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#### CANNABIS BUSINESS DIRECTORY

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**March 2023** 

## **CANNABIS NEWS FLORIDA™**

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**Jackie Rothman** 

# Will Medical Cannabis Patients Switch to Recreational Use in Florida?

BY JACKIE ROTHMAN

When a state discusses legalizing adult-use cannabis, there are many concerns shared by healthcare providers. In Florida, we are seeing a strong push toward legalizing recreational use. Whether it will happen or not is anyone's guess.

One of the worries that healthcare providers have is the perspective shift. What will happen if patients with medical conditions who benefit from doctor-supervised cannabis opt out of the Florida medical cannabis program?

Based on the behavior of patients in other states that moved to legalize recreational cannabis, some patients may leave the program. But many will stay. And the number of patients that remain registered with OMMU might fluctuate, depending on how the recreational laws are established.

The Smart & Safe Florida initiative has gathered enough voter signatures to allow recreational use to be reviewed by the Supreme Court. Now healthcare providers are asking what will happen if adult-use (recreational) cannabis becomes legal in Florida.

#### The Benefits of Doctor-Supervised Cannabis

Patients need the advice and guidance of physicians to make a safe and **Continued on page 6** 

## Sunburn Cannabis Going Deep, Not Wide, in Florida Market

BY VANESSA ORR

Brady Cobb knows cannabis and he knows what his customers want. After building and scaling Bluma Wellness and One Plant dispensaries in 2019 and selling it to Cresco Cannabis in 2021, he realized that something was still missing in the market.

"It's all about honoring the plant," said the owner of Green Sentry, which recently launched the Sunburn Cannabis brand across Florida.

To Cobb, honoring the plant means creating a premium cannabis brand authentically grounded in Florida's distinct cannabis culture and selling only the highest quality cannabis flower, concentrates, edibles and related products.

"We're not just pushing product through; we're not a minute clinic," said Cobb. "We brought the right

genetics and a good mix of genetics into the market, and we let each plant tell us when to finish cure," he said. "It's much more of a craft approach to cannabis than anyone else is taking. One size does not fit all."

After One Plant was sold to Cresco, Cobb stayed for about three months before deciding to move on.

"There was nothing wrong with doing things their way; it was just not for me," he said. "It was a really humbling moment when my team wanted to leave with me. We

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**Brady Cobb** 

## The Ultimate Guide to Topicals: Effects That are More Than Skin Deep

BY LISA BLACK

Why are topicals great? They are an excellent way to get the pain-easing benefits of cannabis without getting high. Formulated in-house by Insa's dedicated artisans, these soothing treatments are infused with cannabis for profound relaxation - helping to relieve the body of discomfort - and moisturization—an added bonus.

## What is a topical? How does a topical work? Do they REALLY work?

The Ultimate Guide to Topicals would be incomplete without an explanation first of how topicals work. Topicals are a product that have a very familiar base, such as a lotion or cream. This base is



Lisa Black

infused with a cannabis concentrate. There are many kinds of topicals such as lotions, lip balm, bath bombs, and personal lubricants. Once applied to the skin, the topical is trapped in your lipid layer, it doesn't go into the blood system. Yes, they really can work! THC and CBD topical products have been shown to be excellent choices for many patients and customers.

Continued on page 4



Ellie Condoleo

## CANNABIS SPOTLIGHT: Ellie Condoleo

## Bloom Medicinals

## What benefits do you see for patients throughout Florida within this space?

Medical cannabis offers a safer, and often more functional, treatment for patients than traditional pharmaceutical drugs. The option to treat yourself in a natural and holistic way is a benefit in and of itself.

## What motivates you to be a part of the cannabis Industry?

The people, the culture, and the truth behind the medicine. This industry has been through A LOT to get to where it is today, which creates a unique environment of incredibly passionate and dedicated individuals who aren't afraid of oddities and embrace counterculture with open arms. When you tie that with the power of herbal medicine and the general good that comes from our favorite little plant, I can't think of a better movement to be a part of.

## What field are you in within the cannabis space?

I work in creative marketing and branding, focusing on combining art with cannabis in order to create subcultures within our space.

## How can people in Florida benefit from the company you represent?

We offer a plethora of cannabis educa-

Continued on page 5



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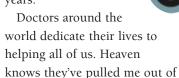


## **Publisher's Note**

"The practice of medicine is an art, not a trade; a calling, not a business; a calling in which your heart will be exercised equally with your head."

