

HIGH MOON MAGAZINE



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MAGAZINE

CANNABISHOSPITALITY
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HIGH MOON LAUNCHES NEW ISSUE ALONGSIDE CANNABIS HOSPITALITY SUMMIT, UNITING EAST AND WEST COAST VOICES IN CANNABIS



Vancouver, BC April 2026 – High Moon Magazine is proud to announce the release of its newest issue, launching April 17, 2026, in tandem with the highly anticipated [Cannabis Hospitality Summit in Vancouver, British Columbia](#).

This release marks a powerful collaboration between Jessica Hope, Editor-in-Chief of High Moon Magazine, and Kaylz Szanto, founder of the Cannabis Hospitality Summit, bringing together a women-led, bi-coastal vision that bridges Canada's east and west coast cannabis communities.

Releasing alongside one of the industry's most forward-thinking gatherings, this latest High Moon issue expands beyond borders featuring voices from across the cannabis universe who are actively shaping the industry as we know it. From legacy operators and cultivators to innovators, creatives, and advocates, the issue highlights the people driving cannabis culture forward on a global scale.

Hosted at [New Amsterdam Cafe](#), the Cannabis Hospitality Summit brings together leaders across cannabis and hospitality to explore the future of social consumption and community connection. High Moon's newest issue complements this energy, grounding the conversation in the individuals behind the movement.

"This collaboration is about connection, east to west, legacy to emerging, and women leading the charge," says Jessica Hope. "We're proud to stand alongside Kaylz and the Cannabis Hospitality Summit to amplify the voices shaping this industry."

Inside, readers will find a curated collection of stories, perspectives, and insights that reflect the diversity and evolution of cannabis today. With a continued focus on authenticity and culture, High Moon remains dedicated to amplifying the voices that often go unheard while celebrating those pushing boundaries across the space.



Editor's Note

Welcome to the April Issue of High Moon Magazine

To be honest, we shouldn't be here at this moment. Life has tested us significantly over the past year, attempting to bring us down, but we persevered. That resilience is what ignites the spirit of High Moon. Every skeptic, doubter, and critic has provided me with motivation to prove that I will keep moving forward.

The cannabis industry is not for the weak; being in media can be even more daunting, but here we are. This is a milestone, a testament to the plant's transformative power and the incredible community that champions it. In this issue, we delve into the stories of those who are making waves in the cannabis world.

You'll find inspiration in our feature articles that celebrate innovation and progress, as well as heartfelt stories from individuals whose lives have been changed by cannabis. Our mission is to inform, inspire, and spark conversation, and we hope this edition does just that.

Thank you for being part of our journey. Together, let's continue to push boundaries and embrace the opportunities that lie ahead.

EDITOR-IN-CHIEF

Jessica Hope



Tilly E.
Co-Editor in Chief



Rose Finlay
Ontario Editor & Head of PR



Sarah
Ontario Event Manager, writer & educator



Zack Drost
East Coast Writer & Plant educator



StonerDad
Alberta Writer & Cannabis influencer



We, High Moon Magazine, respectfully acknowledge the territory in which we gather as the ancestral homelands of the Wolastoqey, Mi'gmaq and Peskotomuhkati peoples. We recognize the enduring relationship these Indigenous communities have with this land and honor their rich cultural heritage and traditions. It is essential to acknowledge the past and present injustices they have faced and continue to face. We are committed to fostering a future of understanding, respect, and collaboration. By sharing stories and knowledge, we hope to contribute positively to the dialogue around reconciliation and support the vibrant Indigenous cultures and communities that thrive today.

At High Moon Magazine, we want to clarify that we are not medical professionals. We strongly advise you to consult a doctor before considering any information we publish as medical advice. The views and opinions expressed in the articles, features, and advertisements of this magazine are those of the respective authors and do not necessarily reflect the official policy or position of High Moon or its affiliates. The magazine makes no representations as to the accuracy, completeness, or suitability of the information contained in this publication.

