

STYLE.UR.LIFE

UR COMMUNICATION

CANNABUSINESS ISSUE

NO BUSINESS LIKE *CANNABUSINESS*

4 *BLACK WOMEN-OWNED
CBD BRANDS TO ADD
TO YOUR SELF-CARE
ARSENAL*

**RUNWAY READY
THE EVOLUTION OF
STONER FASHION**

SMOKE AND BINGE

5 MOVIES AND TV SHOWS
ABOUT CANNABIS THAT
EDUCATE AND ENTERTAIN

10 *WAYS TO
MAKE MONEY IN THE
CANNABIS INDUSTRY*

FOR THE CULTURE...

FIND YOUR STRAIN

A BUD BREAKDOWN TO HELP YOU FIND
THE RIGHT STRAIN FOR YOUR LIFESTYLE

*ESTROHAZE: THE CANNABIS
COMMUNITY YOU DIDN'T
KNOW YOU NEEDED*



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- ▶ DEVELOP YOUR BRAND IDENTITY
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A UR COMMUNICATION PUBLICATION



TRISTAN BURNO

Founder, UR Communication

EDITOR'S NOTE...

Growing up in a large U.S. city during the height of the crack epidemic, I learned at a very young age which drugs were most detrimental to my community and marijuana was not it. I had a bird's eye view of what drug abuse could do to a person, to families; I can testify that no one was selling his soul for a joint. So when Nancy Reagan and the good folks from D.A.R.E. were pushing the narrative that all drugs led to the low life, I wasn't buying it.

Study after study has since proven that in the grand scheme of getting high, cannabis is probably the least problematic route to take. That did not stop the U.S. government from making the plant a Schedule I substance with no medical value, or imposing harsh stigmas and even harsher prison sentences on those who chose a puff-puff-pass lifestyle, particularly those puffing while Black or brown.

Today, we are well aware of ridiculous, race-based drug laws and will no longer accept being lied to by people who've finessed enough power to legislate their personal preferences. Millennials have said "Nah" to all of that and pulled cannabis consumption out of the basements and garages where previous generations had it hidden. Their explicit support of cannabis has led to significant social change around cannabis products: Weed tops the cocktail as the go-to vice for making the shittiest of situations more tolerable, sans hangovers; the so-called stoner gets less side eye than the cigarette smoker; more states have made recreational marijuana legal; and now, the cannabis business is one of the most lucrative industries one can invest in, with legal marijuana sales projected to reach \$22 billion by 2022.

With that kind of money on the table, there is no questioning why the cannabusiness is one that people from all walks of life want parts of. But just like the old laws for the illegal cannabis, the legal cannabis game comes with socio-racial biases that make it harder for people of color to enter the market. Access to capital—or lack thereof—is a major issue. The federal government is another barrier. Its refusal to recognize marijuana as a legitimate industry understandably has people of color hesitant to participate in the cannabis industry.

Only 10 percent of cannabis-related businesses are owned by Black and Hispanic Americans. Considering the disproportionate amount of damage to Black and Hispanic communities left in the aftermath of a futile war on drugs, that 10 percent doesn't sit right in my spirit. Even as states make the effort to right some pot-based wrongs, such as expunging petty convictions for possession and having grant monies allocated for equity programs, those solutions are slow moving.

"IT MAKES YOU FORGET ALL THE BAD THINGS THAT HAPPEN TO A NEGRO. IT MAKES YOU FEEL WANTED, AND WHEN YOU'RE WITH ANOTHER TEA SMOKER, IT MAKES YOU FEEL A SPECIAL KINSHIP."

— LOUIS ARMSTRONG

We know the diversity struggle is real in most industries, but the cannabis industry is one that demands inclusion without hesitation. With this issue of STYLE.UR.LIFE, I hope to motivate those who are considering entering the cannabis market and inspire those who may not have considered it before, to think about how they can get involved and be successful. This issue also puts a well-deserved spotlight on some of the cannapreneurs and content creators catering to the most underrepresented segments of the cannabis community, and explores the activism and policies aimed at making sure America's legal drug business welcomes people of color with the same energy her prison system does.



Tristan Burno | UR Founder



8 STONER FASHION: REVAMPED AND RUNWAY READY

It's not all tie-dye tees and drug rugs anymore. Today's stoner style is open to elevation and rich with opportunities.

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You don't need a marijuana farm or a dispensary to make it in the cannabis industry. Start with this list of ideas and see if one fits.

