

TORREY HOLISTICS™

YOUR CANNABIS STORE

Vol. 420

HISTORY OF 420

The cannabis holiday is celebrated as much now as it was when it originated 50 years ago.

Stories surrounding the origins of 420, the unofficial cannabis holiday celebrated by weed aficionados around the world, are oftentimes as creative as they are numerous. Lovers of the plant have attributed the origins of the April 20th holiday to everything from the date of Bob Marley's death to the code used by police to signal marijuana smoking.

The truth, however, is for once as gratifying as the pop culture stories make it out to be.

The story begins in 1971 at San Rafael High School in Marin County, California. Here, a group of wiley teenagers known as The Waldos met at 4:20 PM to smoke weed under the campus statue of chemist Louis Pasteur. The self-titled group (named because of the wall they sat by) chose this rather inconspicuous time as a result of the fact that most of its members had finished their extracurricular activities. Shortly thereafter, 420 evolved into the Waldo's codeword for marijuana.

None of this, however, explains how the term rose to popularity. The start of its ascent to public consciousness began when one of the Waldos, Dave Reddix, was introduced to Grateful Dead bassist Phil Lesh. Ever the counterculturalists, the psychedelic rock band quickly adopted the term, peppering it into their performances and solidifying it as an integral part of Deadhead lingo (ironically, many of the Waldos themselves did not identify as counterculturalists—they avoided talking politics and participated in sports such as football, cross country, and track).

While the term was used widespread among the pot-smoking followers of the Grateful Dead for several decades, 420 later gained further cultural prominence when High Times

magazine reporter Steven Bloom attended a Grateful Dead concert in 1990. Here he received a flyer from a fellow fan emblazoned with the words, "We are going to meet at 4:20 on 4/20 for 420-ing in Marin County at the Bolinas Ridge sunset spot on Mt. Tamalpais." Bloom brought the new lingo back with him through



his reporting at High Times, which later fueled its rise among mainstream cannabis lovers. Since then, 420 has largely come to symbolize the movement for cannabis legalization. 420 celebrations occur every year around the globe—much to the disdain of local law enforcement. In California, passage of SB 420 in 2018 established a legal, adult-use cannabis market in the state. Cultural icons have capitalized on the term too, with references to be found in chart-topping movies, music, magazines, and more (all of the clocks in Quentin Tarantino's *Pulp Fiction*, for instance, are set to 4:20).

As of now, it does not look like the term is going away anytime soon. With more and more countries opening up to the idea of cannabis legalization, 420 will continue to occupy a space in the hearts of weed-lovers everywhere.

"420 Waldos, 4/20 Origin, Four Twenty." 420 Waldos, 16 Sept. 2020, 420waldos.com.

Holland, Brynn. "The Hazy History of '420.'" History.com, A&E Television Networks, 19 Apr. 2017, www.history.com/news/the-hazy-history-of-420.

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TORREY GIVES BACK

While the collective awareness of inequalities in our society existed before the start of the pandemic, the past year has shed light on just how deep many of these divisions run. As a company, Torrey Holistics has always sought to uplift the community, but now more than ever they are working to address the most pressing needs of its San Diego neighbors.

Below are several of the ways they have given back to the community during COVID:

In April of 2020, Torrey Holistics donated a portion of sales to nonprofit organizations assisting seniors, including Saint Paul’s Senior Services and the Lawrence Family Jewish Community Center Senior Adult Department. In addition, they donated a total of 10,000 N95 masks and over 10,000 hand sanitizers to local hospitals, organizations, and community members in need.

Last summer, as the nation reeled from the shootings of George Floyd, Ahmaud Arbery, and Breonna Taylor, Torrey Holistics donated \$2,000 to the California Innocence Project in order to do their part in combating system racism. As members of an industry that now profits off of a plant long used to criminalize people of color, they feel it is important to leverage their position to fight for a more equitable criminal justice system. The California Innocence Project (CIP) enacts this vision by working to release wrongfully convicted inmates and advocating for change in California laws and policy.

From November through December, Torrey Holistics was the only San Diego dispensary to participate in the Sun+Earth Certified awareness and fundraising campaign. During the campaign, every customer who purchased

a Sun+Earth Certified cannabis product received a limited-edition cannabis-scented soap provided by Vista-based company Dr. Bronner’s. Sun+Earth Certified is a first-of-its-kind nonprofit certification for regenerative organic cannabis. The campaign generated \$40,000 to help more farms achieve the Sun+Earth seal.

