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**CANNABIS NEWS FLORIDA™**

**FLORIDA'S RESOURCE FOR MEDICAL & BUSINESS CANNABIS DEVELOPMENTS**

**2019 Cannabis Business Award's Publication of the Year**

## PūrWell: Promoting General Health and Wellness Through Whole Plant Relief

BY DANIEL CASCIATO

Founded in 2018, PūrWell is a company focused on providing organic hemp oil products that promote general health and wellness.

The company was started by Nick DiFrancesco who partnered with a farm in Pueblo, CO where their hemp is grown, cultivated, processed, and packaged. They created a line of safe and effective CBD products that physicians, pharmacists and other healthcare professionals could trust and feel comfortable recommending to their patients. Today, PūrWell's medical-grade products are designed for and are sold exclusively through healthcare professionals and on its online store.

"Our proprietary formulations are crafted specifically to meet the needs of the healthcare marketplace, offering a range of strengths and applications for seamless customized treatment," explains Joshua Hoffman, Chief Education Officer for PūrWell.

There are several primary benefits of using PūrWell CBD products, according to Hoffman.

"Our hemp-derived products focus on four main conditions and their associated symptoms: chronic pain/inflammation, anxiety, depression, and insomnia," he says. "The benefits of taking our products include the potential for a reduction of inflammation throughout the body such as muscles, joints, organs, blood vessels, a sense of well-being and the feeling of being grounded, better sleep patterns, and more vitality and energy."

What sets PurWell apart from its competitors is that PurWell is a vertically integrated hemp company that controls the entire process from end-to-end. This includes cultivation, harvest, extraction, purification, and bottling.

"Our farms are USDA certified organic and less than 1% of hemp farms in the United States have that designation," Hoffman says. "Our formulations are proprietary and unique, and they cannot be duplicated, nor are there similar products on the market when comparing ours to the other lifestyle CBD brands."

Another difference is that the company formulates its products for and markets them exclusively through medical professionals and other healthcare practitioners.

"Full panel 3rd party lab testing is another thing that sets us apart from the competition," Hoffman adds.

Despite the gaining popularity and acceptance of CBD, there are still some key concerns of patients and providers today regarding its usage.

"Patients and doctors want to be reassured that they are not



Joshua Hoffman

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Durée Ross

## Three Ways to Implement Public Relations and Marketing into Your Cannabis Brand's Strategy

BY DURÉE ROSS, PRESIDENT OF DUREE AND COMPANY

It was just a few years ago that there was little presence in the public relations and marketing industries for cannabis and hemp. At that time, there was a great deal of uncertainty if cannabis or hemp was even legal. However, like many emerging industries, our agency recognized a growing need to help companies that were trying to establish themselves in the space. Durée & Company entered the cannabis, hemp and CBD market before the passing of the 2018 Farm Bill. Fast forward to today, and you'll see an abundance of companies fully emerged in cannabis. This begs the question, in such a competitive landscape, what companies will thrive in the long run?

Recently, the Florida Department of Health (DOH) announced that it is expected to issue up to 27 new medical marijuana treatment center (MMTCs) licenses by July 1, 2023. According to Center Square, this more than doubles the availability of legal cannabis products that already support a \$1.3 billion industry in Florida.

There is no better time than now to evaluate your marketing and public rela-

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## Cannabis Education Begins in the Classroom

BY DR. JEFF G. KONIN

While the campaign is progressively ongoing to educate the public, legislators, physicians, and all other healthcare providers about all things cannabis, one important group to be sure not to omit is the educators. This includes primarily those in college and university teaching environments, but also health educators in the secondary school systems.

Why is this so important? If we do not invest in the time to educate today's students, we will continue to play catch-up with education, knowledge, and perception of tomorrow's community. Here are a couple of facts gathered from recently published studies:

- A 2019 University of Pittsburgh study reported that only 62% of Pharmacy schools incorporate cannabis education in the doctoral level curriculums.

- A 2017 study from Washington University reported that only 9% of medical schools in the United States incorporate cannabis education in the curriculums. Furthermore, 89.5% of medical residents say they are unprepared to prescribe cannabis, and 35% say that they are unprepared to answer patient questions on the topic.



Dr. Jeff Konin

reported a strong desire for more cannabis education.

These findings come from just a sample of published studies and they come from the healthcare professions. Yet, as we have come to learn, cannabis use in society also has an impact on social determinants of health. The use of, dangers of, risk factors, medical benefits and all other aspects of cannabis should be incorporated and openly discussed in high school health education programs in every school. What we are seeing in our

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# HEALTHCARE CANNABISNEWS™ FLORIDA

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tions efforts. As the industry continues to evolve, we're always brainstorming and working with clients on strategies and creative ways to showcase their products, services and overall brand. We always recommend starting with the three key areas below and building from there. We find these top three tips can provide a great deal of engagement and return on investment for a company.

### 1. Traditional Media

As CBD, hemp and cannabis have become mainstream, it's important to cultivate key relationships with journalists, reporters and bloggers in these industries. They are a key to sharing the stories of brands in the space. Every brand needs a story or a mission. It also sets them apart from competitors. Media relations is a great vehicle to share these stories and also position a company as a leader in the space. Many companies offer a wealth of education or industry knowledge, and journalists are always looking for industry experts who can speak about laws being put into place or timely topics in the news. We regularly present our clients as thought leaders and this has resulted in interviews, bylined articles about topics where they possess expertise, or participation in a panel for a conference or trade show.

### 2. Social Media

Despite how big the cannabis, hemp and CBD industries have become, they are still excluded from many traditional advertising opportunities. While some of that is starting to change, social media is a vital platform to promote cannabis brands if done correctly. Our agency creates content for clients so that they are strategic about what they share, how they share it and to the appropriate audience. It's important to create the right content by staying up to date on the latest trends and news, incorporating hashtag holidays, and referring back to the company's story or mission. This is also a great vehicle to share any corporate social responsibility (CSR) efforts. Effective social media posts usually incorporate a call-to-action, encouraging the audience to learn, read more or share. Another tactic

that has been successful for many companies is working with social media influencers. This involves building relationships with both micro- and macro-influencers who are appropriate for the brand. Influencers in cannabis, lifestyle, health and wellness, or food and travel, can help shape the perception of a brand.

### 3. Events and Speaking Opportunities

Industry events, expos and conferences have always been an important way for cannabis brands to get their name out there, and there is an event for every audience. From nationally-focused trade shows such as MJBizCon to local conferences, including South Florida-based CannabisLAB's annual conference coming up in February 2022, it's beneficial to carefully monitor and research these opportunities to determine the right fit – and audience – for a company. The results can bring great return, including the opportunity to promote a company's spokesperson as a knowledgeable and influential thought leader in the industry.

For those who like to speak and partake in bigger conversations, podcasts are another great way to promote a brand. There are many podcasts covering an array of subjects from which to choose, and a greater number of opportunities as cannabis continues to become a mainstream topic.

*Durée & Company, Inc. is an award-winning, full-service public relations, marketing and special events firm founded in 1999.*

*The firm has offices in Fort Lauderdale, Florida, and Aspen, Colorado. Durée & Company serves the corporate, agency and nonprofit arenas for local, national and international clients. Services include public relations, social media, marketing, digital marketing, content development, advertising, special events, branding, radio promotions, affiliate marketing and more. To learn more, call (954) 723-9350; go to [dureeandcompany.com](http://dureeandcompany.com); or visit its specialized cannabis site at [cannabismarketingpr.com](http://cannabismarketingpr.com), or its new specialized psychedelics-specific site at [psychedelicpr.com](http://psychedelicpr.com).*

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