

kurvana[®]

Brand Training

September 1st, 2020



Our Roots + Target Audience

As a brand leader in premium cannabis, Kurvana continues to transform the industry offering innovative products of uncompromising quality, sitting at the intersection of nature and science. With focus on the development of highly intrinsic oil, Kurvana delivers multiple options for connoisseurs and beginners alike. Since 2014, Kurvana has surpassed the industry's standard of quality, formulating natural botanical ingredients to create some of the world's best cannabis and hemp products. Today, Kurvana is widely recognized by its commitment to enhancing the everyday life of consumers with the most natural, pure, and safe products in the cannabis and hemp space.





What Sets Us Apart

→ Highest Quality Oil

- Our oils are born in California's Central Coast from top producing growers with the highest cultivation standards in organic growing methods.
- The oils are held to the highest standards of quality control from the cultivation phase to concentrate.

→ Proprietary Methods

- Our proprietary multi-step extraction methods carefully preserve each plant's phytochemical fingerprint.
- We use the whole plant extraction process to purify the essential cannabinoids, terpenes, flavonoids and other bio-active ingredients that contribute to the unique experience of vaping or ingesting Kurvana's full-spectrum oil.

→ Quality, Trust, and Variety

- By holding ourselves to the highest standard of cannabis products, budtenders and consumers alike have grown to love the wide variety of products available.
- We offer a variety of products that cater to everybody from the first-time consumer, to the daily, habitual consumer.



Our Collections

→ Vaporizers

ASCND

High-Potency Line

CARBON₂₁

Curated Concentrates

*Coming soon

Essentials

Rich-Terpene Extracts

*Coming soon

CBD

Cannabis-Infused Blends

*Coming soon

All-In-One

Disposables

→ Tinctures

Botanicals

Cannabis-Infused Tinctures

→ Hardware

Batteries

Custom Hardware



ASCND | High-Potency **NEW**

Our award-winning ASCND line offers the highest levels of cannabinoids. ASCND boasts the most potent oils in the market, offering experienced cannabis users with heavy psychoactive effects while maintaining a smooth, true-to-strain taste

- High Cannabinoid Full-Spectrum Extract (HCFSE)
- Averaging at 95% total cannabinoids and 90% THC
- **16** strain-specific options
- 0.5 mL and 1 mL sizes





NEW

Dutch Treat

Indica / Pine | Sweet | Citrus

Dense sweet pine following a citrusy aftertaste results in quick cerebral effects for relaxing the mind.

Earth OG

Indica / Earthy | Herbal | Spicy

Baking spices kissed with a tinge of soil and an OG rich undertone, finished with a full-body relaxation.

Jet Fuel

Indica / Earthy | Diesel | Lemon

Heavily peaceful feelings brought on by the ultimate cross of the most renowned diesel strains.

Lunar OG

Indica / Lemon | Pine | Earthy

A sharp, minerally OG hits the forefront of your taste buds, followed by a hint of lemon to help you unwind.

Northern Lights

Indica / Earthy | Pine | Sweet

A deeply floral breath of fresh mountain air that elevates your mental altitude.

Purple Punch

Indica / Earthy | Berry | Diesel

A deep taste of sweet, sticky OG and grape candy that gradually leaves you in a calm and pleasant mindset.

Cosmic Glue

Hybrid / Diesel | Lemon | Pungent

A euphoric diesel that relaxes your mind and body while putting a skip in your step.

Mimosa

Hybrid / Sweet | Sour | Citrus

Soothing citrus notes that provide a balanced level of comfort, reminiscent of a relaxing brunch with friends.

Pink Sherbet

Hybrid / Sweet | Citrus | Earthy

A refreshing blend of strawberry and banana that cuts through mental foggiess with zesty herbal notes.

NEW

Wedding Cake

Hybrid / Berry | Sweet | Tart

Sweet and effervescent notes of pink champagne, delivering a relaxed yet euphoric head change.