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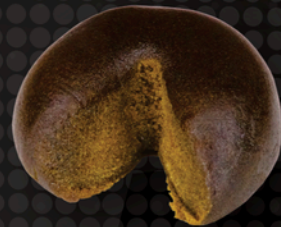
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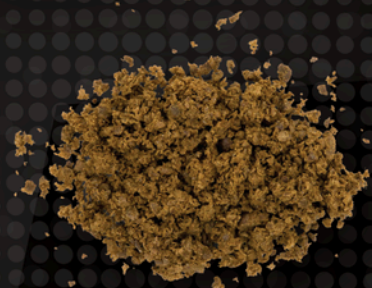
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HEAD IN THE CLOUDS



What started as a small-scale, invite-only gathering of local budtenders in a sectioned-off part of a production studio has blossomed into the most meaningful cannabis expo in Northern Ontario.

Put together by the impassioned team at Golden Harvest, located on the outskirts of North Bay on Nipissing First Nation, HEAD IN THE CLOUDS is a grassroots-style event. While the expo is hosted by a retailer, it is far from a self-celebration; rather, it is a celebration of the industry and a dynamic social hub dedicated to the wider community.

The team focuses intently on networking, drawing brand representatives from across Northern Ontario and beyond. In fact, many representatives actively seek to be part of Head in the Clouds, even when it falls outside their assigned territories, eager to join an expo that doesn't feel like a corporate tradeshow.

"When we organize this event each year, we are not thinking about profit or focused on patting ourselves on the back," the team notes. "We go into all of the surrounding dispensaries with our event flyers and encourage everyone who is passionate about the industry to attend."

That's one degree of differentiation. Our customers know about the event as well and ask the team regularly when the next one is happening. We have had remarks to the effect of, 'I never thought I'd live to see the day where I could attend something like this openly,' from some of our older clientele. How can that not resonate with us and the attending representatives?"



Just as the industry celebrates milestones like the removal of retail window coverings in Ontario, Golden Harvest views inviting consumers to this caliber of event as a similar triumph. While strict due diligence ensures all parties understand the distinction between a consumer-attendee and an industry professional, the meshing of both groups creates a profoundly meaningful experience.

HEAD IN THE CLOUDS champions value for all attending parties. Food and drinks are provided, industry workers enjoy sampling opportunities, consumers get the chance to forge deeper connections with brands and their stories, and representatives have the opportunity to increase distribution for their respective brands.

JUNE 10TH, 2026 - GOLDEN HARVEST, LOCATED ON THE OUTSKIRTS OF NORTH BAY ON NIPISSING FIRST NATION



Shannon Yerxa

WOMEN IN CANNABIS APRIL EDITION



Barbara Sharpe



REBEL GARDENS

Hi, I'm Shannon a mother of three, a wife, a loyal friend, and a woman who has grown alongside Canada's cannabis industry since legalization.

My journey began on the retail floor, where I quickly fell in love with the human side of cannabis the conversations, the education, and the opportunity to change perceptions. I worked my way from Team Lead to Store Manager and eventually General Manager, leading teams, mentoring staff, and helping build safe, informed spaces for consumers during a pivotal time in the industry's evolution.

Today, I work with Loud Lion Supply Ltd., supporting cultivators and operators behind the scenes. My path from retail leadership to supply and infrastructure has given me a full-circle perspective from the customer experience to the operational backbone that keeps this industry moving forward.

What's something about women in cannabis that still goes unseen?

Something that still goes unseen about women in cannabis is the emotional labor we carry while helping build this industry.

Many women are not only leading teams, running businesses, and educating consumers we're also navigating stigma in our personal lives. We are mothers, partners, caregivers, and professionals who still sometimes feel the need to explain, justify, or soften what we do. The quiet resilience that takes often isn't visible.

What also goes unseen is how much women are driving the wellness conversation forward. From microdosing to sleep support to perimenopause and hormonal health, women are asking deeper questions and pushing innovation beyond the recreational narrative. That influence isn't always flashy, but it is shaping the future of cannabis in profound ways.

And perhaps most invisibly, women are often the connectors mentoring quietly, supporting peers behind the scenes, holding space for conversations, and choosing collaboration over ego. That steady, community-building presence doesn't always make headlines, but it changes industries from the inside out.

Women in cannabis are not just participating we are reshaping the culture. Even when it isn't always recognized.

"I'm Barbara Sharpe, CEO of Rebel Gardens, a four-generation, Black-owned farm in Lumpkin, Georgia and one of the first ten licensed hemp growers in the state. I lead our hemp cultivation and wellness brand, overseeing compliance, operations, and product development in an industry that demands both innovation and precision.