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The content platform that's becoming the essential cannabis resource for women.

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THE
ISSUE**

*"WHEN I WAS A KID I INHALED
FREQUENTLY. THAT WAS THE
POINT." — BARACK OBAMA*



Korto Momolu for Women Grow

STONER FASHION: REVAMPED AND RUNWAY READY

If you do a quick online search for “stoner fashion,” Google is sure to come back with links to sites selling tank tops, socks, and bucket hats tiled in bright green marijuana leaves. Cliché clothes bougier stoners bypass until a scene calls for being ironic.

If you’re a sartorial stoner, though, you may have noticed that clothing inspired by weed seems to evolve with every new state that legalizes marijuana. This literal *high* fashion—or Cannabis Couture—is a more sophisticated take on cannabis kitsch that still maintains a standard of quality, style, and design.

New York City designer Alexander Wang arguably led this trend of elevated stoner fashion when he put cannabis fashion on full display during his Fall 2016 collection. Actress Margot Robbie wore one of the more memorable dresses from the collection during the opening monologue of her SNL hosting gig. The leatherette and lace dress had lace marijuana leaves embroidered on the front; the Twittersphere ate it up.

Wang wasn't the only designer using fashion to make a case for legalized cannabis in 2016. Vetements did a weed grinder necklace that retailed for \$750 and jewelry designer Jacquie Aiche's SweetLeaf collection was a glam-stoner's dream with its sexy snakeskin "Doob Tubes" and lighter necklaces. That same year, California and Massachusetts joined Washington (state), Colorado, Alaska, Washington, D.C., and Oregon in legalizing marijuana for recreational use.

"Women in this industry are professional, stylish, and amazing talents."

— Dr. Chanda Macias
Women Grow CEO &
Chairwoman



Alexander Wang Fall 2016



Vetements



Korto Momolu x Women Grow

Project Runway alum Korto Momolu partnered with Women Grow—an organization focused on female leadership in the cannabis industry—to create a chic, cannabis-inspired ready-to-wear collection made mostly from hemp and other sustainable fabrics. This collaboration, which debuted three seasons after Wang’s weed-inspired presentation, sold out in just two hours.

Cannabis Couture definitely has the potential to become a movement. As long as the cannabis lifestyle continues its ascent into the mainstream, the fashion industry will have to keep up by offering complementary drip. Larger, more established brands will have to work out the details of how to do that and keep their bottom line intact, but up-and-coming cannabis-inspired brands have an opportunity to capitalize off this budding long-term partnership between cannabis and fashion, which is looking more and more like a healthy marriage than a fleeting romance.



SweetLeaf

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10 WAYS TO MAKE MONEY IN THE CANNABIS INDUSTRY

Elyse Hauser

U.S. cannabis legalization is gradually plunging forward, while CBD seems to grow more popular by the day. So it's no surprise there are exciting new ways to make money in these industries.

Some involve going all-in, like starting your own brand. Others are less intense, like investing in existing companies. While there's no magic get-rich-quick path to cannabis success, getting into the industry now has a good chance of paying off long-term. Here are some of our favorite ways to turn that green into, well, green.

FASHION

There are definitely a few solid brands in the cannabis fashion world already. Still, there's always room for more styles that express marijuana love in a chic way. If you have any relevant experience, like a fashion-related degree, use what you know to tap into the growing world of cannabis fashion. Platforms like Etsy and Instagram make it easier than ever to get your designs out into the world.

WRITING

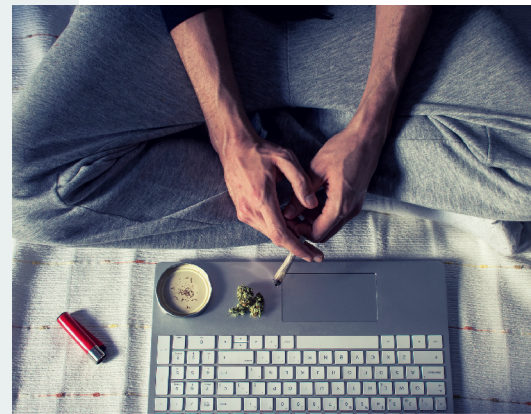
If words are more your art form, you can become a cannabis writer. While finding full-time work as a weed reporter might be unlikely, there's plenty of room for niche freelancers. In addition to weed-related publications like *High Times*, lots of traditional publications are covering the topic. Or, you can write directly for the websites of cannabis companies. Use your unique experience to make your pitches more marketable: for example, if you have a political science background, you could write expert articles on the politics of legalization.