— Sir William Osler

I am speechless ... and for those who know me, that doesn't happen very often (if ever, according to Carol.) This is our 20th Annual Salute to Physicians and it never gets any easier to express just how important our doctors are to all of us. And never more so than these past few years.



some potentially terrible situations. They endure many years of school and grueling residency work to gain training and board certifications, not to mention working long hours to treat their patients. It takes a special kind of dedication to embark on a medical career, and all of us are indebted to those who do.

So, whether you are an experienced physician, a fledgling medical student, or new practitioner, we can only say a simple heartfelt *Thank You* ... and hope you know and believe how much you mean to all of us.





You can reach Charles Felix at Charles@cannabisnewsflorida.com





## New York State Department of Health Highlights Publication of Study on the Role of Medical Cannabis for Chronic Pain in Reducing Prescription Opioid Dosages

The New York State Department of Health announced that its latest multi-agency study detailing the association of receiving medical cannabis for 30 days or longer with a reduction in prescription opioid dosages has been published in the Journal of the American Medical Association (JAMA) Network Open.

The results of the peer-reviewed study, Changes in Prescribed Opioid Dosages Among Patients Receiving Medical Cannabis for Chronic Pain, New York State, 2017-2019, in combination with existing evidence, show that managing chronic pain with medical cannabis may reduce the opioid burden. This may, in turn, reduce the risk of illicit use and overdose for patients on long-term opioid therapy.

"Medical cannabis is increasingly being used as a treatment in pain management and this peer-reviewed study is further evidence that medical cannabis has the potential to reduce the amount of opioid-based medications needed to treat chronic pain." Acting Health Commissioner Dr. James McDonald said. "I applaud the work done by members of the Department, as well as the Office of Cannabis Management and CUNY. These findings have the potential to further inform health providers and policymakers here in New York as well as in other jurisdictions where medical cannabis is not yet legalized or used to its fullest potential."

In this study, published in the JAMA Network Open's January 30 issue, Department researchers and colleagues from the CUNY Graduate School of Public Health and Health Policy and the New York State Office of Cannabis Management analyzed data for more than eight thousand adult New Yorkers from 2017-2019 and concluded that receiving 30 days or more of medical cannabis for chronic pain is associated with a reduction in dosages of prescription opioids among patients who were on long-term opioid treatment.

The study found that those who were on higher baseline dosages of prescription opioids (when they started receiving medical cannabis) saw a larger reduction in prescription dosages after eight months, upwards of 51 percent for individuals on the highest baseline dosages of prescription opioids.

## **Curaleaf Celebrates Opening of New Dispensary in Boca Raton**

Curaleaf Holdings, Inc. announced the opening of its first Boca Raton dispensary, Curaleaf Boca Raton West. The new location is Curaleaf's 58th dispensary in the Sunshine State and 148th nationwide.

"Palm Beach is one of Florida's most populous counties and we are thrilled to continue expanding access to high quality cannabis products and service across the Sunshine State," said Matt Darin, CEO of Curaleaf. "As our first location in Boca Raton and our second location in Palm Beach County, we look forward to not only serving our existing patient base, but also building strong relationships with new patients in the local community."

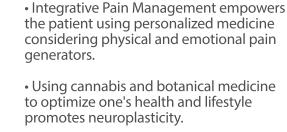
Curaleaf Boca Raton West will offer a carefully crafted menu of premium cannabis products including high-quality flower and pre-rolls, BlueKudu Chocolate, Select Squeeze, Select X-Bites, Select Live Rosin and Curaleaf's breakthrough vape hardware, Cliq by Select. Patients can shop inside the new location with guidance from Curaleaf's knowledgeable staff or pre-order online for in-store or curbside pickup.

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Florida Medical Marijuana Physicians Group

**ZOOM**Meeting

Wednesday, March 8

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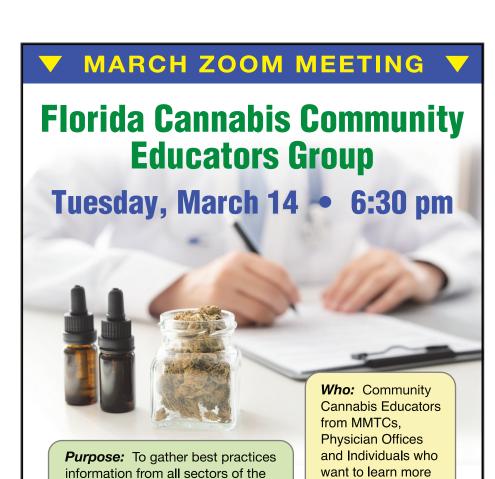
Purpose: to discuss current medical, legal and business issues facing the Medical Marijuana industry.