Amnesia Haze

Sativa / Citrus | Lemon | Earthy

Pungent, lemony overtones give way to an unmistakably earthy aroma that perks up your vitality.

C. Jack

Sativa / Sweet | Citrus | Pine

An instantly recognizable and sharp aroma that establishes a classic sativa jolt.

Cactus Cooler

Sativa / Earthy | Orange | Citrus

Invigorating desert fruit flavors married with a heavy kush aftertaste.

High Fashion

Sativa / Berry | Sweet | Tart

Sweet and effervescent notes of pink champagne, delivering a relaxed yet euphoric head change.

Key Lime

Sativa / Lime | Sweet | Pungent

A mild lime flavor with both sweet and smoky aromas enhance energy levels and uplift moods.

Tangie Dream

Sativa / Citrus | Orange | Sweet

The complementary taste of orange peel and sweet citrus oils offer a stimulating experience.



Hardware | All-In-One Disposable

Our All-In-One disposable pens make it easy to carry your favorite strains on the go.

- Available in 15 strains
- 10-second safety timer
- CTEC ceramic coil
- 380mAh battery
- 0.5 mL





ASCND | High-Potency

- Northern Lights
- Purple Punch
- Cosmic Glue
- C. Jack
- Tangie Dream



Originals | Terpene-Rich

- Blackberry Kush
- True OG
- Grapefruit Kush
- Blue Dream
- Pineapple Express



CBD | Full-Spectrum Blends

- Sunset Tea 2:1
- Banana Smoothie 1:1
- Lemongrass
- Cranberry Orange
- Eucalyptus Mint



Dosing | Delivery Methods

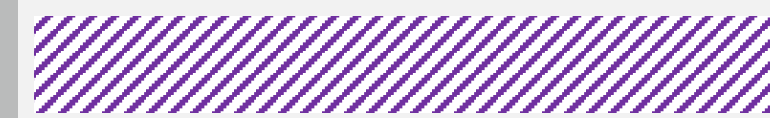
Effects will vary between individuals. Although rapid-acting Kurvana oils are often felt instantly for most, it may take some consumers up to 15 minutes to feel the full effect of our oils. Therefore, we recommend waiting at least 15 minutes before administering an additional dose.

The length of an inhalation will also impact the effect. For less experienced and first-time consumers, we recommend a starting dose of 3-5 seconds of inhalation. More experienced consumers may require a few doses to achieve their desired effects.

Dosing Guide | Overview



Beginner 3-5 Seconds | 1 Draw



Experienced 4-6 Seconds | 1-2 Draws



Connoisseur 5-7 Seconds | 2-3 Draws

- Do not draw consecutively for more than 3 puffs without giving cartridge time to cool down (approx. 2 minutes).
- Chain vaping may cause health issues, overheating, malfunction, leaking, clogging, burns and/or injuries.



Botanicals | Cannabis-Infused Tinctures

NEW

Our collection of all-natural, cannabis-infused liposomes are formulated with **NO** artificial flavoring, coloring, alcohol or fillers. Each tincture contains a curated ratio of full-spectrum cannabinoids

- Advanced Liposomal and Nano-Technology Delivery
- Full-Spectrum Cannabis Oil
- 80% more bioactivity vs. others
- 30 mL (~600mg)



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BALANCE 1:1:1

Pure Organic MCT (Coconut Oil)

Suited for everyday use. This wellness tincture provides daily balance to the mind and body by combining key cannabinoids with organic ingredients.



RECOVERY 3:1:1

Thai Basil, Green Tea, Peppermint

A revitalizing boost for people who need it most. Using potent botanicals, our alcohol-free tincture works to sustain energy levels, support full-body recovery and maximize senses.



CALM 12:2:1

Ashwagandha, Blue Tansy, Lavender

A non-habit forming tincture to help you relax, induce a sense of tranquility, and bring moments of calm when needed most.