In December, Torrey Holistics collected over 800 peanut butter jars for Got Your Back San Diego, a weekend assistance program for food-insecure youth. Food insecurity affects approximately 20,000 children in San Diego County each year, and is undoubtedly higher this year as a result of the pandemic. As their fifth time partnering with the program, the drive continues to be a popular way for their customers to give back during the holiday season.

In February of 2021, Torrey Holistics donated a portion of proceeds to the Women’s Resource Center of Oceanside as part of their Women and Cannabis educational campaign. In addition, they partnered with women-owned cannabis brand Yummi Karma to collect feminine hygiene products for the Center, which provides a number of services to survivors of domestic and sexual assault.

Finally, as part of Torrey Holistics’ commitment to sustainability, they are celebrating Earth Day all month long with a variety of resources and activities aimed at increasing awareness around the importance of supporting environmentally-conscious cannabis brands. Visit TorreyHolistics.com/Earth-Month to learn more.

ORGANIZATIONS WE SUPPORT		
Lawrence Family Jewish Community Center	Coronado Library	Project 33 Foundation
St. Paul’s Senior Center	Ocean Beach Library	Cancer for College
San Diego Opera	I Love a Clean San Diego	San Diego Chamber of Commerce
Hearts for San Diego	MaxLove Project	Family Health Centers of San Diego
Crohn’s & Colitis Foundation	Brian Shultz Memorial Golf Classic	San Diego Harbor Police Department
SD Oasis Lifelong Adventure Learning	Got your Back San Diego - Feeding SD	Scripps Memorial Hospital La Jolla
The San Diego Union Tribune’s Successful Aging Expo	Hometown Heroes Project	Red Cross
Red Hat Society	Weed for Warriors Project	Pacific Beachfest
	La Jolla Art & Wine Festival	WRC SD - 2021
	The Innocence Project	

VENDOR SPOTLIGHT: HVGC

HVGC was founded by U.S. Special Operations Veterans (Marine Raiders) that served following 9-11. Since its inception, HVGC has been in discussions with some of the cannabis industry’s top researchers and has developed a veteran based protocol to effectively prove the benefits of medical cannabis.

As a disabled veteran owned business, HVGC is intimately aware of the daily challenges that their fellow veteran brothers and sisters face as a result of their time spent on the battlefield. Some of these wounds are not visible to the naked eye.

When the U.S. Military deploys to the combat theater, roughly 60% of those deployed will be prescribed opioids upon return to the United States, and over half will develop a dependency/addiction. This has caused far too many vets to lose their way, and in an ever-increasing pandemic, take their own lives.

HVGC began its outreach into the veteran community by observing first-hand and listening to the suffering of veterans. They began researching medical cannabis and spoke with the top experts in the field. As their research

progressed, the answer to this crisis became clear: develop alternate medical solutions for those suffering with pain, anxiety, post-traumatic stress, sleep disorders, and most critically, are at significant risk of suicide. HVGC cares about those who suffer and believe that medical cannabis is the way of the future to help those in need. Establishing a recreational cannabis brand will be used to assist in accomplishing these goals and ultimately serve as a profit center for HVGC.





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EASY ORDERING



Questions about cannabis?

We are committed to providing extensive educational resources: blog posts, articles, appointments with Dr. Beth, and online presentations.

EDUCATION



HELP FOR WHAT AILS YOU

Cannabis has a wide range of therapeutic applications due to its interaction with the human endocannabinoid system

Shelby Huffaker, *Lead Educator for Torrey Holistics*

It seems as though every day a new study is released showing the potential for cannabis to help with conditions ranging from the mundane (minor aches and pains) to the critical (neurodegenerative diseases, cancer, etc.). So what is it about this ancient plant that causes it to have such a wide range of therapeutic applications? The answer lies within the biological phenomenon known as the endocannabinoid system (ECS).

The ECS is a complex network of receptors located in the cells of every system in every vertebrate, including humans. The ECS regulates everything from body temperature to immunity, digestion, metabolism, reproduction, and more.

The constituents that bind to these receptors are known as endocannabinoids. These compounds are made by the body, working like checks and balances to keep the body in a state of homeostasis. Consequently, when a disruption occurs in the levels of these compounds, certain conditions can arise. In these cases it can be tremendously beneficial to consume the therapeutic compounds made by the cannabis plant, known as cannabinoids. The most abundant of these cannabinoids are THC

and CBD and can be found across all types of cannabis product categories, including vapes, tinctures, topicals, edibles, drinks, and more.

This article breaks down several of the most common reasons people turn to cannabis for relief and provides several product suggestions for those looking for a place to start. These products—along with a wide assortment of others—are available at Torrey Holistics, a cannabis dispensary and delivery service based out of Sorrento Valley.