CONTENT CREATION

You can get also involved in the media world in other ways, such as with a weed-related podcast or vlog. These kinds of ventures often take a while to take off, but when they do, they can become huge. Choose an angle you're passionate about, like reviewing CBD skincare products if you love all things beauty. That way, you'll be more likely to keep going until it pays off. Or, if you don't want to create your own content, you could create content for cannabis brands as a social media marketer.

DESIGN

Those with visual art, web design, or graphic design backgrounds can get into the weed world, too. So many new cannabis and CBD brands are popping up, and they're all in need of websites, logos, and visual branding. Making cannabis your niche is a great way to stand out from other designers. Once you've worked with a few brands, you'll have a nice portfolio that'll make new cannabis clients easier to come by.



PHOTOGRAPHY

Brands also need product photography, whether they're selling cannabis, CBD, or related accessories. If you have photography (or videography) experience, this is a great niche to break into. Quality cannabis photography can even help you build a thriving social media presence. Let's be real: cannabis is beautiful, and who doesn't wanna see stunning closeups of their favorite plant? If it gets big enough, your cannabis-related social media can bring clients right to you.

CBD BRAND

Starting a whole retail brand is no small task. Still, options like white label services can make it a little easier. Some CBD companies offer the option to "white label," which means selling their product with your own logo and branding. You'll still have to handle the branding and promotion, but at least you won't have to worry about growing or sourcing the product.

EDIBLES

If you're skilled in the kitchen, you can transform weed or CBD into delicious edibles for sale. Starting a company is never easy—but it helps to have a product that people love, and there's no denying the edibles market is hot. From chocolate to drink infusions, there are countless ways to get creative. If you use marijuana, you'll be more limited by local regulations, but if you use hemp-derived CBD, you'll be free to ship and sell to more places.



CANNABIS SALES

You certainly don't have to start your own brand to get into cannabis sales. If there are dispensaries in your state, you can apply for a coveted sales position in one of the shops. Or, you could become a sales rep who helps companies get their products onto shelves. If you're personable and knowledgeable, and you want to make cannabis your full-time gig, these jobs can be a great fit.

PRODUCT SALES

If your state hasn't caught up with legalization yet, you can also sell cannabis-related products, like growing equipment or smoking accessories. Starting an e-commerce website is generally much more feasible than opening an in-person store. If you make your own products, such as designing beautiful rolling trays, you might also opt to sell somewhere like Etsy.

INVESTING

Not looking for a new side gig or the chance to quit your day job? You can always become an investor and reap the benefits of existing brands. There are plenty of cannabis stocks to choose from, and they're often reviewed on major finance websites like Investopedia and The Motley Fool, so you can do your research before investing your hard-earned cash. While there are few guarantees in the stock market, the cannabis industry's growth has the potential to provide major returns.

"IT REALLY PUZZLES ME TO SEE MARIJUANA
CONNECTED WITH NARCOTICS, DOPE AND ALL
OF THAT STUFF. IT IS A THOUSAND TIMES
BETTER THAN WHISKEY. IT IS AN ASSISTANT
AND A FRIEND." — LOUIS ARMSTRONG



CANNABOUGIE: THE GLOW-UP OF MARY JANE

Aisha Boyd

Among the many things that remind me that my mid-thirties have set in is how much the quality of weed has evolved over the years. What used to be Indo' and Outdo' is now "Loud" and medicinal. Anything less is basically dirt. Since this switch-up to what has become a more openly practiced pastime, the standard blazing a fat one can become a complex and expensive form of recreation, especially for those of us who still remember the good ol' days.

There were some pretty good strains of weed on campus during my college escapades, with mid-grade being the baseline for a nice, even high. Then around 2006 or so, everyone started getting cannabougie and the familiar hydro and Arizona bud just stopped flowing as freely. I remember having a few bad highs around that time. As a functioning stoner and moderate connoisseur of cannabis and its by-products, I am confident now that those highs were the result of some dealer's haphazard attempt to increase the potency of his supply.