SENSUAL 1:1:5

Passionflower, Ashwagandha, Saffron

A stimulating tincture for intimate moments—made with passionflower, ashwagandha, and saffron oil, this is designed to generate feelings of passion, warmth, and excitement to enhance sensuality.



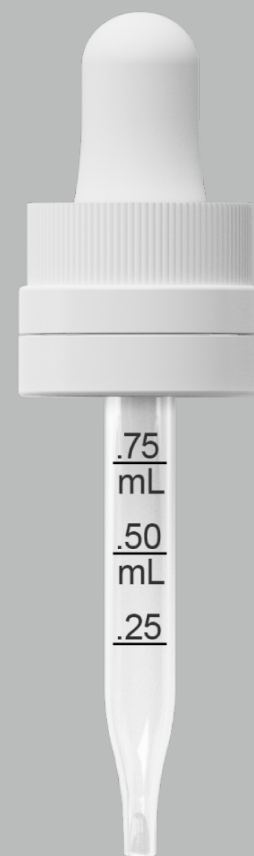
Dosing | Delivery Methods

To start, place the oil under the tongue, hold for 15 seconds, and swallow. Wait 1 hour before dosing again. Everyone is affected differently, the time it takes to see results and the amount where you see results will be unique from person to person. Starting low, assessing the feeling throughout the day or night, and adjusting accordingly is the best way to find the perfect dose.

0.25 mL

Starting Dose

For new sublingual users seeking mild relief and effects



0.5 mL

Regular Dose

For daily sublingual users seeking balanced relief and effects



0.75 mL

High Dose

For experienced users seeking high relief and effects



1.0 mL

Intense Dose

For highly experienced users seeking intense relief and effects



NOTE: Always start with the lowest dosage possible and adjust accordingly until finding the desired relief and effects.