Pain & Inflammation

Those who struggle with chronic pain and inflammation may find that adopting a two-pronged approach to cannabis can help keep

their symptoms under control. The first part of this approach involves regularly taking a product high in CBD in order to manage systemic inflammation. For this, a broad-spectrum, easy-to-dose product such as Papa & Barkley's 30:1 CBD Rich Releaf Tincture makes for an easy way to establish a daily cannabis regimen. The benefit of taking a product high in CBD is that it is typically non-intoxicating at ratios greater than 8:1 parts CBD to THC, which some users prefer if they must continue about their day unimpaired.

The other part of this dual approach involves using a product for acute symptom relief. Painful conditions that arise from tissue damage, nerve damage, or a combination of the two often present symptoms in highly localized



regions of the body, which is why some find that a targeted product such as a cannabis topical can ease pain and stiffness in the joints and muscles needing the most relief. A topical balm or lotion such as Yummi Karma's Body Rehab Cream contains soothing botanicals like Aloe vera leaf combined with roughly equal parts of CBD and THC to maximize the anti-inflammatory and analgesic properties of the cannabis plant. Other benefits of topicals is that they are fast-acting, non-intoxicating, and discreet, so they can be used whenever flare-ups occur.

Anxiety

Symptoms of anxiety often progress quickly, meaning that an equally quick intervention is needed to stop them from escalating into a full-blown panic attack. Inhalation methods such as smoking or vaping are particularly suited for these types of situations. In comparison with other consumption methods, inhalation offers the shortest onset time of 1-5 minutes. Vape pens, in particular, are an excellent option for individuals on the go, as they are discreet and generally easier than smoking to use and dose.

An excellent product to try for its immediate anxiety-easing effects is Care By Design's 1:1 CBD:THC vape cartridge. The slight amount of THC present in one dose works to induce relaxation of both mind and body, while CBD works to impart its anxiety-easing effects. When experiencing the signs of an impending panic attack, it is recommended to start simply by drawing a dose from the pen. Within the next several minutes, it may become easier to take slightly deeper breaths, the racing thoughts might begin to slow, and the spiraling thoughts can be stopped before the stress becomes overwhelming. For those who are still hesitant to experience the mind-altering effects of THC,

Care By Design also offers vape cartridges with higher amounts of CBD and smaller amounts of THC, including ratios of 2:1 or 4:1 CBD:THC. Every body is different and some amount of personal experimentation may be necessary to find a product that works best for the individual.

As with chronic pain and inflammation, symptoms of clinical anxiety are not characterized by one isolated event; rather, anxiety is something to be actively managed throughout one's life in order to avoid flare-ups. For this, a daily tincture is once again an excellent option. A serving of Dr. Raw Organics 1:20 Focus Formula tincture is rich in CBD and low enough in THC to help reduce one's baseline anxiety at any time of day, without producing intoxication.

Insomnia

In addition to cannabis' ability to address the underlying factors of sleeplessness, routine use of CBD may also directly regulate circadian rhythms, thereby promoting a more regular sleep schedule. According to both research and a substantial body of anecdotal evidence, THC can induce sedation, which is of particular interest to those who struggle to fall asleep.

There are numerous cannabis products available at Torrey Holistics that are created specifically for sleep. One customer favorite is dreamt's Sleep Tincture. Formulated with THC, CBD, melatonin, valerian root, and other calming terpenes, this tincture takes effect within 30 to 45 minutes and lasts up to eight hours, making it perfect for winding down before a full night's rest.

Another product to try for insomnia is Kiva's Petra Blackberry 2:1 mints. With both THC and CBN, another cannabinoid known for its sedating effects, these tasty and discreet mints contain a total of 3.5 milligrams of

cannabinoids—perfect for those who are new to cannabis or simply prefer a less intoxicating effect. Another bonus of consuming edibles to help with sleep is that they offer the longest-lasting effects of all of the consumption methods, so the consumer can fall asleep and stay asleep throughout the night. Just be sure to start with one and wait a full two hours before consuming another—just as the effects of edibles last longer than other consumption methods, these effects also take longer to onset.

In Sum

While there is not yet enough research to determine whether cannabis can treat the conditions listed above, there is ample evidence to support its ability to manage their symptoms. Furthermore, since every body responds differently to cannabis, it may take a bit of experimentation to find a product that best addresses one's individual needs. For further guidance, visit Torrey Holistics to talk with one of their knowledgeable cannabis consultants or schedule a private video appointment with their cannabis science specialist Dr. Beth, Ph.D.

