

“ I WAS TOLD [WOMEN ARE] A ‘NICHE’ MARKET, NOBODY IS GOING TO DO THAT. I POINTED OUT THAT THIS NICHE MARKET IS ACTUALLY HALF THE POPULATION ON THE PLANET.”

WHOOPI GOLDBERG



High on Love Sensual Massage Oil, \$45, highonlove.store



but they all have the same stuff—it’s all *Rick and Morty* or skulls and Rastafarian colors,” laments Tracie Egan Morrissey, co-creator of the podcast *Pot Psychology* and co-writer of its eponymous book. “I’m 42 with a house and a kid, and I like a certain kind of aesthetic.” This inspired her to launch **Pipe Dreams**, an online shop of curated, pretty pot paraphernalia. Morrissey says about 90% of the products available through *Pipe Dreams* are created by women, noting, “I’ve got a riot grrrl mentality—I don’t really know what I’m doing, but I’m creating more space for women just by taking up space in the industry.”

She’s not alone: Doreen Sullivan is building a beautiful bong empire. As the CEO of **My Bud Vase**, Sullivan helps normalize cannabis consumption by offering elegant bubblers that double as fine china or crystal vases, complete with faux flowers.

It’s not only about aesthetics, however. Women’s health and wellness products are becoming big business, thanks to some enterprising ladies.

“Many companies are targeting female consumers by speaking to issues such as hormonal imbalance, sexual health, skin care, wellness and mental health,” says Susun

Chung. She founded the CBD company **Two Cranes Botanicals** with her identical twin sister, Hanna Yi, to address many of those issues.

“Women are becoming far more educated and attuned on how to care for themselves, and we are seeing the industry work to meet these demands,” adds Yi.

“Women don’t need much but I think they deserve a seat at the table, and every single other thing on the market is directed at men,” agrees Leslie Apgar, MD, an ob-gyn and co-creator of **Blissiva**. When she and her partner, Gina Dubbé, opened their Maryland dispensary she says it was “really off-putting to present women [strain] selections like Pootie Tang or AK-47—just these ridiculously coarse names and delivery systems that weren’t elegant or sophisticated or discreet.” She and Dubbé created *Blissiva*—sleek vape pens designed to help “balance or soothe” by delivering the best dose for a lady’s biological design. To them, that means lower potencies and THC ratios. “You don’t have to get people high,” says Apgar. “It’s not always about the THC.”

THE ECS AND THE GALS

Cannabis works well for women because there are more receptors

in the female reproductive system than anywhere else in the human body, except the central nervous system. According to Apgar, “With that concentration of receptors, it’s a huge target.” That system is also subject to enormous problems such as fibroids or chronic pain and endometriosis—a debilitating inflammatory condition. “The endocannabinoid system (ECS) is super important in pregnancy, conception and cycle regulation,” says Apgar. “It also plays a key role in mood and sleep, so it’s really ubiquitous, which is why with *Blissiva* we’re trying to get bodies back in balance—especially for women, who can often be off-kilter or out of balance. It’s so important to be on a daily dose of cannabinoids.”

According to Apgar, as we gals age, our rest can also become disrupted. “So to get a woman to be

able to sleep at night means that she is going to be able to handle the family and herself. I say when Mama’s doing well, the whole family is doing well.”

Mother/daughter duo Nicole and Heather Lambert, co-founders of **ärdar Botanicals**, mirror that sentiment. “We believe there is a beautifully choreographed synergy between our bodies, and the plants that exist on Earth,” says Heather. She and her mom created the brand’s small-batch, eco-friendly CBD products, like a menstrual relief balm and detoxifying mineral soak, to assist in their own battles with endometriosis.

SEXUALIZED VS. SATISFIED

Ladies who love weed know it can be used to improve intimacy, although historically the industry has kept women sexualized instead of satisfied. “There’s plenty of

stories being told about women and weed and sexuality, but most of those involve semi-naked women on a bed with big bags of weed and \$100 bills spread around,” says Alissa Gardner, a licensed hemp farmer in Iowa and creator of the **Farm to Health Organics** brand. “What about the postpartum mom struggling to get her groove back? What about the woman in her mid-60s who hasn’t had sex with her husband in a decade? Or the 40-something mom, who just wants to have some pleasure to look forward to once the kids are asleep?” Those are the people she had in mind when she created *One*. “It’s a hemp topical that can be used as an intimacy and arousal oil,” Gardner says. “It’s the most important product in my life.”

She’s being cheered on by Angela Mustone, the founder and CEO of **High on Love**. “We’re so proud to



Canna-companies are aiming to heighten female pleasure.

When trying stoned yoga for the first time, stick with positions you're comfortable with. This is not the time to attempt the Plow if you've never done it before.