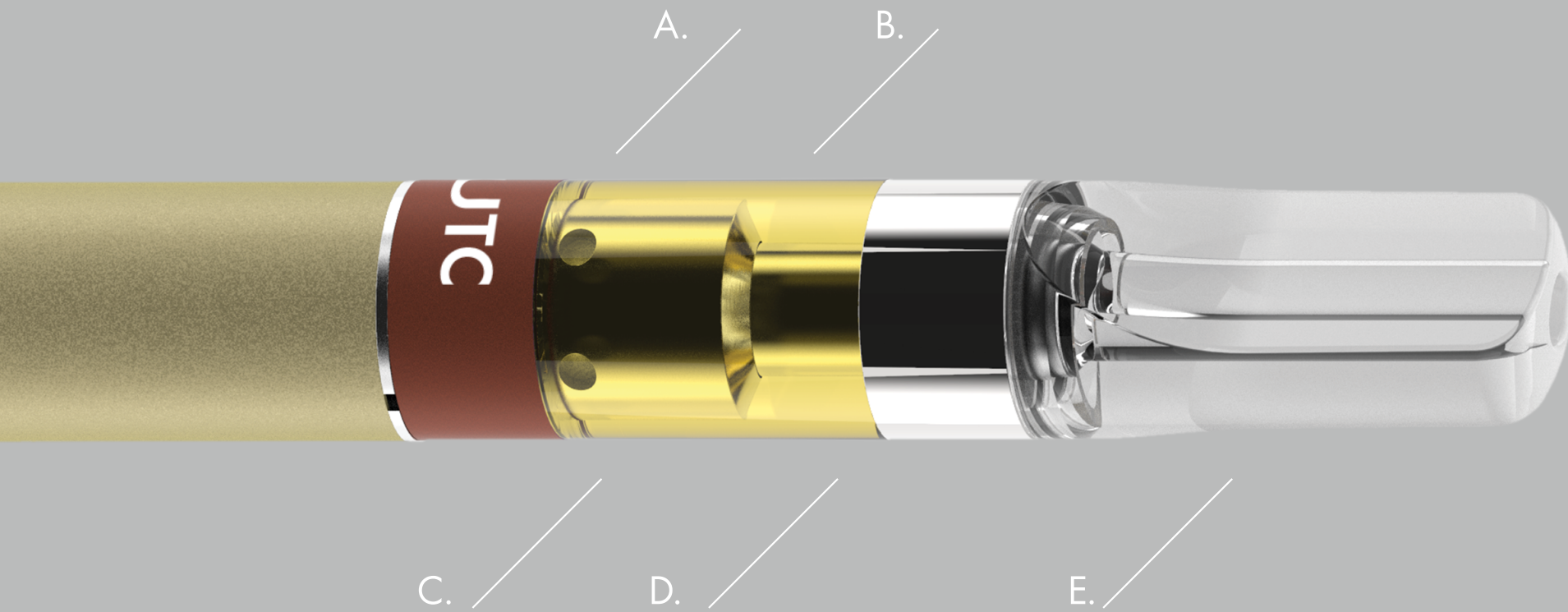
Hardware | Custom Batteries

Our automatic batteries combine superior device materials with essential features optimized for Kurvana oil. With details such as a gold-plated positive pin, soft-touch coating and multiple color options, Kurvana batteries go a step beyond the average by combining luxury with efficiency.

- Optimized for Kurvana Cartridges
- Buttonless design
- 350mAh battery
- 510 connection
- Custom finishes
- Quick charge



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Hardware | Custom Cartridges