Now that medical marijuana has marginally refined the weed business and more states have legalized or decriminalized marijuana, street suppliers are looking for ways to enhance their products. From pigeon manure in the soil to cat urine sprayed on leaves to feign a sharp aroma, the integrity of the supply has definitely fallen off. Even legitimate suppliers are under scrutiny for methods of THC extraction (such as using butane) for by-products like edibles. And researchers still find questionable amounts of heavy metals and pesticides in today's weed product, which is 30% stronger than it was in the 1980s.

As Mary Jane continues to rise to the top as the preferred drug of choice over long-standing legal substances like nicotine and alcohol, consumers will have no trouble finding something to puff on that works for their lifestyle, whether from legal dispensaries or black market suppliers. Just know that no matter where you buy it or how you light it, there will always be some aspects of weed that are kept in the dark.





UR
COMMUNICATION

*I'd rather be smoking weed
Whenever we breathe
Every time you kiss me
Don't say that you miss me
Just come get me*

Rihanna | James Joint, *Anti*



ESTROHAZE IS HERE TO EDUCATE, ENTERTAIN, AND ENLIGHTEN

The amount of cannabis-related content available online is almost insurmountable. As cannabis consumption grows in popularity, so too does the need for more content that speaks to the unique subcultures within the broader cannabis community. Websites like [The Stoner Mom](#) and [Cloudy Kitchen](#) are two good examples of digital platforms developing quality content for a niche cannabis audience.

It should come as no surprise that focused online content for cannabis communities of color is still scarce. A reality I hope to see change soon. Until then, there is [EstroHaze](#) holding it down for cool chicks interested in learning the many facets of cannabis culture. The EstroHaze platform uses education and entertainment as a way of "connecting women to the business and lifestyle of cannabis."

The co-founders of the EstroHaze brand—Kali Wilder (CEO), Sirita Wright (CMO), and Safon Floyd (CCO)—give off major homegirl energy. Their mission is to fill the void of quality cannabis content that helps women, particularly women of color, understand the benefits of riding the cannabis wave. There is something for everyone at EstroHaze.

In addition to the website, the EstroHaze brand also includes a YouTube channel, and a podcast. The ladies have curated a balanced mix of reviews, DIYs, interviews, entertainment, and trends in the cannabis industry. If you want the tea on who's who and who's next in cannabusiness, they got you. Feeling a way about your shady blunt rolling skills? Safon proves she can relate in her “Learn How to Roll a Blunt Like an Amateur” video. You want to know if the stars will align in your favor? Get into it with Sirita and the Toke Tarot series.

Whatever your cannabis interests, EstroHaze can be counted as a trusted resource. The outlet is doing the work of removing whatever remains of the stigma placed on stoners by giving women the tools to safely explore cannabis culture through education, elevation, and without an ounce of judgment.

Follow @estrohaze, @iamwild, @savagegazelle, and @accordingtofon on Instagram for the latest from EstroHaze.

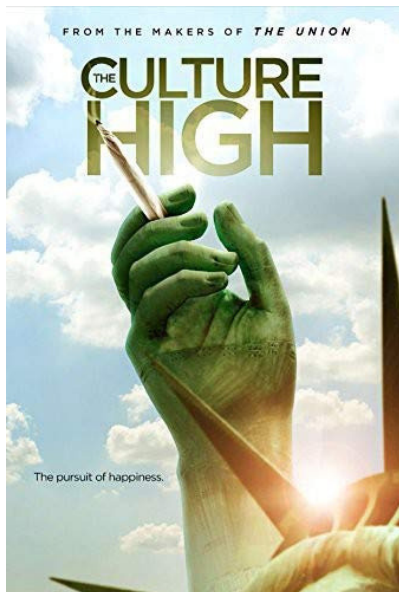


Sirita Wright, Kali Wilder, and Safon Floyd

SMOKE AND BINGE

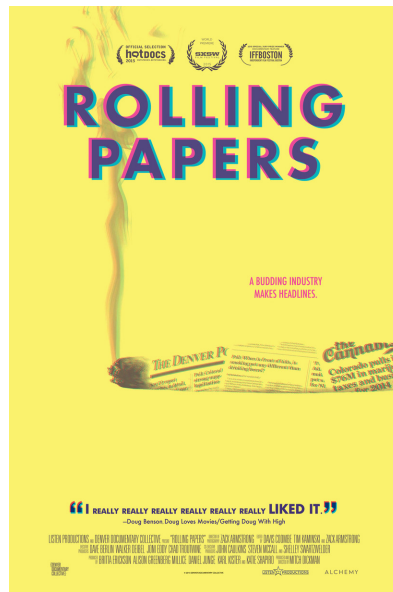
TOP 5 MOVIES AND TV SHOWS ABOUT CANNABIS THAT EDUCATE AND ENTERTAIN

Some would argue that learning about weed is just as cool as smoking it. If you're one of those people, you are clearly delusional, but your heart is in a good place. So, here are five binge-worthy projects that let you appreciate the complex history and future potential of cannabis, even if you choose not to participate in stoner antics... Though some would argue, it's more fun if you do.



