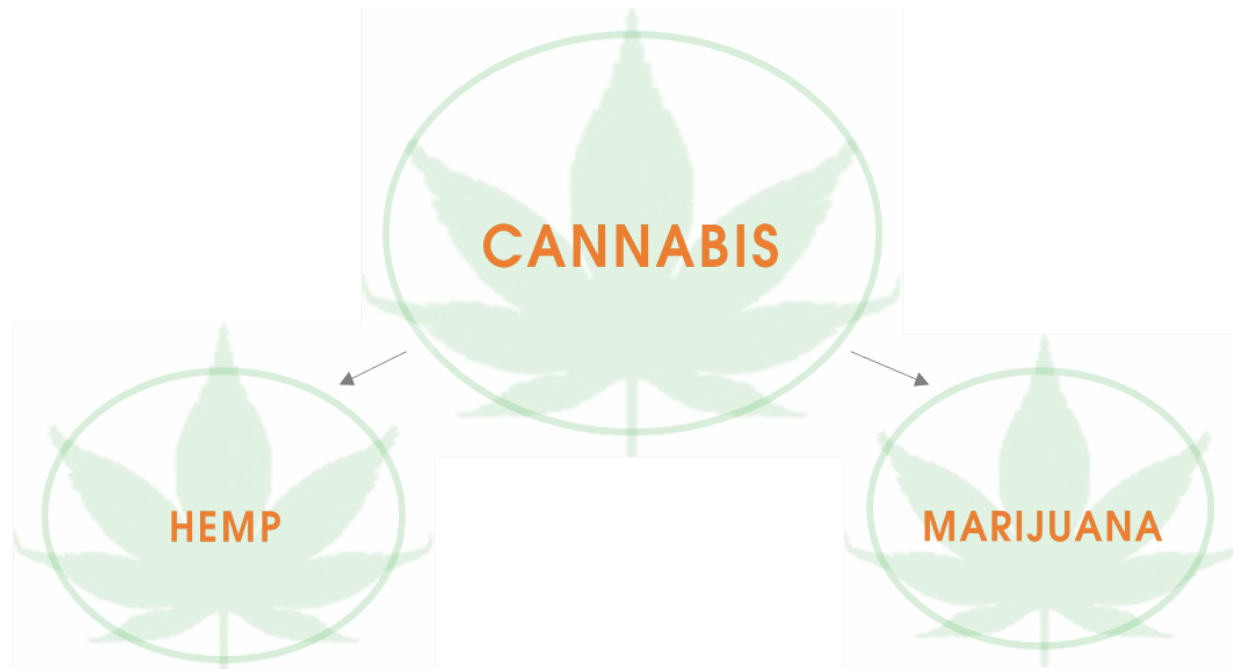


IT'S ALL CANNABIS, BUT.....



One plant,
two species -
with similar yet
different health
benefits.

NO HIGH FROM HEMP/CBD



SPECIES I

contains 20%+ CBD
contains less than 0.3% THC
CBD dominant
"no high"

SPECIES II

contains 10%+ CBD
contains more than 20% THC
Varying THC levels
"can get you high"



WHO IS THE CBD CONSUMER?