Precise Oil Flow

- A. Precise pore sizes for optimal oil flow and dose control

CTEC 2.0

- B. Premium ceramic heating element composition and material refinement

Food Grade Materials

- C. From high quality stainless steel to our BPA-free tank, we kept safety in mind

Longer Lasting Oil

- D. Our housing tank reduces natural oil oxidation that keeps it fresher longer

Ergonomic Mouthpiece

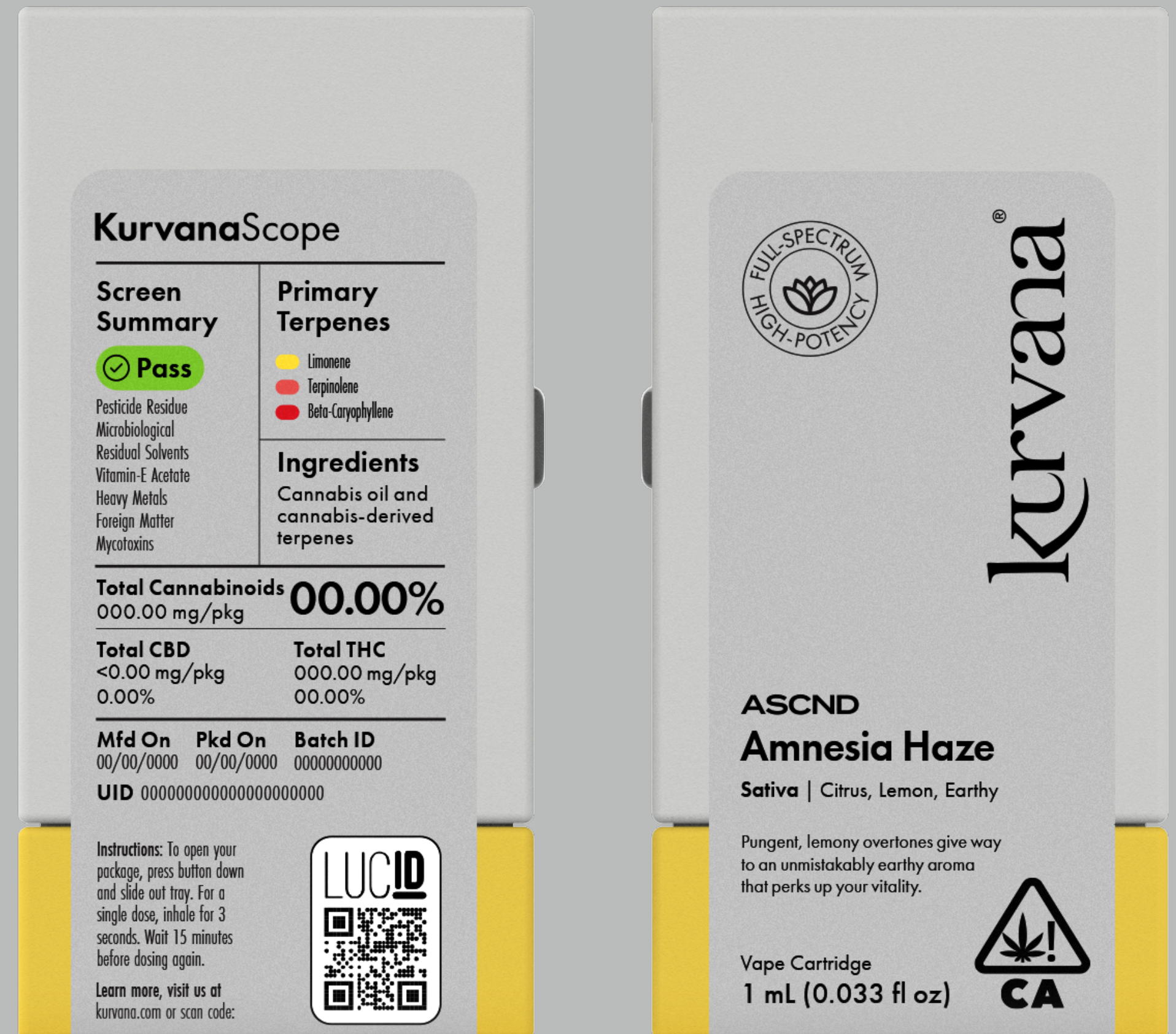
- E. Custom crystal clear mouthpiece designed for extreme comfort