As a Black woman in cannabis agriculture, I operate at the intersection of legacy land stewardship and emerging industry opportunity. My work is rooted in protecting our family's agricultural history while building a sustainable, transparent hemp business that serves our community with integrity."

What unique strengths do women bring to the cannabis industry?

Women bring systems thinking. We think long-term. We consider community impact, compliance, sustainability, and wellness – not just profit margins. Especially in cannabis, where regulation, stigma, and public perception are constant factors, women often lead with patience, collaboration, and strategic foresight.

We also bring adaptability. Many of us are balancing multiple roles – business owners, caregivers, community leaders – and that level of operational multitasking translates directly into how we navigate this industry.

What's something about women in cannabis that still goes unseen?

The unseen work. The regulatory research. The late nights reviewing compliance updates. The financial risks taken without institutional backing. The emotional labor of advocating for legitimacy in rooms where we're still underestimated.

Women in cannabis are not just brand faces – we are operators, risk managers, cultivators, compliance officers, and strategists. Many of us are building in an industry that wasn't originally designed with us in mind. And we're doing it anyway.



Billie

Heyyyy! My name is Billie and I am a Mural Artist & Content Creator from England. I have been doing collabs with the likes of Blazy Susan, Cloudz, Dank of England, 10/10 boys for mural based content projects. I also have 'Puff, Pass & Paint' workshops I am hosting at High Life. As well as many other events within the industry this year. I think art therapy goes hand in hand with medical cannabis and I love bringing more creative energy into the community

What inspired you to enter the cannabis industry, and what keeps you here today?

I have ADHD and never really felt like I belonged somewhere before, the cannabis industry offers me a safe space to completely unmask and that is such a wonderful thing. I have met friends for life through this industry and learnt so much. I can't wait to keep growing my circle and meet so many more amazing people

What unique strengths do women bring to the cannabis industry?

Different perspectives, creativity, less stigma, a safe space for other women smokers to connect in a world they may have felt cast out for a very long time, confidence

What's something about women in cannabis that still goes unseen?

How smoking cannabis as a mother with certain health problems can only make you a better mom. As long as following strain guidance & being responsible.

WOMEN IN CANNABIS APRIL EDITION

**HIGH
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MAGAZINE**



Unity Marguerite

"I'm Unity Marguerite Whittaker, owner-operator of Small Town Pot Shop in Parksville Downtown on Vancouver Island, BC, and my path here has been rooted in cannabis education, brand-building, and stigma reduction for the past decade.

I began working in cannabis in 2016 as the Creative Director for BlissCloud, a brand focused on professional women—especially mothers around 40—where I spent three years helping normalize cannabis consumption for a demographic that was often overlooked in the industry. From there, I went on to work with Village Bloomery and licensed producers, including Pistol and Paris, before eventually making my way to Vancouver Island, where I became the owner of Small Town Pot Shop. I've now been here for four years.

What advice would you give to women or gender-diverse people looking to enter the cannabis space?

Trust your own history. If your background is in retail, administration, hospitality, or agriculture, those are the exact high standards this industry is starving for. Don't feel pressured to mimic the corporate culture of Bay Street boardrooms, the potency-obsessed echo chambers, or the performative gatekeeping that has historically dominated this space. We don't need more of the same boys-club insular noise or "suit-and-tie" disruption; we need neighbourly care and grounded, professional standards. Bring your existing expertise with you and refuse to leave your values at the door to fit in.

Practice radical accountability, stop blaming others for your results. Blaming others hinders our ability to achieve more because it allows us to avoid the real-life lessons that are meant to propel us forward. Instead, choose to learn from your losses and grievances, incorporating them into a foundation that makes you stronger and more efficient so you can consistently achieve results that leave you feeling whole and good.



Tracy Pshyk

Hello, my name is Tracy Pshyk. I am a multifaceted artist out of Edmonton, AB. I have been a cannabis user for over 20 years. In the last 5 years I have been diligently painting cannabis plants in a collection I call "The Maryjane Collection". My paintings are of beautiful photorealistic cannabis buds. My paintings showcase the plant in way that shows everyone that it truly is a beautiful unique plant, perhaps lessening the stigma to a generation of art appreciators that wouldn't have felt that otherwise. My other contribution to the cannabis industry is I host Puff n' Paint, which has taken off on a larger scale than I thought possible. I have been hosting these events for a few years now and they have been extremely popular. It is now a staple in my community.

What inspired you to enter the cannabis industry, and what keeps you here today?