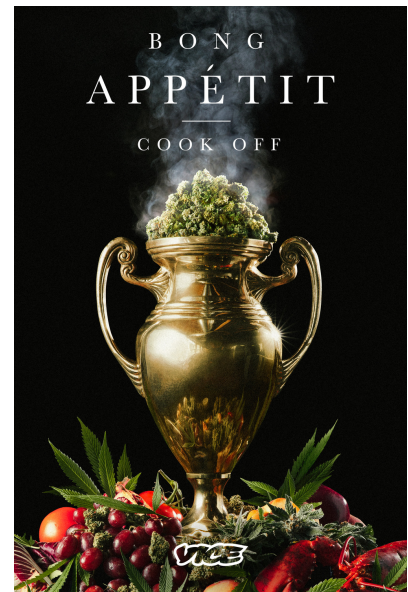
THE CULTURE HIGH (2014)

The Culture High tears into the very fibre of the modern-day marijuana debate to reveal the truth behind the arguments and motives governing both those who support and oppose the existing pot laws. (Amazon Prime)



ROLLING PAPERS (2015)

Journalist Ricardo Baca and other writers for The Denver Post write stories about recreational marijuana after it becomes legal in Colorado. (Amazon Prime)



BONG APPÉTIT (2016)

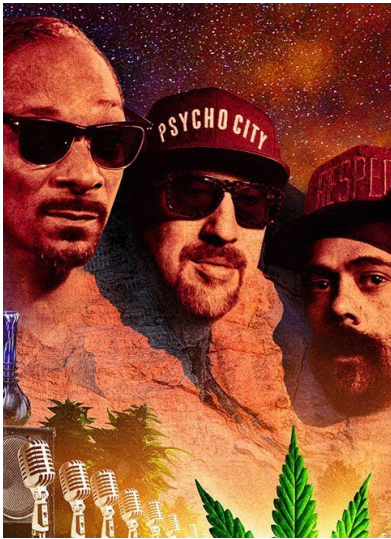
Host Abdullah Saeed throws parties with chefs who prepare elaborate multi-course meals featuring food infused with marijuana for the party guests. The chefs prepare their meals in a kitchen that is stocked with "the biggest selection of marijuana ingredients ever assembled." (Vice)

SMOKE AND BINGE



WEEDIQUETTE (2016)

On Weediquette, Vice correspondent Krishna Andavolu explores the impact of marijuana legalization—for both recreational and medicinal purposes—in the United States and beyond. Each episode revolves around a theme, with Andavolu profiling people whose stories fit the given theme. (Hulu)



GRASS IS GREENER (2019)

Grass Is Greener follows hip hop legend Fab Five Freddy as he uncovers the history of cannabis prohibition in the United States. He interviews many other popular artists, such as Snoop Dogg and B-Real from Cypress Hill, as well as attorneys, influencers, and people who were personally affected by drug convictions. (Netflix)



4 BLACK WOMEN-OWNED CBD BRANDS YOU SHOULD KNOW

There is no denying CBD has become the superstar of the cannabis world, but there is still plenty of confusion about what CBD is and why so many seem to be obsessing over it.

Cannabidiol, or CBD, is one of the chemical compounds in cannabis and hemp, but unlike her good sis tetrahydrocannabinol (THC), CBD is not psychoactive, which means it will not get you high. That's it.

Advocates for CBD swear by its potential health benefits. CBD has been effective in the treatment of epilepsy, depression, anxiety, arthritis, and the list goes on, which is why, today, you will find CBD-infused everything from cocktails to cosmetics.

Research is ongoing, but the CBD love is real and growing, without the co-sign of the FDA. It seems the health-and-wellness movement of today isn't inclined to wait for FDA approval of cannabis-derived medicines that were proven effective centuries ago. BUT, if you're a newbie who wants to know what all the CBD fuss is about, you should check with your doctor first about the potential for allergic reaction.

