



Choose Your High

LUCIDMOOD BLENDS THC, CBD, AND TERPENES FOR A BRIGHT, FUNCTIONAL HIGH.

You know the feeling. You've just smoked or vaporized, you're falling into a nice buzz, feeling relaxed and creative. Then suddenly you begin to feel paranoid or the need to huddle up in your bedroom by yourself.

"The problem is we have this amazing plant that elevates your sense of well-being and offers a variety of mood-enhancing effects," says Charles Jones, CEO of LucidMood. "But the negative side effects put a real

read conflicting stuff and said, 'You're a scientist. Should I be concerned and intervene or should I just let it go?'"

Jones began researching the topic and stumbled across research that CBD, a compound in cannabis, can mitigate the lethargy, paranoia, and memory-impairing effects of THC. "I thought, 'Oh my goodness, we could create a more enlightened form of cannabis—one that offered the elevation without the stupefaction.'" He put together a team to test the hypothesis, and a few months later the company began testing it on other people. "Almost everyone loved it, and not one person reported a negative side effect," Jones says. "We were amazed."

The company did a survey of current and former users to see how many experienced one or more of the negative effects they had eliminated. They found that 82 percent would prefer cannabis that was free of these negative side effects, and that many former users would be interested in returning to cannabis use if they could be assured that they would not experience any of the stupefying effects that caused them to quit in the first place.

Jones wants to make the mood-enhancing benefits of cannabis available to as wide an audience as possible and has gone to great lengths to make his product accessible. "Walk into any dispensary, and you're confronted with a menu of strains with names like 'Durban Poison,' 'Gorilla Glue,' and 'Day Wrecker.' This is not our idea of user-friendly. So, instead, we name our products in such a way that you know exactly how you are going to feel when you consume them."

When asked whether he considered this a 'medical' or 'recreational' product, he replied: "Both. For example, we have several customers who use LucidMood Bliss to relieve their chronic pain when they are at work as well as several golfers who take a sip of Relax when they are sinking a putt. With four moods—all which keep you functional and sociable—the possibilities are endless."



damper on your ability to enjoy it. So when I discovered how to get rid of the negative effects of cannabis while keeping the positive, I knew we had something that would appeal to a wide range of people, and I formed a company to commercialize the discovery."

LucidMood offers four "moods": Energy, Relax, Bliss, and Focus, with more on the way. Lucid Mood is available as a disposable vape pen or a prefilled vape cartridge. The company plans to release a fast-acting edible in the first half of 2017.

The company became a reality quite by accident. Jones is a behavioral scientist researching mood, emotions, and emotional stress. "A parent called me worried about her child using cannabis," Jones says. "She had