

Vanguard[®]

Magazine



Wanda James Founder/CEO
Simply Pure Dispensary



Photo courtesy of Hello Again

hello again

We are longtime friends who became first-time entrepreneurs, enthusiastic students of plant-medicine, women's health disruptors, and women in weed. We never would have predicted these roles a few short years ago when we became curious about cannabis and walked into our first dispensary.

Neither of us had any real relationship with cannabis before 2018. We weren't pot smokers in high school or college and we still don't smoke or vape. We remember pot being a bit of a boy's drug in high school and were a product of our generation; our outlook on cannabis was rooted in our 1980s upbringing during the War on Drugs and the egg-frying-in-the-pan PSAs we saw as kids.

Recreationally, we drank beer and wine coolers at school parties and graduated to wine and martinis in our adulthood. For physical ailments, we looked exclusively to our doctors and OTC pharmaceuticals. In 2018 all that changed when our curiosity drove us to visit a dispensary for the first time.

There, our budtender methodically and patiently answered our questions about the range of products we saw. Immediately, we recognized that cannabis was relieving the unwanted symptoms of menopause that we were experiencing. Anxiety, mood, temperature regulation, sleep issues, pain, energy and focus were all being addressed with cannabis, but there were no products formulated or even marketed for menopause.

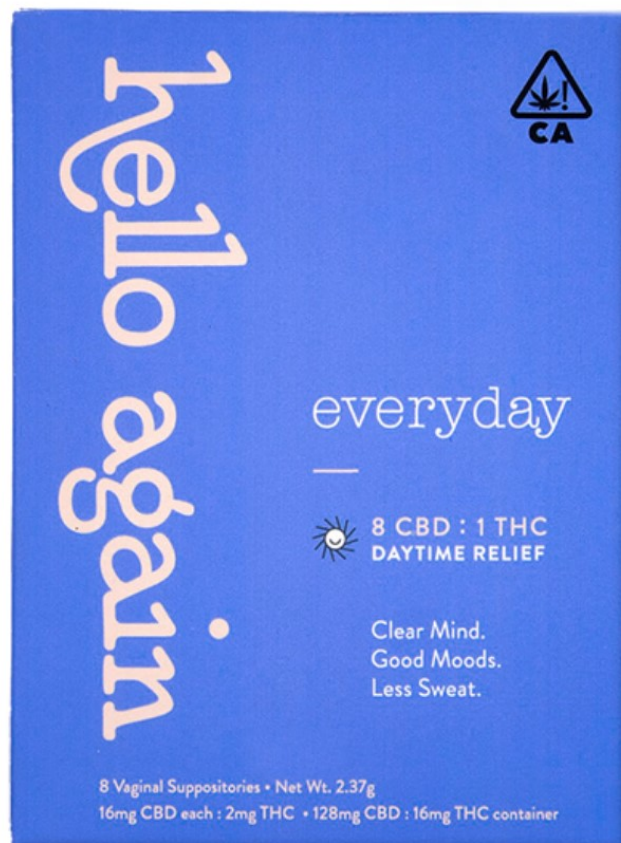


Photo courtesy of Hello Again

After a lot of dedicated thought and research, we created Hello Again cannabis-based vaginal suppositories, the first cannabis-based menopause solution, to solve our own wellness issues and perhaps those of the other 55 million other North American women in menopause.

Our lightbulb moment was enough incentive to engage us in some real research about the body's endocannabinoid system, the wider experience of menopause, and the vaginal suppository as a medicinal delivery system.

We also visited a professional grow facility and interviewed a handful of cannabis and medical professionals.

The information we found justified the expense of hiring a professional formulator to create the product we envisioned and develop our brand identity.

Our financial, emotional, and personal commitment to Hello Again had begun.

To date, we are the only cannabis product formulated, designed and crafted especially for women in menopause.

There are other vaginal suppositories on the regulated cannabis shelves, but ours is unique because of the additional botanical (lavender, rosemary, chamomile, hops to name a few) which help our product target the specific unwanted effects of menopause. The base of our product is also designed to not only deliver the active ingredients, but also provide quick, soothing relief for vaginal dryness (a huge complaint during menopause and after) and address pH balance in the vaginal tract.

Hello Again Everyday provides temperature regulation, balanced energy, balanced mood, mental focus and soothing relief from vaginal dryness. The suppository melts in about 30 minutes and provides about 6 hours relief.

Hello Again is able to provide consistent, reliable, non-psychoactive relief because of the vaginal delivery system which bypasses the digestive system and liver.

Hello Again Sleep also provides consistent, non psycho-active relief of night sweats, dryness, anxiety and sleep issues. Go to sleep, stay asleep, or, when something does wake you up, get back to sleep. We are women and there is nothing we can't do if we get a good night's sleep. In addition to providing relief, Hello Again also seeks to educate women about menopause and cannabis, support them during this phase of life (which was formerly endured in isolation and silence), and bring a hopeful, light, playful spin to life as a more mature woman.

Photo courtesy of Hello Again

We believe this is a fantastic chapter if you feel well enough to maximize it. Not only did we not expect a career in the cannabis space, we never expected to become first-time entrepreneurs in our 50s. We were each stay at home parents and raised 5 children between us. We only recently became aware of the long-standing historical use of cannabis for wellness and this changed our entire outlook.

For centuries women have used cannabis and plant medicine to care for themselves and for their families. The chain of generational knowledge about the use of this plant for wellness was broken by prohibition. We hope our product can help recalibrate the collective understanding of cannabis and be one brick in the path back to the healthy incorporation of plants and cannabis into healthful living. We are honored to be working in the regulated cannabis space.