Now that we have all that out the way, check out these dope Black-women owned CBD brands and the products that have made them faves among the CBD crowd:

1. NOIREBUD

Lavanilla Herb Tea

People are using CBD teas to relieve anxiety or unwind after a stressful day. The Lavanilla flavored tea by Brooklyn-based Noirebud is a top seller for good reason. The lavender and vanilla notes are perfectly balanced and the tea is so rich, it can be steeped twice and that second cup will still hit the way it's supposed to.



2. BROWN GIRL JANE

Balance Wellness Drops

Brown Girl Jane has emerged as *thee* go-to brand for clean CBD beauty and wellness. The Balance Wellness drops, made to "reduce stress and anxiety while boosting overall wellness," are the brand's best-seller. A few drops under the tongue is all you need to get the vibe going.



3. BUENA BOTANICALS

CBD Bath Bomb

The healing effects of a nice warm bath get an extra boost when you add a CBD bath bomb from Buena Botanicals. Founded in 2019 by Afro-Latina twin sisters, the Buena Botanicals brand carries CBD soaps, body creams, and coconut oil. Grab one of their gift sets if you want to try out a few products at once.



4. FRIGG

Attuning Face Potion

When it comes to CBD hair- and skincare products for women of color, Frigg is setting the standard. The brand's multipurpose potions address the impact of stress on hair and skin. The reviews for their Attuning Face Potion have been stellar and there's an Attuning Hair Potion that's also pretty badass.



FIND YOUR STRAIN



HAPPY FEELING

- Sour Diesel
- Girl Scout Cookies
- OG Kush
- Grand Daddy Purple
- Chemdawg



RELIEVES PAIN

- AK-47
- Trainwreck
- White Rhino
- Purple Haze
- Afghan Kush



FIGHT DEPRESSION

- OG Kush
- White Widow
- Northern Lights
- Super Silver Haze
- Maui Waul



ENERGETIC

- Durban Poison
- Jack Herer
- Pineapple Express
- Lemon Haze
- Strawberry Cough



CREATIVITY

- Sour Diesel
- Cherry Pie
- Super Lemon Haze
- Bubble Gum
- Tangerine Dream



BOOSTS APPETITE

- Purple Kush
- Lemon Skunk
- Orange Kush
- Sensi Star
- Black Widow



SLEEP BETTER

- Grape Ape
- Skywalker
- Berry White
- Romulan
- G13



RELIEVES STRESS

- Durban Poison
- Sour Diesel
- Blue Dream
- Green Crack
- Blue Cheese



THE CANNABIS EQUITY ACT: WHAT OREGON'S SOCIAL EQUITY BILL COULD DO

Elyse Hauser

In all the excitement surrounding cannabis legalization, there's always been a glaring bleak spot: the way decades of criminalization have disproportionately harmed Black and brown people. It's impossible to celebrate legal weed without reflecting on the lives affected by cannabis-related arrests—and all the people still serving time for something that's not a crime. The “War on Drugs” has always had a human cost.

Oregon's Cannabis Social Equity Bill (HB 3112), introduced earlier this year, seeks to repair some of these damages. The bill is the result of collaborative efforts between former State Rep. Akasha Lawrence Spence, cannabis companies, and Willamette University law students.

As Rep. Lawrence Spence said, “We came together with a common purpose—to undo and repair some of the harm caused by cannabis criminalization on Black, Indigenous, and Latinx communities in Oregon.”

HB 3112 would invest funds from cannabis tax revenue in the people and communities most harmed by cannabis prohibition. Three main provisions outline how the funds will be used. First, they’ll be directly invested in Black-, Indigenous-, and Latinx-owned cannabis businesses, as well as in individuals convicted of cannabis-related crimes, assisting with things like homeownership and education.

Second, the funds will pay for the automatic expungement of certain cannabis-related criminal convictions. And third, the money will assist new Black-, Indigenous-, and Latinx-owned cannabis businesses with getting licensed.

If it’s successful, this bill could help close some of the existing gaps in the legal cannabis world. Legal systems have long disproportionately targeted Black and brown people for cannabis-related “crimes.” This has allowed white people, relatively unhindered by past convictions, to reap most of the benefits of legal cannabis business ownership so far. By reducing the impacts of past convictions and investing in Black, brown, and minority business owners, HB 3112 has the potential to level the field a bit.