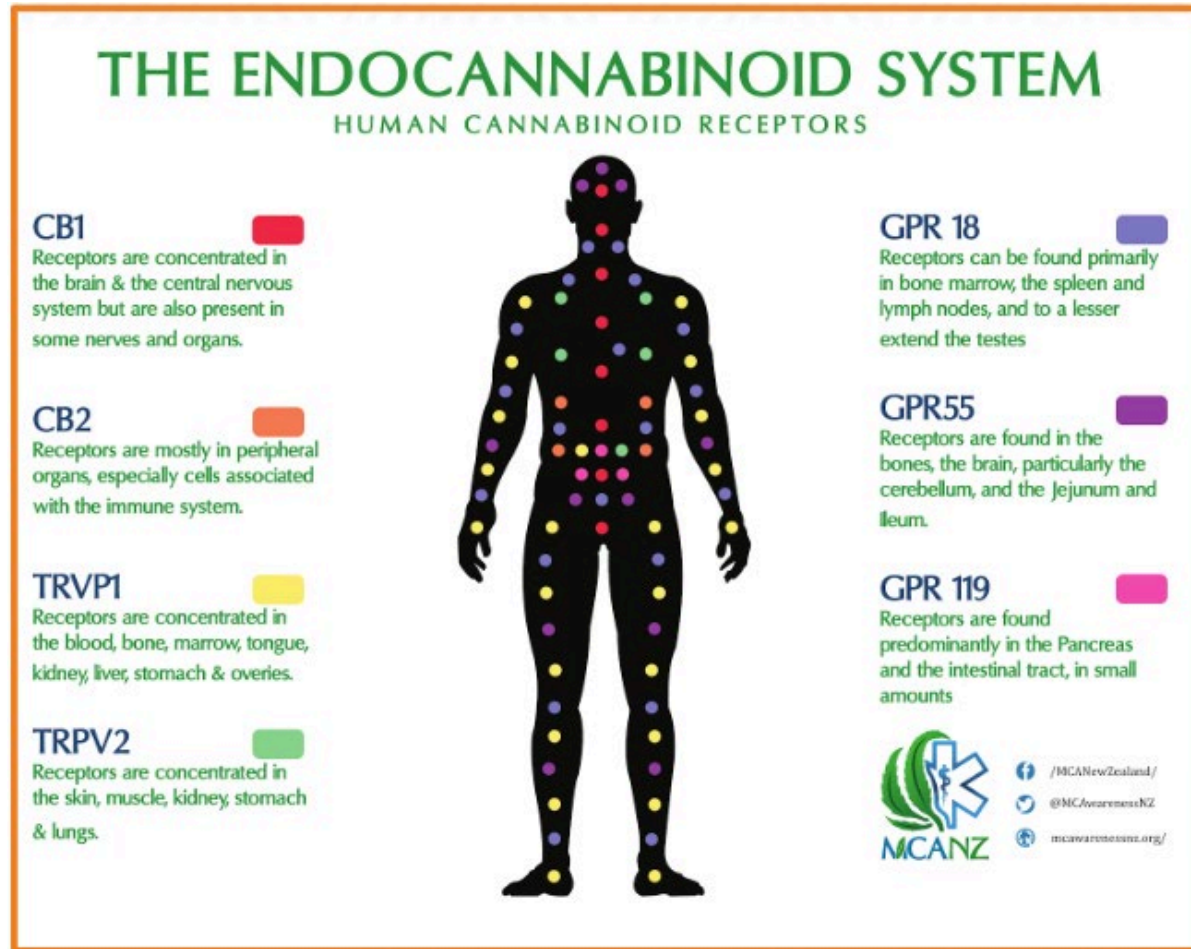
CBD users skew female slightly and represent 14% of the US Population*. We are just scratching the surface of the market!!

The category touches all age groups:

- Baby Boomers Ages 56+
- Busy Adults Balancing Life 36-55
- “Stressed-Out Millennials” Ages 21-35
- CBD’s Big Four:
 - Pain
 - Sleep
 - Anxiety
 - Overall health & wellness



WHAT IS THE ENDOCANNABINOID SYSTEM



- The Endocannabinoid System (ECS) is comprised of cannabinoid receptors, endocannabinoid molecules and metabolic enzymes.
- Plant cannabinoids (THC, CBD, CBN and 100 + others) unlock interact with the ECS to **improve balance and well-being**
- The ECS is involved in regulating a variety of physiological and cognitive processes:
 - fertility
 - appetite
 - pain
 - mood
 - sleep
 - memory

CBD PRODUCTS IN DOSAGE AND DELIVERY

The wide range of forms, formulations, dosage & quality all impact the CBD delivery to the body and ultimately the benefit/experience.