Registration in advance is required.

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## Back Cover Story: The Ultimate Guide to Topicals: Effects That are More Than Skin Deep

Continued from back cover

#### What are the benefits of using a topical?

According to Leafwell, topicals can have many benefits for users including overall relief in pain and inflammation, a reduction in acne, anti-aging qualities for skin, migraine pain relief, alleviating cancer-related neuropathic pain, a reduction in eczema and psoriasis, moisturizing the skin, alleviating symptoms related to neurological disorders, increased sexual pleasure, aiding in wound healing, and more.

#### How do you use a topical?

For use, apply the topical until the entire desired area is covered; usually, every 3 hours as needed is a great start. If you find that you want to apply more before or after that 3-hour window, feel free to do so. Topicals can be considered a "use as you need" cannabis product, especially since it's not intoxicating.

#### How long does a topical take to work?

Topicals typically take up to 15 minutes at most to start working. This fast-acting relief is one reason why topicals are popular with users.

## What are the effects of topicals? Do topicals get you high? Will they show up on a drug test?

Lotions or salves do not get you high. A topical product can have a lot of THC in it, and you still will not get high from it due to how your body absorbs it. Why have THC in the product if it doesn't get you high? THC has been known to work wonders for reducing pain, even in topical form. Depending on the test's sensitivity and the application's frequency and location, THC from topically applied cannabis may show up on a drug test.

#### How strong are topicals?

There are tons of cannabinoids, the active ingredients of cannabis, in Insa's tinctures. For example, each jar or lotion has at least 400mg. This high amount of cannabinoids can offer a great deal of relief. Remember, as with all cannabis products, check the label before use, as the amount of THC depends on the cannabinoid ratio. The ratio of CBD to THC that you should choose depends primarily on your desired effects

#### Which topical is right for me? What's the difference?

The Insa lotion comes in a THC only option that contains 400mg of cannabinoids. The Insa salve (pronounced "sav") has a THC only option as well as a variety coming soon that has 1:1 ratio of CBD to THC. These different formulations are known to be good for different things, and some people respond more strongly to either CBD or THC. For pain relief, both the salve and lotion have gotten great feedback from customers. Topicals have been reported to be great for sore muscles at the end of the day or skin conditions.

Our lotion is reported to work for sore muscles and targeting pain, such as tenderness from arthritis. Our soon-to-be-in-stores 1:1 salve can be excellent for pain as well as skin repair; it's known for helping with conditions like eczema. If you've found that the THC only topicals can be better for your pain and a 1:1 looks to be better for your skin conditions, that's completely normal. It all depends on the person and how their body responds to the cannabinoids in the products.

It doesn't stop there. Users have said Insa lotions and salves not only help with pain and eczema but have also been known to relieve the symptoms of sunburns, psoriasis, and even bug bites.

Topicals are also beginner-friendly, and as they are not intoxicating, they are popular with a wide range of people, from marathon runners to grandmothers. We currently have limited availability and offerings vary from location to location, so go to www.insa.com to see the store closest to you and their menu.

Finished reading *The Ultimate Guide to Topicals* and still want expert help deciding which topical is right for you? Stop in-store to speak to a knowledgeable associate. Insa has locations in Orlando, Clearwater, Tampa, Hudson, Tallahassee, and new this month, Lake Placid. You can learn more about topicals at https://insa.com/products/category/topicals/.

Lisa Black is Head of Education and Training at Insa

<sup>\*</sup>This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



### **Verano Announces Opening** of MÜV Orlando Colonial

Verano Holdings Corp. announced the opening of MÜV Orlando Colonial, the Company's 64th Florida dispensary and 122nd nationwide. MÜV Orlando Colonial is the third MÜV retail location in Orlando, complementing existing dispensaries that are situated on Garland Avenue and Vineland Avenue.

As a demonstration of Verano's commitment to provide a convenient and reliable experience for Florida patients, MÜV dispensaries feature online menus for effortless browsing of their extensive, award-winning product selection, including the Company's signature Verano Reserve and Sweet Supply flower, Encore edibles, and Savvy flower and extracts. The Company also offers one-on-one virtual and in-store consultations at no cost to the patient and provides patient-centric concierge services via phone, email, web chat and text to address patient questions and inquiries. For additional convenience and accessibility, patients can choose to order ahead at muvfl.com or through the MÜV mobile application available in the Google Play and Apple App stores for express in-store pickup.