Of course, no Cannabis Equity Act can ever erase the harm done by decades of unequal law enforcement. However, current legislation needs to reflect the unequal past if we’re ever to see a more equal future. If HB 3112 passes, and other states follow Oregon’s example, this could be the start of a new era of cannabis opportunity.



COOKING WITH CANNABIS

THESE CHEFS ARE LETTING THE WORLD KNOW IT'S LEVELS TO THIS CANNABIS CUISINE THING

Cannabis-infused food has come a long way since those gauche, and oftentimes regrettable, weed-packed brownies we had back in the day. Give thanks to the new breed of chef out here taking cannabis cuisine to Michelin-star levels. This ain't your dorm room munchies, Beloveds. These cannabis cooks are serving up some serious grown-people food.



ANDREA DRUMMER

Andrea Drummer is a California-based chef whose culinary skills were the driving force behind The Original Cannabis Café, the first and only cannabis café in the U.S. Unfortunately, the restaurant had to close its doors due to the coronavirus pandemic, but we're keeping the reopening in prayer.



HAROLD SIMS

When it comes to T.V. cooking contests, chef Harold Sims is the one to beat. The Denver native was the winner of the Netflix series Cooked with Cannabis and Food Network's Supermarket Sweep. When I say, the boy's got talent, I mean the boy's got talent!

COOKING WITH CANNABIS



DANIELLA DAVIS

Chef Daniella is a personal chef, caterer, entrepreneur, and all-around cannabis queen. The New Yorker is known for her events featuring cannabis-infused menus and cocktails, but her culinary journey began at 5-years-old with a Vimeo series called The Daddy/Daughter Cooking Show.



MIGUEL TRINIDAD

Miguel Trinidad worked his way from delivery boy to one of the most successful chefs in the restaurant industry. The Dominican chef is the brains behind the 99th Floor brand that, pre-pandemic, hosted a series of private dinners that combined Trinidad's award-winning Filipino cuisine with cannabis.

A close-up portrait of a woman with dark, curly hair. She is looking directly at the camera with a slight smile. She is holding a lit cigarette in her right hand, and a plume of white smoke is blowing out of her mouth. The lighting is dramatic, with strong highlights on her face and hair against a dark background.

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ENJOYING 4/20 IN A WOKE WORLD

Ne'Sha Anthony

When I think of popular notions of what we now call cannabis, my head spins, as there are so many shady components. The word "marijuana" itself is derogatory, created to connect the plant to Mexicans in America in a negative way—totally erasing the true heritage of the plant.

I cringe at stereotypes of high-ass Rastas spouting, "No worries, mon" for no reason. Tie-dye. "Harold & Kumar" buffoonery. It can go right into a fat pile of compost. Hearing the word "marijuana" bothers me so much, I have renamed it "pinecones," inspired by a Katt Williams comedy special where the comedian jokes about telling his kids the herb they smelled was actually pinecones, which I found hilarious! *Thanks for the dope idea, Katt!

I think of all the mysticism that people ascribe to this plant, which most of the time is rooted in white supremacy. Anything of spiritual significance from Black or brown folks must be evil, dark magic, strange, vilified to the point of not making sense. Yes, herb has many health benefits that are well-documented and widely accepted. And yes, it is used in some spiritual contexts, but please do not use that to justify your use.

Americans seem to have an issue with cannabis consumption that makes them want to subscribe to faux shamanism. If you like to smoke, do it. No need for a laundry list of all the ways smoking puts you closer to god as you co-opt other indigenous practices like saging/smudging.

Full disclosure: I was born on Mayan land. My ancestors are indigenous to that land; their rituals have been desecrated and I feel that, deeply. That is why I am loving every bit of this new "woke" America. Thanks to the movement, people are at least attempting to be more authentic—more mindful in their actions and intentions—and it feels nice.

To keep that energy going, here are some tips for *pineconing*, respectfully, in this woke-AF atmosphere:

1. *Thank the hands that tended to your herb and helped it flourish into what it is.*
2. *Acknowledge the journey of your herb. How did it get here? Was it through pain (smugglers) or revolution (herbalists)? If you don't know your source, I encourage you to consider the effects of not knowing what you're consuming.*
3. *As you consume, consider the impact on the environment (papers vs. bowls, etc.).*
4. *Understand that herb is a gift to be enjoyed in its natural form, not abused or mixed with poisonous drugs like PCP.*

Enjoy the 420 holidays, *mindfully*!

Los Angeles, CA

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Please share this issue. Thank you.