I entered the industry out of a need to be a part of something that has helped me so much, I wanted to contribute something back into it. Also, there is a need for events that don't cater to alcohol. People want to participate in cannabis events but they are few and far between, so just having the opportunity to give that to people brings me great joy and purpose.

What unique strengths do women bring to the cannabis industry?

Women are the most strong, collected, organized people and they bring so much passion to everything they do. Any woman that I know in the industry are multitasking, multifaceted queens who all help each other and support each other. I feel women have the ability to embrace one another and not compete, which we need in this industry! More community.

**WOMEN IN
CANNABIS
APRIL
EDITION**



Vanessa Cuccurullo



"I am Vanessa Cuccurullo, founder of Leilala & Watson™, a New York cannabis brand built around the principle: Low Dose - High Trust™.

I am building and bringing to market solventless, microdose cannabis edibles designed for adults who want clarity, control, and confidence in what they consume. Our proprietary scored gummy bar is designed to meet people where they are. It supports gentle microdosing while also allowing for slightly higher servings, from the cannabis-curious to the connoisseur. Whether someone is new to cannabis, returning after time away, or highly experienced, the goal is the same: clarity, flexibility, and confidence without overwhelm." "I began building this company after my most recent cancer diagnosis. As a two-time cancer survivor, I have had to think deeply about what I put into my body and how I want to feel in it. That experience did not sit beside this business. It created it. Facing illness forces clarity. When I looked at the cannabis market, I saw products engineered for intensity. I did not see products designed for people with careers, families, responsibilities, and early mornings. I was not looking to be overwhelmed. I was looking for something measured. Predictable. Thoughtful. Vetted.

What keeps me here is the opportunity to raise the standard. To build products that fit into real life for adults who value clarity over excess. Cannabis does not have to be loud to be effective. It can be disciplined. It can be intentional. It can be trusted."



Amber Craig

**Spark
Business
Strategies**

I am a Fractional CMO, writer and educator in the cannabis industry. I run two businesses: Spark Business Strategies where I support cannabis businesses across North America on strategy with marketing, merchandising and promotion. I also co-founded DeMonet, a medical cannabis education company that helps consumers access personalized education with a medical doctor. I am the Co-Chair and Co-Founder of Bloom Collective, a not-for-profit for professional women in cannabis as well.

What advice would you give to women or gender-diverse people looking to enter the cannabis space?

Build your network of professional women in the space! It's great to support and learn from other women in the industry. A group like Bloom is a great start.

What's one rule you're breaking or rewriting in this industry?

"We can't do marketing in cannabis" is one of the most tired and overused excuses in the space. I am proving every day that you can not only market as a brand in this space, but THRIVE as one.

**WOMEN IN
CANNABIS
APRIL
EDITION**



Mina Røkke

Hi, I'm Mina - 32 years old running a sole proprietorship in Norway. I'm on a mission to cultural change and build a sustainable cannabis industry. Due to the strict regulatory environment I'm solely dedicated to cosmetic using synthetic CBD as our introduction to the market. I'm done waiting for permission to innovate. I'm building a cosmetic line from scratch using high-quality synthetic CBD in Norway—a market that remains cautious, conservative, and slow to embrace cannabis. Instead of adapting to that hesitation, I'm building something rooted in quality, transparency, and lived experience, and letting it challenge the norms head-on.

What advice would you give to women or gender-diverse people looking to enter the cannabis space?

Put yourself out there. Let go of regret and the "what ifs"—this industry isn't waiting, and neither should you. It's evolving fast, and the people who step in and grow with it are the ones shaping what it becomes.

Most importantly, trust your voice. Women and gender-diverse people bring perspectives that are still underrepresented—and that's not a weakness, it's exactly what the industry needs more of.



WOMEN IN CANNABIS APRIL EDITION



Sam Mazer

I am Sam Mazer Budtender Extraordinaire. I reside in East Vancouver currently and help manage a cannabis shop called The Joint. I am Cree and Métis from Saskatoon Westside. I hitchhiked out to The West Coast in 2009 at 15 years old with 2 grams of crumble, \$20, a 70 pound backpack and 1 mission – to find a steady link for BC Bud. 17 Years, 17 Shops, 9 Cities, 4 Provinces and 1 one tired but still determined lady stoner later, I'm ready to talk about it all. I am 32 years young I have lived and loved and fought for cannabis my entire life. There's a good chance that someone from your readers has crossed my path at a counter somewhere along the way.