MÜV's comprehensive product selection includes edibles, chocolates and lozenges, flower, pre-rolls, an array of vaporizer pens, concentrates, metered-dose inhalers, topicals and oral sprays; along with patented encapsulation formulations in its EnCaps™ capsules, tinctures, 72-hour transdermal patches and transdermal gels.

### Cover Story: Spotlight

#### Continued from page I

tional materials and our website provides a great resource for those looking to further their canna-knowledge and expand their use beyond chasing THC percentages.

#### How did you get started within the cannabis industry?

I joined the cannabis industry in Colorado in 2015 and haven't looked back since. In that time I've had the opportunity to work in both the operational and marketing side of medical cannabis, recreational cannabis, industrial hemp and CBD.

#### Are you personally a MJ card holder?

Yes, I've been a medical marijuana card holder in various states since 2015. Without cannabis, my quality of life and mental wellbeing would be diminished. A big part of why I am so outspoken within this industry is because it directly impacts my day-to-day life.

#### Do you see Florida moving forward with recreational Marijuana/cannabis and how will that affect your business?

It would be foolish for Florida to not move forward with recreational cannabis. We currently have the fourth largest cannabis market in the world despite not allowing recreational sales. If that were to change, we would easily position ourselves as number one in revenue, cannabis tourism, and collected taxes. Should it pass, that would allow easier access to licensing which would give us the opportunity to expand our operations within the state.

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NANCY LAMMIE

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**JUDY GRAMM** 

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## BDSA Reports Global Legal Cannabis Sales to Reach \$59.6 Billion in 2027

BDSA, the leading provider of market intelligence for the cannabis industry, released its updated five-year global legal cannabis market forecast. Global legal cannabis spending grew 4.8% to \$32 billion in 2022 and forecasts a compound annual growth rate (CAGR) of 13.2% from 2022 to 2027, resulting in a market size of \$59.6 billion by 2027. Despite economic uncertainty and rising inflation, BDSA expects legal U.S. cannabis sales to grow 14% by the end of 2023.

"Legal cannabis spending slowed significantly in 2022 due to rapid price declines across all markets," said Roy Bingham, Co-Founder and CEO of BDSA. "Despite this, our updated forecast predicts strong growth in the U.S. driven by developing markets, particularly the adult-use markets of Missouri, New Jersey and New York. Additionally, four of the top five U.S. markets—Florida, Illinois, Massachusetts and Michigan—will increase by a combined 9.5% in 2023, adding nearly \$770 million in new spending."

While legal cannabis sales saw rapid growth during the height of the pandemic, 2022 marked the first overall spending contractions in many mature markets throughout the U.S., with the mature adult-use markets of California, Colorado, Nevada and Oregon suffering a combined spending decline of 16.5%. While BDSA expects to see a return to growth for most mature markets in 2024, mature markets in the U.S. are expected to grow slower during the forecast period. However, several newer markets accomplished a strong

expansion in 2022, and growth in new and emerging markets is expected to ramp up in the coming years. New Jersey and Montana, which launched adult-use sales in 2022, saw approximately 140% growth last year, while Missouri grew by 84% in its second full year of medical-only sales.

By 2027, adult-use sales are forecasted to contribute 78% of the total global legal cannabis spend, up from 64% in 2022. U.S. legal cannabis spending is expected to grow at a CAGR of 11.3%, from \$26.1 billion in 2022 to \$44.5 billion in 2027, driven primarily by the New York, Florida, New Jersey and California markets. BDSA forecasts the launch of several new adultuse markets by 2027, including Maryland and Oklahoma in 2024 and Florida and Ohio in 2025. New adult-use markets in Hawaii and Minnesota are also possible. Although BDSA does not expect any comprehensive U.S. federal regulations on cannabis in this timeframe, there is a possibility of partial reform, such as cannabis banking, within the next few years.

Globally, cannabis markets beyond the U.S. and Canada are forecast to grow at a CAGR of 40% to \$9.5 billion in 2027, up from \$1.8 billion in 2022. BDSA forecasts the Canadian market will see 12% overall growth this year, becoming a \$5.7 billion market by 2027 at a CAGR of 6.3%. New adult-use markets and Germany and Mexico are the primary drivers of global growth, and current limited medical cannabis programs are expected to expand, primarily within the European Union and Latin America.