These statements have not been evaluated by the FDA. Nothing said, done, typed, printed or reproduced by Torrey Holistics is intended to diagnose, prescribe, treat or take the place of a licensed physician.

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WAY BEYOND SMOKING A JOINT

Whether you inhale or don't, there are many more ways to enjoy cannabis than just smoking a joint.

Flower / Bud

INHALATION METHOD

- Fast onset time
- Experience peak effects within 3 to 10 min.
- Benefits may last 1-4 hours
- Use for immediate relief from pain, nausea, anxiety, etc.

Tinctures / Oils

SUBLINGUAL METHOD

- Great alternative to inhalation methods
- Experience effects within 20 min. to 1 hr.
- Benefits may last 5+ hours
- Discreet & versatile
- Hold under the tongue for sublingual absorption.
- Tinctures will act like an edible if swallowed.

Vape Pens

INHALATION METHOD

- Fast onset time
- Experience effects within 5 to 10 min.
- Benefits may last 1-2 hours
- Use for immediate relief from pain, nausea, anxiety, etc.

Edibles

INGESTION METHOD

- Great for long-lasting relief
- Experience effects within 1-2 hours
- Benefits may last 5+ hours
- Effects can be up to 4x more intense than with other consumption methods due to absorption in the liver
- Proper dosing is critical

Topicals / Lotions

TRANSDERMAL METHOD

- Great for localized relief
- Experience effects within 20 min. to 2 hours
- Benefits may last 6+ hours
- Not likely to produce psychoactivity
- Works well for joint pain, muscle pain, & skin conditions

Drinks / Beverages

INGESTION METHOD

- Great for microdosing throughout the day
- Experience effects within 30 min.-2 hours
- Benefits may last 6+ hours
- Faster onset time than edibles due to absorption in the upper GI tract



EVERYONE HAS AN EDIBLE STORY

One of the greatest things about having a legal cannabis market is that consumers no longer have to wait and hope for the best after taking a bite of their friend's homemade pot brownie. Nowadays, the edibles experience is entirely controllable. That being said, it is still crucial with edibles to understand both dosage and timing, particularly when consuming THC. Be sure to follow the dosing guidelines below and wait at least 2 hours before consuming another.

With both THC and CBD, start low and slowly build your way up as you find your ideal dose.

1-5 MG THC: LOW DOSE

- Low tolerance
- New consumers, microdosers

15-25 MG: HIGH DOSE

- High tolerance
- Experienced consumers

5-15 MG: MEDIUM DOSE

- Moderate tolerance
- Intermediate consumers

25 MG+: VERY HIGH DOSE

- Very high tolerance
- Veteran consumers

BECAUSE ONE DAY WASN'T ENOUGH FOR US



At Torrey Holistics, we are constantly working to preserve and protect the environment.

That's why we have made sustainability a priority, both within our business practices and our community. In order to avoid falling prey to greenwashing, we promise to be as transparent as possible in our efforts, and we hope that our valued customers will hold us accountable.

HERE ARE SOME OF THE THINGS THAT TORREY HOLISTICS HAS DONE TO SHOW THAT WE PRACTICE WHAT WE PREACH:

Monthly neighborhood cleanups
Beach cleanups/Coastal Cleanup Day
Green Team
SD Green Business Network

Waste audit week
Recycling program
Supporting local non-profits
(Hearts for SD/\$1 for the Ocean)

COMING SOON - reusable exit bags!

A GUIDE TO CANNABIS TAXES

Dave Dallal, Torrey Holistics CFO

Cannabis taxes have been set by regulators through legislation. There are three separate taxes that are being levied against consumers at the retail level.

The city of San Diego Cannabis Business Tax (CBT) is controlled by city council and can be increased (or decreased) per their discretion. The maximum CBT rate that can be charged by the city of San Diego is 15% (the current rate is 8%) The CBT is charged on gross receipts of all cannabis and cannabis related goods not including other mandatory taxes such as sales tax and excise tax. The CBT is also levied against distributors who deliver cannabis products to retailers as well as manufacturers of cannabis products at the same rate further increasing the cost of cannabis goods to consumers.