If I could give some advice to women and gender-diverse folks entering the cannabis space, it would be this:

Do not let an industry built on resistance turn you into something obedient

The cannabis community I grew up in was one where all intersections met, and it was the unity among marginalized communities that carried this industry through prohibition, stigma, and eventually legalization. Some would call that success... but success for whom?

I speak from a place of someone who has worked ground-level, person-to-person, passing out good medicine and knowledge in every community I've served. I speak from lived experience. Corporate chains, cash crop LPs, and Health Canada have attempted to sanitize and strip down our herb into something compliant and palatable. But those of us with roots know you must earn credibility in the space, and you cannot replicate quality or fake care.

If you're a woman or gender diverse person in the industry or new to it I say this: Pass out knowledge. Pass out lived experience. Pass out free herb. Pass out connections. Pass out something better than where they came from. Protect your energy and don't lose your purpose.

We miss the opportunity to be honest and build a meaningful connection. This industry rewards turning a moment of trust into a sale. One of the greatest tragedies of the current state of things is that access to accurately dosed, clean cannabinoid applications has never been greater and yet oils, capsules, topicals, transdermals, are the most underutilized. What might take a couple extra minutes of explanation can have lasting and far-reaching impacts, we miss the chance to say: "96% THC isn't balanced, you're missing the full spectrum where all the good stuff is!"

Stacey Duffy

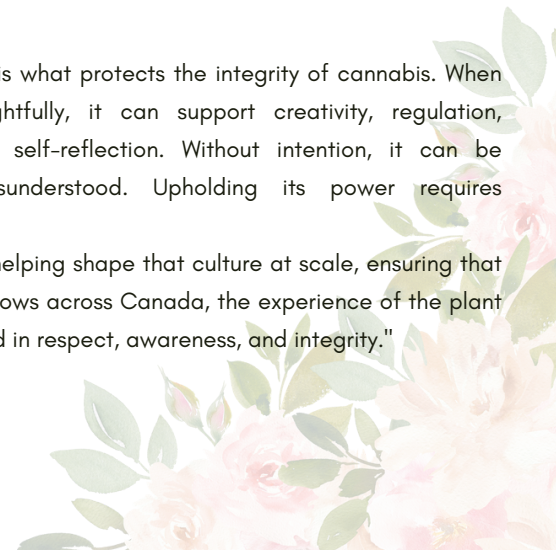
"My name is Stacey Duffy, and I lead Brand Engagement for All Nations, an Indigenous-owned craft cannabis company rooted in land, culture, and community. My work spans across Canada, where I collaborate with retailers, purchasers, and teams nationally to shape how the brand is experienced in-market.

At the center of what I do is the human relationship to the plant. I believe cannabis is not simply something to consume. It is something to experience with awareness. The environment it is introduced in, the energy surrounding it, and the intention behind its use all influence how it shows up in someone's life.

In a fast-moving industry, it can be easy to reduce cannabis to formats, percentages, and pricing. My work focuses on restoring depth to that interaction. When someone encounters our brand, I want there to be space for understanding and respect. I care about how people feel when they engage with the plant, and whether that experience encourages presence rather than excess.

To me, intention is what protects the integrity of cannabis. When consumed thoughtfully, it can support creativity, regulation, connection, and self-reflection. Without intention, it can be misused or misunderstood. Upholding its power requires responsibility.

I see my role as helping shape that culture at scale, ensuring that as the industry grows across Canada, the experience of the plant remains grounded in respect, awareness, and integrity."





Nanaimo Budtender Sampling Event

A laid-back evening of cannabis sampling, product knowledge, and real island connections.

Sunday April 26th

4:00 - 7:00 PM
21 Nicole St
NANAIMO, BC



April's V.I.B.E!



Victoria Budtender Sampling Event

A laid-back evening of cannabis sampling, product knowledge, and real island connections.

Monday April 27th

5:00 - 8:00 PM
The Other Guise Theatre
VICTORIA, BC



SLOWING DOWN in a world that demands success.

HIGH
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By Jessica Hope
Editor in Chief



A GIFT WITH A LIFT[®]
kushkards

I didn't expect to find so much of myself in someone I'd never met before. But when Lauren of Kush Kards and I first connected, it was that kindred spirit energy you can't force. Here was another woman building something in the cannabis space, on her own terms, dealing with the same industry pressures I was, the same burnout risks, and most importantly, the same quiet realization that maybe going slower is actually going smarter.