## Cover Story: Sunburn Cannabis Going Deep, Not Wide, in Florida Market

#### Continued from page I

didn't have anything set up, but we wanted a chance to do things our way—the right way, by honoring the plant."

Sunburn Cannabis has now taken root, and has been expanding across Florida after Green Sentry bought all 13 of the Florida locations of MedMen, which closed in August 2022.

"One of the things that drew us to MedMen was how well their retail stores were sited and how beautifully built out they were," Cobb said. Since Nov. 16, 2022, eight of the MedMen locations have opened as Sunburn Cannabis, and two more, in Jacksonville and Key West, will open in March. The next two stores in Deerfield Beach and Miami Beach will open later this year.

"It's been quite the run," said Cobb of Sunburn's amazing growth.

In addition to honoring the plant, Sunburn is also honoring the history of cannabis in Florida—a story that includes Cobb's late father, Miami smuggler Clyde Walton 'Bill' Cobb.

"He moved a lot of weight through Florida from Columbia," said Cobb. "We're not some out-of-state MSO (multistate operator) like Jungle Boys or 710 Labs. Our story showcases Florida cannabis culture."

Though the Florida market has grown quickly over the past few years, Cobb said that he's not worried about being the new kid on the block. "If I was entering the marketplace selling biomass and dis-

tillate, I'd be very concerned; so much of that market share has been pried up that it's a very competitive area with a lot of people fighting for the same consumer," he explained.

"We are going after the top end of the market and truly building a brand that is different than what our competitors are doing in terms of retail experience," he added. "While there are a lot of retail dispensaries in Florida—we recently crossed the 500 mark—the state has 21 million people and the population is still growing. If you have stores in tertiary locations, there might be reason for concern, but that's why we focused on MedMen's prime locations. You don't need 80 stores in B locations; you want 20 to 25 stores in A locations—that's why we're going deep and not wide into Florida.'

While the state has not yet passed legislation allowing the use of recreational marijuana, Cobb believes that it's just a matter of time. "Florida becomes the number one market in the country when that happens—we have 118 million visitors a year over the age of 21, with the bulk coming from states where cannabis is illegal," he said.

Though Green Sentry has filed an application in Alabama, they plan to remain a Florida-focused management team for the foreseeable future. "We're looking at potential expansion outside, but we'll remain uniquely focused on the Southeast," said Cobb.

## Cover Story: Will Medical Cannabis Patients Switch to Recreational Use in Florida?

#### Continued from page 1

informed choice about medical cannabis. And physicians who conduct medical cannabis health evaluations spend time discussing more than the qualifying health condition

Doctors closely examine the patient's medical history, including the patient's current diagnosis. A review of current prescription medications and supplements is also done to ensure that cannabis is not contraindicated.

The physician also has an opportunity to ask about symptoms and advise the patient on routes and certain types of strains which may help the patient meet their wellness goal. And the patient knows that if they have a question or if their medical condition changes, they can talk to their recommending physician.

Medical conditions can change over time. Establishing a relationship with a provider with extensive knowledge about cannabis provides a reliable resource for the patient. As their health needs evolve, the physician can help ensure that cannabis remains a safe therapeutic choice for them.

#### Challenges of Recreational Cannabis Use and Population Health

The first concern is always public safety. Because when you remove the guidance of a certified physician, there are many risks to consider. How educated are Florida residents regarding potential health risks?

When you remove the physician from the equation of legalized cannabis, it can increase risks for patients—particularly those with complex medical and health conditions. When patients are not enrolled in the medical cannabis program in Florida, they will not be required to schedule initial or follow-up appointments with doctors.

One study published in the Journal of Nursing Scholarship on October 17, 2022, by

researchers at Florida Atlantic University stated that cannabis was a "legitimate public health concern." However, much of the data referred to synthetic cannabis (Delta-THC) products. Not medical cannabis produced by reputable dispensaries.

The challenge (if recreational cannabis is legalized in Florida) will be educating all residents over twenty-one (21) on responsible and safe use. And that will require statewide initiatives and ongoing campaigns for public safety.

#### Why Many Patients May Stay in the Medical Cannabis Program

A large number of patients rely on the advice that they get from their physicians about medical cannabis. When you are coping with a complex health condition, the last thing you want to do is worry whether cannabis could be harming your health. It is easier to speak directly with a provider to get the answers you need.