GET MINDFUL WITH MARY JANE

“Yoga and meditation help us cultivate more awareness—when we slow down to connect to our body and inner world, it is an opportunity to get curious about our thoughts, feelings and physical sensations,” says Langas, who

teaches stoned-yoga classes. “In my experience, cannabis assists me in getting more direct access to the part of me that is free from shame and judgment. I refer to this as my true self.” Becca Williams, a yoga therapist and educator

who specializes in cannabis-assisted emotional and trauma recovery, agrees that weed is a tool. “Cannabis isn't the solution; it's more like a mental lubricant,” she says “Like a truth serum. Meditation can lift you and cannabis can help you get there.”



LOG SOME Z's

“In our culture, we worship productivity and the cult of the busy. (Full disclosure: I may have once rolled my eyes when a friend left an event early saying she needed eight hours of beauty sleep; that friend probably doesn't car-cry.) “Sleep forms the foundation for our body's ability to rebuild and recover,” says Kerklaan. “Most of our systems and functions rely on sleep as the regenerative part of our day. Good sleep will boost your immune system, improve your mood and energy throughout the day, have a positive impact on your mental focus and memory, improve your digestive function and hormone balance and so many other aspects of our health.”

The doc advises practicing healthy sleep habits and creating a restful bedroom with ideal room temperature, light, noise and proper ergonomic support. And a little hemp might be the final touch. “CBD appears to have a relaxing and calming effect, both physically and mentally,” he says. “Some may benefit from using a topical cream around the neck, shoulders and temples to help ease and relax them. Others will also benefit from ingesting CBD for a more systemic effect.”

BE A CLICHE...AND TAKE A BATH

Self-care is more than taking a bath and getting a massage. But those things are still spectacular. Spoiler alert: When I came home from my Coldplay-car-crying ordeal, I dropped a CBD bath bomb into the tub and let the hot water steam up the room.

“My go-to choice to relax is a soak with a hemp-infused bath oil, followed by slathering myself down with a hemp body cream, or maybe using a cannabis-infused massage oil with my boyfriend,” says Angela Mustone, founder and CEO of High On Love, a female-centered hemp wellness company. “It relaxes your mind, but it's also so nourishing for the skin.”

And now that the world is opening up again, there's no shortage of spas offering CBD-infused spa treatments.



Don't downplay the power of a good soak!

SIP YOUR WAY TO A SMILE

“I am incredibly passionate about infused beverages!” says Jamie Evans, founder of the cannabis-lifestyle brand The Herb Somm and author of multiple books including *The Ultimate Guide to CBD* and *Cannabis Drinks: Secrets to Crafting CBD and THC Beverages at Home*. “I treat CBD like a vitamin and enjoy taking it during the daytime. My CBD routine begins in the morning by adding a teaspoon of CBD honey to my tea or smoothie. As the day progresses, I supplement with an 18:1 (CBD:THC) tincture or sip on a CBD latte to help me feel balanced throughout the afternoon. During the evening, I like to introduce THC-rich products (as well as CBN) and prepare cannabis-infused cocktails to help me relax and unwind.”



TURN ON THE TUNES

“Sure, your earbuds are blasting when you're on the elliptical, and there's the Muzak in the elevators at your job, but when was the last time you listened to music as the activity? And yes, it does sound better stoned. Because THC affects your short-term memory, “Subconsciously, all of the usual processes of expectation formation are still occurring, but consciously, the music creates what many people describe as a time-standing-still phenomenon,” writes Daniel J. Levitin, PhD, in *The World in Six Songs*.



Try one of Jamie Evans' faves!

Ginger Rabbit

YIELD: 1 SERVING

TARGET DOSE

8 mg CBD | 2 mg THC per drink (using Infused Ginger Simple Syrup; find the recipe in *Cannabis Drinks*, or add your preferred dose using a commercially made CBD or THC tincture of your choice)

INGREDIENTS

- 1 (1-inch) piece fresh ginger, peeled and sliced
- 2 ounces (60 ml) fresh-pressed apple juice
- 4 ounces (118 ml) fresh-pressed carrot juice
- 1½ ounces (45 ml) fresh lemon juice
- ½ ounce (15 ml) Infused Ginger Simple Syrup (find the recipe in the book)
- Ice
- Splash of ginger beer

Carrot greens, edible flowers and a slice of lemon, for garnish

DIRECTIONS

- 1 In a shaker tin, muddle the ginger and apple juice. Blend well to extract as much ginger flavor as possible. Add the carrot juice, lemon juice and infused ginger simple syrup. Add ice; cover the shaker and shake for 15 seconds or until very cold.
- 2 Fill a Collins glass three-quarters full of ice. Using a fine-mesh strainer, pour the mixture into the glass (discard solids). Top with a splash of ginger beer, give it a good stir with a bar spoon, then garnish with a sprig of carrot greens, edible flowers and a slice of lemon. This drink is best enjoyed with a reusable straw.