When I thought of the brand Kush Kards, like many others, I assumed it was a large corporation with a warehouse or factory behind them. In reality, one of North America's most recognizable stoner greeting card brands is run by a single woman, supported by a tight-knit circle of partners, friends, and family. Here's the thing about being a solo entrepreneur in the cannabis space: you're never actually alone, even when you're technically running the show by yourself.

Lauren talked about how she works with her mom, her sister, and her stepdad. They flip and ship together. They're her team, her support system, her safety net.



Lauren emphasized that she's learned to embrace a sustainable pace rather than relentless expansion. She explained that as Kushkards turns 11 this year, she's choosing to operate at a "calm level" without constant stress. She noted that it's "your business, your pace", meaning nobody knows how well you're actually doing, so there's no need to overextend yourself trying to appear bigger than you are.

The Art of Junk Journaling: How Lauren Turned Thrifted Scraps Into a Creative Movement

When Lauren first told me about her junk journals, I thought I understood what she meant. Journals made from junk. Simple enough, right? Then she showed me one, and I realized I'd been thinking about it all wrong.

What Makes a Junk Journal "Junk"?

Junk journals aren't made from garbage. They're made from intention, the intentional rescue of materials that would otherwise end up in a landfill. Lauren sources about 80-90% of her materials from thrift stores. She finds vintage Pantone books for \$1, envelopes for 50 cents, magazine scraps, old maps, yellow pages from the Bronx, wrapping paper that didn't sell all the random, beautiful "Junk" that makes each journal completely unique.

Nothing gets wasted. Everything has a second life.

Shop Junk Journals here.

<https://www.kushkards.com/products/junk-collector-clear-craft-clutch>

"I need to talk about that more," she said and she's right. In an industry obsessed with packaging and presentation, there's something radical about saying: "Here's beautiful, handmade, completely unique and it's made from stuff that was going to be thrown away."



THE NEWEST COLLAB!

kushkards[®]

CANNABIS GREETING CARDS

Get ready to uncover a one-of-a-kind partnership between Kush Kards and Spencer's, sweeping across North America! The exclusive Birthday "Vibes" card is here to sprinkle a dash of excitement into your special day. With a little buzz to boost your birthday cheer, this vibrating card is the ultimate collab delight! Compact, discreet, and seriously powerful, this pocket-sized piece brings the energy with 10 distinct vibration settings



[Buy here!](#)

430 CANNABIS BRAND PRESENTS

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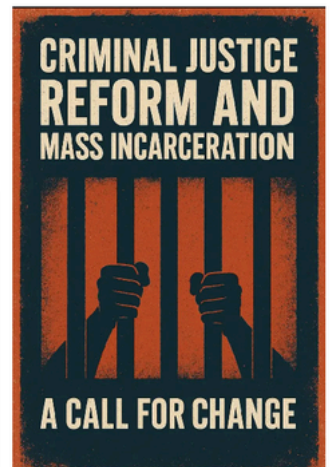
DIAMOND-INFUSED PREROLLS

EARNED NOT GIVEN

Kiwi Ben, Bomb P, Baja B flavors available now at Cookies Dispensary in Tempe



The Streets Don't Love You Back organization has been working with prison reform and educating our youths and adults to making better choices for 17 straight years. We are in 175 prisons throughout the United States. Partial proceeds from 430 Cannabis Brand goes back to prison reform and veterans. Join our movement let's make change together!



SMYLE

Article by Jessica Hope
Photographer Jesse Paul
TheCreativeHighLife
Stylist - LX Velocity

When Blake McVittie from Smyle Brands says their new live rosin nano drops are a game-changer, he's not exaggerating. After seven years of research and development, the company has cracked a code that's been elusive in the Canadian cannabis market: creating a product that actually tastes good while delivering a superior cannabinoid experience.

Founded by longtime friends Blake, Royce, and Kyle, two brothers and a best friend united by a shared vision, Smyle Brands LTD emerged from a seven-year odyssey through Canada's evolving cannabis landscape to land firmly in the spotlight with a product that hits differently!