In other states that have initiated recreational cannabis, benefits were established to encourage people to join (and remain) in the patient registry. In some states, patients with a medical card are permitted to purchase larger quantities of cannabis per month. Sometimes higher potency cannabis is also limited to patients with a medical card.

One strategy that many states have used is a differential excise tax system. Recreational cannabis consumers may pay a substantially higher retail tax on products, devices, and supplies than patients with medical cards.

Some states, like New Jersey, eliminated all sales tax on cannabis for registered patients. The state sales tax on medical cannabis purchases is currently \$0. That cost-saving benefit helped keep patients on the New Jersey medical cannabis registry. And it could work in Florida as well.

Jackie Rothman is Chief Operating Officer at DocMJ.



#### BUSINESS DIRECTORY

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#### **CBD PRODUCTS AND SERVICES**

#### **Purwell**

PūrWell was founded in 2018 by Nick DiFrancesco who partnered with a farm in Pueblo, CO where PūrWell hemp is grown, cultivated, processed, and packaged. PūrWell's medical-grade products are designed for and are sold exclusively through healthcare professionals and in the PūrWell online store. PūrWell's proprietary formulations are crafted specifically to meet the needs of the healthcare marketplace, offering a range of strengths and applications for seamless customized treatment. PūrWell has a variety of programs that enable healthcare providers to capitalize on the emerging CBD market. For more information, please visit www.purwell.com or call 844-PUR-WELL (787-9355).

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Curaleaf Florida offers premium, safe and reliable medical cannabis products to our patients. Our mission is to improve lives by providing clarity around cannabis and confidence around consumption. Advanced industry research is used to develop our products. We cultivate our cannabis products using the highest standards of production with medically precise extraction and purification methods. Dispensaries are located across Florida with delivery offered statewide. Free patient consultations are available. Please visit us at https://curaleaf.com/

#### Insa

Insa is a vertically integrated, independent cannabis company. Founded in 2013, the Company was started in Springfield, MA - home to its co-founders (and best buds), Pete Gallagher and Pat Gottschlicht. Dedicated to making its patients' good days even better (through cannabis). Insa was recently named the most awarded brand in the HighTimes MA Cannabis Cup. The Company specializes in every step of the cannabis process, from sourcing to growing to creating and dispensing meticulously crafted products that suit everyone's unique needs. Insa offers a cannabis experience that's trustworthy and effective, personal and handcrafted. Insa has retail stores in Massachusetts and Florida. In addition to the stores currently open in Tampa and Clearwater, the company plans to open eight more stores in 2022 with locations in Hudson, Jacksonville, Lake Placid, Largo, Orlando, Tallahassee, The Villages and Tampa (N Dale Mabry). To learn more about Insa please visit www.insa.com.

## MEDICAL MARIJUANA TREATMENT CENTERS

#### Trulieve

Trulieve is the first and leading medical cannabis company in the state of Florida. At Trulieve, we strive to bring you the relief you need in a product you can trust. We offer an extensive variety of premium medical cannabis products to meet our patients' needs. Our plants are hand-grown in a facility with a controlled environment specially designed to reduce unwanted chemicals and pests, keeping the process as natural as possible at every turn. With over 70 locations statewide, including Miami, Kendall, Deerfield Beach, and Fort Lauderdale, Medical Marijuana Patients in the Miami-Dade area can be sure there is a Trulieve dispensary nearby. We also offer convenient delivery options, including free delivery for patients over the age of 65. For natural relief you can rely on, visit us at Trulieve.com.

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#### **PHYSICIANS**

#### **DOCM**J

DocMJ was started in August 2016 as a small group of physicians saw the need for affordable, direct patient access to medical cannabis recommendations under the Amendment 2 guidelines. Check out our Pricing page for our current options.

**DocMJ Values -** We're big believers in the virtues we live and work by — empathy, compassion, and kindness. We're here to support patients in getting the help they deserve as quickly as possible. We strive to accomplish that in the most effective way possible. **Our Mission -** We aim to bring affordable medical marijuana recommendations to qualified patients across the state of Florida. We work tirelessly to be the most convenient, streamlined, and cost-effective solution for Floridians, and our mission is to provide the highest quality of care in the process. Check us out at www.DOCMJ.com or call (888) 908-0143

If your organization or business would like to be featured in our Cannabis Resource Business Directory call Charles Felix at (954) 605-4785 or email Charles@cannabisnewsflorida.com today!