FORM	FORMULA	DOSAGE	QUALITY
<ul style="list-style-type: none">• Topical (lotion, salve)• Sublingual (tincture/drops, tablet)• Ingestibles (soft gels, gummies, food, drink)• Transdermal (patch)	<ul style="list-style-type: none">• Full Plant, Broad Spectrum• Botanicals, nutritional ingredients	<ul style="list-style-type: none">• MG Per Serving or Usage• Easy/Hard to Determine	<ul style="list-style-type: none">• Seed/flower• Soil, Pesticides, Metals• Extraction• Purity• Testing

PANACEA LIFE SCIENCES



Panacea
Life Sciences



PANACEA DELIVERS THE WHOLE PACKAGE = TRUST

Benefits of *owning* the entire *value-chain*. (*Vertically Integrated*)

- Increased competitiveness through reduced cost
- Increased efficiency & quality control (starting at the Farm)
- High production & customization capabilities
- Ability to supply major brands with raw materials & unique formulations
- Most CBD companies do NOT manufacture their own products



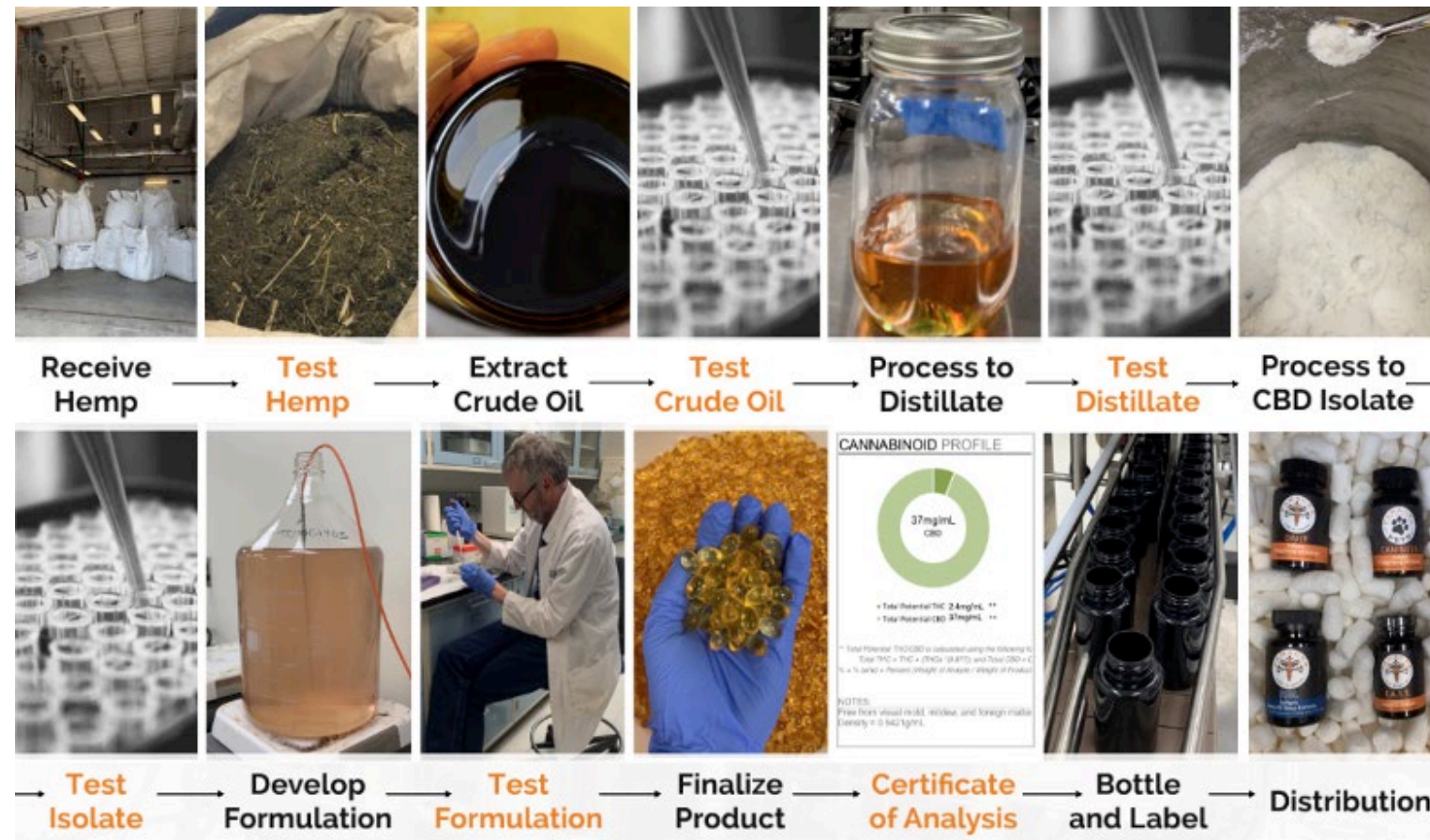


STRINGENT QUALITY CONTROL – 7 TESTS

Multiple testing throughout all phases enables consistency & purity



Testing begins
with the seeds and
the soil phase at
Needlerock Farm
in Colorado.