The Cannabis Excise Tax is controlled by the California Department of Tax and Fee Administration (CDTFA). The CDTFA levies cannabis excise tax based on two different methods depending on the type of transaction that took place between the distributor and retailer. An "Arm's Length transaction", which is the most common transaction, is where the parties to the transaction engage in a sale that reflects the fair market price in the open market between two informed and willing parties, neither required to participate in the transaction. In this type of transaction, the CDTFA determines the markup rate to determine the Average Market Price (AMP) of cannabis goods sold or transferred. A rate of 15% is applied to the AMP to determine the excise tax. For example, if an item is sold

to a retailer for \$100 the excise tax would be \$27 (\$100 X 1.8) X 15%. The current markup rate is 80% which was increased from 60% on January 1, 2020 which resulted in a 12.5% increase in the excise tax. The CDTFA also changed the definition of the wholesale cost used to determine the AMP. Previously the distributor had to add back in any trade or volume discounts given to retailers, now it is the actual cost paid by the retailer. Presuming most retailers get a discount, the actual increase in the excise tax is less than 12.5%. The markup rate determined by the CDTFA may not be the actual amount the retailer uses to mark up the wholesale price of cannabis goods. The CDTFA can adjust the markup rate every 6 months. Distributors collect excise tax from retailers and remit the excise tax to the CDTFA. Retailers collect the excise tax from consumers. Excise tax is only charged on Cannabis goods that contain cannabis, cannabis merchandise such as lighters or rolling papers are not subject to excise tax but are subject to sales tax.

A "non Arm's Length transaction" is a transaction that does not meet the definition of an "Arm's Length transaction". These are transactions that typically take place within a vertically integrated company that manufactures or cultivates cannabis products and sells them at their own retail locations. The excise tax is charged at a rate of 15% of the gross receipts of the retailer including any local taxes.

Sales Tax – We are all familiar with sales tax. Sales tax is charged on all cannabis goods and cannabis merchandise. If cannabis is

delivered, sales tax is charged to the consumer based on the delivery destination. What is interesting about the way sales tax is computed for cannabis is that it is compounded on top of excise tax and local tax. Consumers are paying sales tax not only on the price of the product but on the excise and local tax amounts as well effectively paying tax on taxes.

The bottom line when you combine all three taxes San Diego consumers are paying approximately 31% of their cannabis purchase in taxes. With such a high effective tax rate it is easy to see why many consumers turn to the illegal market for their cannabis needs. Unfortunately, those that purchase illicit product subject themselves to untested product that may contain contaminants, undisclosed ingredients, pesticides and questionable potency claims. In fact, in a random sampling of cannabis products seized from illegal dispensaries in Los Angeles and tested by the California Department of Public Health found that 75% of the illicit products tested for undisclosed additives such as vitamin E acetate and were far below the potency claims on their labels.

Where do the tax revenues go? According to Leafly, \$635 million was collected in state and local taxes in 2019. These tax revenues are allocated to public health, law enforcement and the environment. More specifically the tax revenue is being spent on low income children in child care, police and fire departments with cannabis stores in their cities, enforcement against illegal cannabis activities, helping at risk youth, community grants for social workers and safer roads.



Celebrate 420

with
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Celebrating all month with these amazing brands:

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Dosist
Kiva
Cann
Wunder
Flow Kana

Heavy Hitters
Buddies
ABX
Care by Design
Farmer & The Felon
Canndescent
Claybourne

Jetty
Level
Mindset Organics
Papa & Barkley
Yummi Karma
Almora Farms

Dreamt
Evidence
Flav
Flavor
Good News
Higher Edibles
HVGC

Kaizen
Keef
Lagunitas
Moon
OPC
Surplus

Join Us on April 19 & 20 for extra-special fun!

CUSTOMER APPRECIATION EVENTS:

April 19

JETTY EXTRACTS at Torrey Holistics: 11am-2pm

EVIDENCE at Torrey Holistics: 2:15-5:15pm

April 20

CANNDESCENT at Torrey Holistics: 8-11am

CANNACRAFT at Torrey Holistics: 11am-2pm

HVGC at Torrey Holistics: 2:15-5:15pm

ALL DAY DEALS:

April 19

EVIDENCE - Buy a 1/2 oz, get an 1/8th for a penny

JETTY EXTRACTS - Take 30% off Jetty vape cartridges

April 20

CANNDESCENT - Buy one Canndescent 1/8th, get an 1/8th of Cruise 211 for \$1

CANNACRAFT - Take 20% off all CannaCraft brands (AbsoluteXtracts, Care By Design, Farmer and the Felon, Keef, and Lagunitas Hi Fi Hops)

HVGC - Take 25% off HVGC vape cartridges

BOTH DAYS: LIVE MUSIC from Mark of Fish & the Seaweeds, Dr. Beth on site to answer questions, and more!

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DAILY DEALS - FREE DELIVERY & CURBSIDE PICK-UP

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