Branding | Packaging

Our redesigned KurvanaScope labels have been updated to showcase even more information at a glance.

- Made up of 100% recyclable materials
- Updated Child-Resistant Packaging + button
- Premium look and feel
- Protects oil from direct light
- QR Code directs you to FAQ page
- Updated product descriptions and attributes





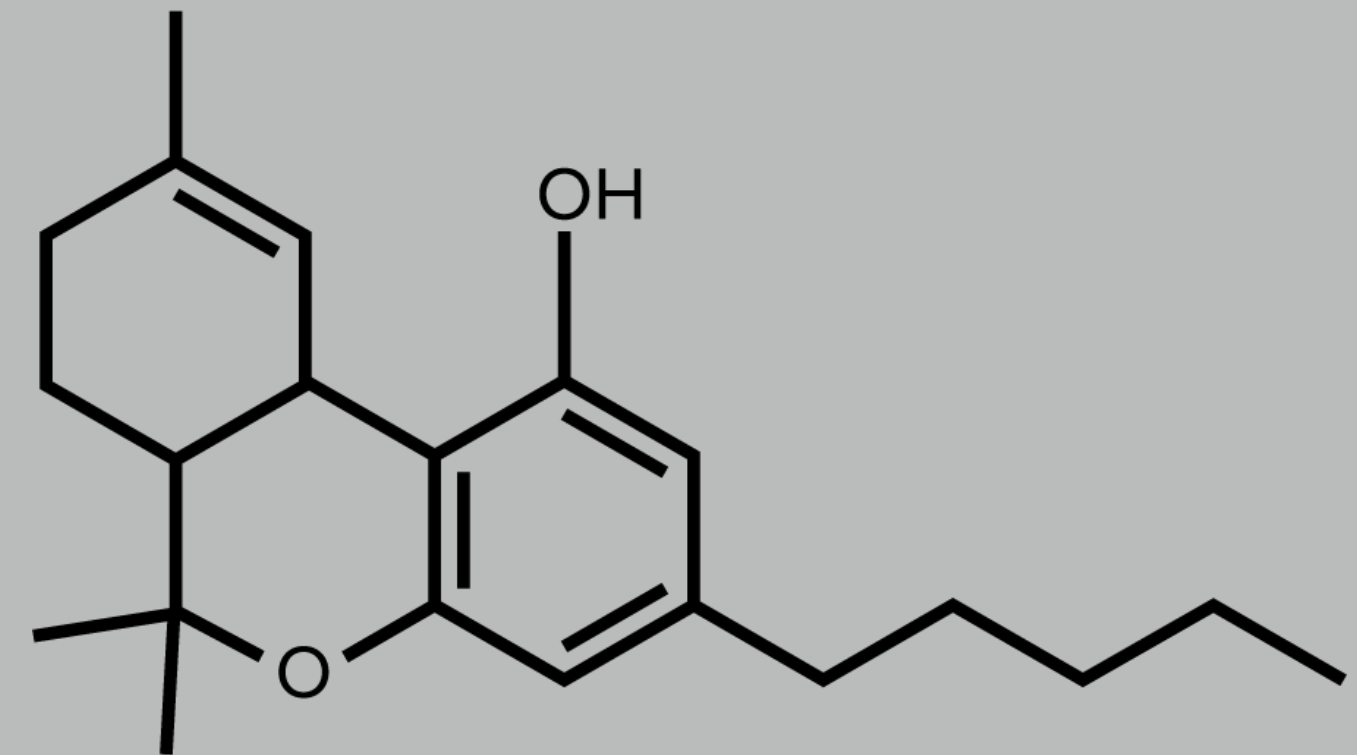
Education | General

The Entourage effect and why it's important

The benefit of a full-spectrum extract lies at the interaction between the body's endocannabinoid system and the plant's organic compounds. When the full range of cannabinoids, terpenes, and other phytochemicals are present together, a synergistic relationship known as the entourage effect is created. By avoiding the isolation of single active ingredients, our oils magnify the distinctive therapeutic and medicinal benefits of each strain.

Full-spectrum extracts are nothing new to us.

Since its founding Kurvana has embraced full-spectrum extracts over distillate and isolate derived cannabis vape products. Our full-spectrum extracts provide a true-to-strain experience that enhance the tastes, feelings and effects found in the original flower. Only native cannabis ingredients are used in our product lines. Though a lengthy and costly process, preserving cannabinoids, terpenes, and flavonoids play an essential role in how we experience cannabis.