NOT ALL CBD IS EQUAL = 3 PROVEN FORMULAS

Panacea provided product formulations:

- **Full Spectrum** = 0.3% of THC or less + other cannabinoids
- **Broad Spectrum** = THC Free + other cannabinoids
- **Isolate** = THC Free, CBD only

- **Buyer Beware** of “Weed Washing” – Some products have little to no CBD
 - Hemp seed oil vs. CBD oil
 - Ineffective or very low amounts of CBD
 - Using crude oil vs. refined CBD oil
 - Mis-Labeling of products



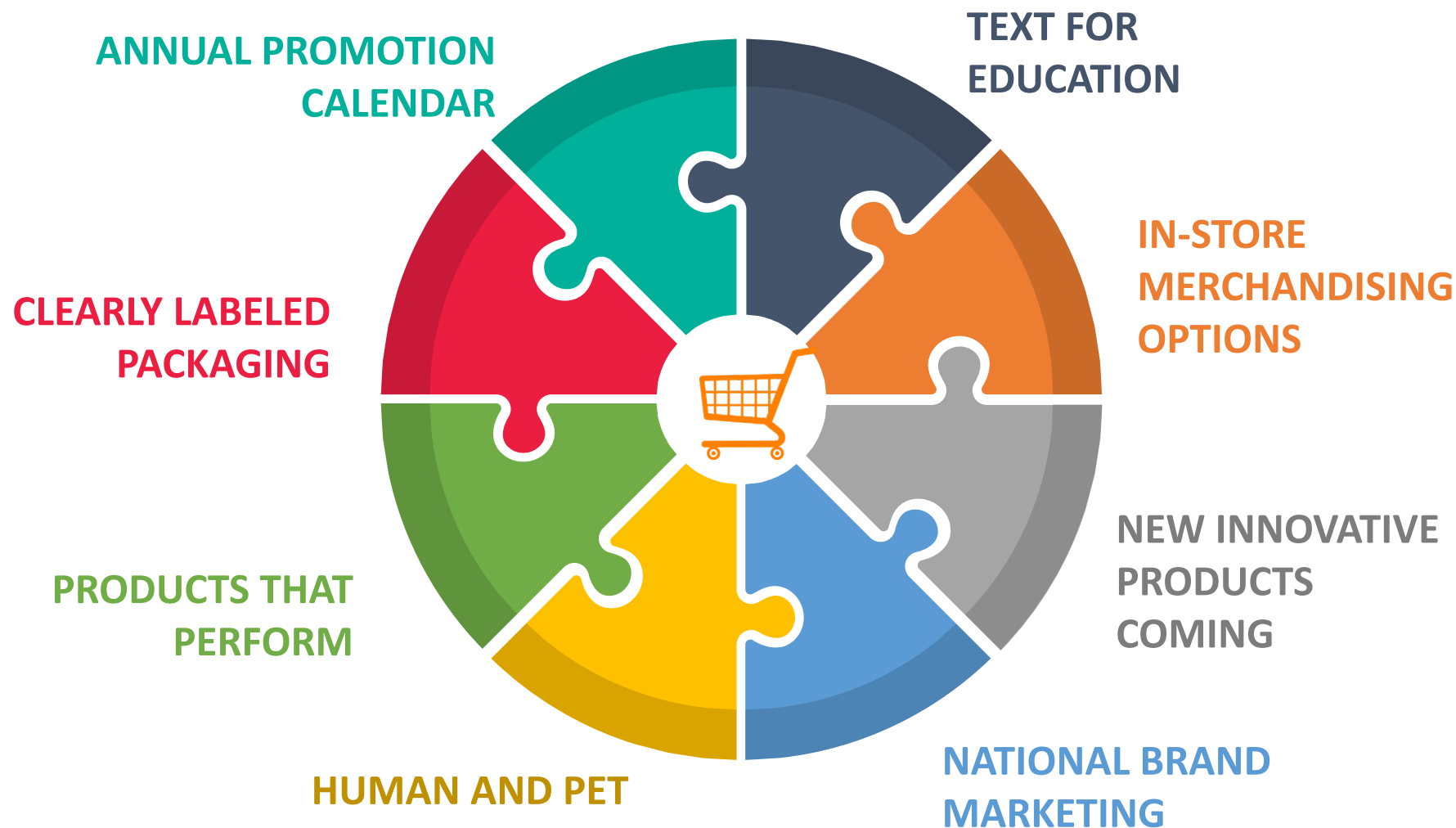
RETAIL: GO-TO-MARKET STRATEGY



Panacea
Life Sciences



360° SOLUTION FOR RETAILER AND CONSUMER





PRODUCT CATEGORIES

We're focused on the 5-top leading categories



PANA
HEALTH™

PANA
PET™

PANA
SPORT™

PANA
BEAUTY™

PANA
LIFE™



BASE SKU'S - INNOVATIVE PRODUCT LINE

Our product line is driven by science, unique formulations & consumer need states.



PANA
HEALTH™

**F.A.S.T 25mg CBD &
F.A.S.T Extra 50mg CBD
(2 SKU's)**

30 Count



PANA
PET™

**CANINE 5mg CBD
SOFTGELS
(2 SKU's)**

30 or 60 count



PANA
PET™

**Feline CBD
Relief
(1 SKU)**

5 oz



PANA
SPORT™

**CDB COOLING &
HEATING Stick
250mg
(2 SKU's)**

.45 oz



PANA
SPORT™

**CBD Kinesiology Tape
400mg Total
(1 SKU's)**

8-foot roll



PANA
BEAUTY™

**CBD Moisturizing Cream
350mg