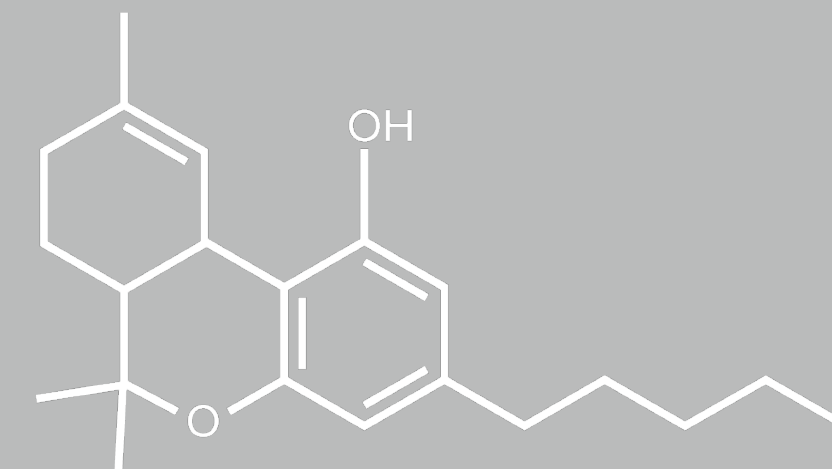




Education | Cannabinoids

Cannabinoids and their roles

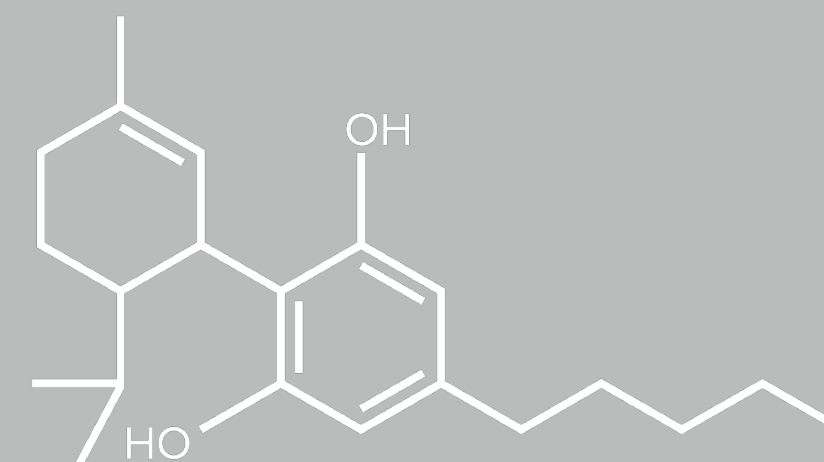
Cannabinoids are chemical compounds produced by the cannabis plant that interact with endocannabinoid receptors in the brain and body. They are responsible for the distinct effects you feel after consuming cannabis. Anandamide, a similar chemical structure to THC, is naturally produced in the body. Anandamide is released after a jog and contributes to the feeling commonly known as “runner’s high”.



THC

Name
Common Effects
Description

Tetrahydrocannabinol
Aids sleep, relieves anxiety, stimulates appetite
The “superstar” of cannabis, THC is responsible for the euphoric high. Of the 100+ cannabinoids found in the cannabis plant, it is the most widely known.



CBD

Name
Common Effects
Description

Cannabidiol
Eases chronic pain, reduces inflammation, reduces seizures and spasms
CBD is a non-psychoactive compound that has become the medical catch-all for a variety of ailments and is often used as an alternative to sedative pharmaceuticals.



Education | Terpenes

Terpenes and their roles

The aromas and flavors that give strains such as Pineapple Express and Purple Punch their unique identity stem from the natural chemical compounds known as terpenes. We handle these natural compounds delicately during extraction to preserve the plant's full profile. Terpenes are the natural compounds that are responsible for the flavors, aromas, and colors that are found in every plant on earth including cannabis.



Camphene

Aroma + Flavor

Sweet, Herbal, and Wood

Common Effects

Pain Relief, Anti-Anxiety, and Anti-Inflammatory

Found In

Sage, Pine, and Cumin



Caryophyllene

Aroma + Flavor

Spice, Wood, and Pepper

Common Effects

Pain Relief, Anti-Depressant, and Anti-Inflammatory

Found In

Basil, Black Pepper, and Oregano



Support | Contact Us

Support

In the event of a defect or failure with any portion of our product, return to your retailer for a free replacement within 21 days of your purchase.

Kurvana stands behind our products and wants customers and retailers 100% satisfied. We will do our best to treat every exchange request reasonably and fairly. Please contact Kurvana directly at hello@kurvana.com or 888-588-5873 should you have any questions or concerns.

Need further assistance?

Please contact us directly to connect with one of our Kurvana Support Team Specialists.

Issues with returns?

Effective January 1, 2018, under the new commercial cannabis regulations for manufacturers in California, manufacturers such as Kurvana, cannot coordinate exchanges of cannabis products directly with customers.

Per usual, our comprehensive exchange policies remain intact with all of our partnered retailers. We encourage you to visit the retailer where the initial purchase was made to request an exchange for a non-defective product.

As we navigate through this new regulatory climate, we hope to improve our exchange processes. Please stay up to date on our progress by joining our newsletter at www.kurvana.com.

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The Future

- Exclusive Seasonal Strains
- Hardware and Packaging Updates
- New Conceptual Oils





We'd love to connect with you.

Schedule a time to meet with us to
receive in-depth brand knowledge
and exclusive volume discounts

kurvana.com | hello@kurvana.com | 888.588.5873