(1 SKU)**

1.8 oz/52g



PANA

**GRAB N' GOs
F.A.S.T 25mg Tablets
F.A.S.T Extra 50mg Tablets
Daily 25mg Softgels
P.M. 25mg CBD Softgels
Canine 5mg CBD Softgels
(5 SKU's)**

4 count pouch/12 count boxes

ADDITIONAL SKU'S - INNOVATIVE PRODUCT LINE



Panacea
Life Sciences



PANA
HEALTH™

CBD Oil Drops
300, 900 and 1500mg
Vanilla, Mint and
Mixed Berry
With or without THC

1 oz



PANA
HEALTH™

Daily 10mg, 25mg and 50mg Softgels
Available with or without the minimum
THC of <.3% on all three.

(5 SKU's)

30 count



PANA
HEALTH™

P.M. 25mg CBD Softgels
+ Melatonin
(1 SKU)

30 count



PANA
PET™

Small Breed &
Large Breed
CANINE CBD OIL
DROPS
(2 SKU's)

1 oz/30 ml



PANA
SPORT™

250mg CBD
Heating and
Cooling Patches
(2 SKU's)

.5 oz



PANA
LIFE™

Cherry Bomb
20mg CBD
(1 SKU)

20 count

IN-STORE MERCHANDISING



Education

Digital and Social Programs offering CBD Education.
EX: Mobile Text "PANACEA" to learn about CBD



Caddies

Ability to communicate product benefits and Text "PANACEA" for CBD Education.



Shippers

All in one displays, multiple products which include options for education on the sides and top. Options for back panels and blocks to control inventory.



Vicki

Innovative Self-Serve Sales. Will be available to test 8/1.



VICKI – INTELLIGENT SELF SERVE SALES

Benefits:

- Loss prevention for high theft products
 - Track & manage inventory
 - Credit card payment
- Virtual assistant for consumers
 - Voice activation
 - Customized messaging on Vicki unit –
sides and video screen
 - CBD Education
 - Product and promotion
- Units are available for lease or to own

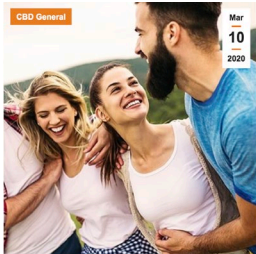


OUTSIDE MARKETING SUPPORT

Education/Blog

PANACEA BLOG

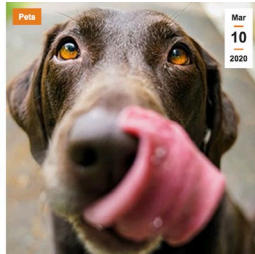
CBD General Consumable Effects Health Marketing Pets Scientific Studies



Will CBD Make Me High?

Cannabidiol (CBD) has many myths and misconceptions surrounding it. One of which is that it can get you "high." We want to engage our audience...

[Read more](#)



What did Panacea find For CBD And Dogs?

Cannabidiol (CBD) oil extract is growing more and more popular due to its many benefits. While many of us humans use CBD daily, this compound...

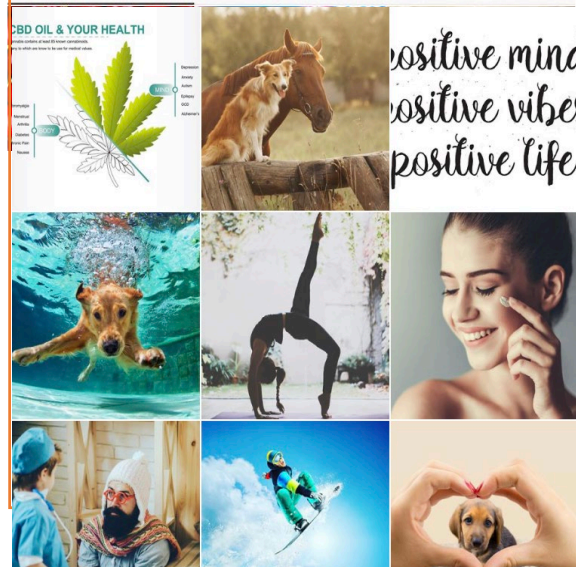
Social Media



535 Posts 70.4K Followers 604 Following

Panacea Life Sciences

Health/Beauty
A leader in Scientifically Driven,
Quality Focused hemp CBD



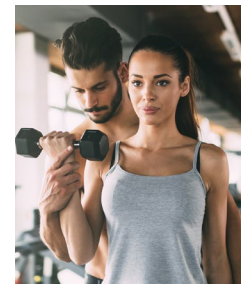
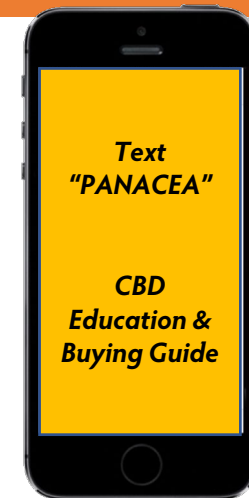
PR & Partnerships



IOWA STATE
UNIVERSITY



Education/Influencers



ANNUAL MARKETING CALENDAR

Unique Per Retailer



Panacea
Life Sciences

MARKETING	Q2	Q3	Q4	Q1
In-Store				
EDLP Discount	5-10% off wholesale prices, everyday discount or special product bundling			
TPR*	15% off	15% off	15% off	15% off
S&F Digital Deal	\$5 off		\$5 off	
Text "Panacea"	On-shelf POS instructs shoppers to Text "PANACEA" to learn how to buy CBD			
Brand Ambassadors and/or Text-to-win				
Brand/Outside				
Blog/Education				
Social Media/Influencers	On-shelf POS instructs shoppers to Text "PANACEA" to learn how to buy CBD			
PR/Partnerships				

WE'RE READY TO BUILD YOUR CBD CATEGORY!

Panacea Life Sciences has built a solid “seed-to-shelf” foundation to pioneer the cannabinoid industry based on research, education, farming, innovation, product science, state-of-the art manufacturing and retail sales.



Panacea
Life Sciences



Best in Class
CBD products
that **WORK**
and a Company
that you can
TRUST!

Nick Cavarra
Vice President of Sales & Marketing
nick.cavarra@panacealife.com
303-886-5538
panacealife.com