Walk into most Canadian dispensaries and you'll find shelves lined with cannabis oils and other ingestibles. Generic brands dominate the market and most of the formulations are plagued by an inherent bitterness that comes from standard surfactants, or the product is exceptionally sweet to cover up the bitterness. It's a problem that's plagued the industry since legalization, leaving consumers frustrated and reaching for alternatives.

But Smyle Brands saw an opportunity where others saw a dead end.



THE SCIENCE BEHIND THE SOLUTION

Royce is the formulation guru who passionately embraces nanotechnology for beverage innovation. While the conversion of oil-soluble cannabinoids to water-soluble counterparts is not a novel concept—many brands have developed their own technologies—what distinguishes Smyle is their dedication to utilizing live rosin rather than distillate-based infusions. This commitment is paired with a proprietary nano-infusion process that effectively addresses the bitterness issue.

The Secret to Their Innovation

The cornerstone of their innovation lies in a custom surfactant blend. Unlike typical pharmaceutical ingredients, Smyle's formulation retains **minimal** bitterness while achieving remarkable results.

The Result?

- Oil droplets measuring less than 40 nanometers.
- These microscopic particles directly penetrate the mucous membranes, delivering intact cannabinoids straight into the bloodstream without undergoing gut breakdown.

Their new 180mg nano drops are elegantly packaged in a “glass-bottle-style” container featuring a custom dosing cap, a thoughtful design choice that moves away from the syringe look many consumers find unappealing. Each bottle is crafted to look attractive on a shelf, catering to the increasing number of individuals seeking alcohol alternatives. The flavors are carefully curated: blueberry and vanilla for the 180mg line, alongside a rotating strain selection for the 450mg unflavored option.





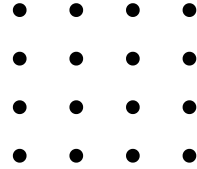
Expansion and the Future

Smyle is bringing their brand to Alberta, a market hungry for quality cannabis beverages. But the company isn't rushing. They're maintaining a deliberately small team to preserve quality while expanding responsibly. Future plans include minor cannabinoid-focused beverages featuring CBD and CBG, compounds that soften the THC and offer additional wellness benefits.

Why This Matters

As cannabis culture matures, consumers are demanding sophistication. They want products that work, taste exceptional, and fit seamlessly into their lifestyle. Smyle Brands isn't just making another product ; they're legitimizing cannabis as a premium alternative ,one perfectly measured dose at a time.

ROSEBUD BOWL RETURNS TO SALMO:



A Curated, Intentional Gathering Rooted in Culture, Music, and Education



Rosebud Bowl

Cannabis Comparison

From August 7-9th, the Rosebud Bowl returns to Rosebud Lake in Salmo, British Columbia, with an intention to go “Back to the Roots” from where it all began- the Cannabis Culture.

Now in its ninth year, and after a purposeful pause, Rosebud Bowl is re-emerging with an intimate gathering bringing the cannabis community back together again. This year’s event is deliberately limited in scale, deepening the heart of the experience: an industry gathering centered on cannabis, culture, music, and education.

The gathering is hosted by Che Leblanc and Krystal Walters, who operate Rosebud Cannabis Farms on site. Rosebud is a family-run farm known for producing some of British Columbia’s most respected live rosin.

Set against the alpine backdrop of the Kootenays, the Rosebud Bowl has always stood apart as more than a traditional cannabis event. What began as a small circle of growers passing jars and scoring each other’s work has evolved into something much more impactful, without losing its original cultural connections. The Rosebud Bowl was never about comparison alone, but about understanding what makes exceptional cannabis, and sharing that knowledge openly. This is the roots of their educational Speaker Sessions, held annually.

At its core, the premiere Canadian Cannabis Comparison educates participants by engaging them in a guided sensory evaluation of flower and concentrates, based on the Ganjier protocols. Through Rosebud Bowl’s official sommelier program, attendees can opt to receive an assessment kit containing samples from some of the best licenced producers in Canada, becoming an assessor to learn how to evaluate cannabis using the four categories: Appearance, Aroma, Flavor, and Experience.



Beyond the comparison, the weekend expands into three days of lakeside camping, and two days of World renowned live music, live art, workshops, and Speaker Sessions. Days are shaped by lakeside floats, education and hands-on immersive experiences, while evenings unfold into music, dancing under the stars, and elevated connections.

This year's Speaker Sessions programming explores **"The Full Spectrum: Bridging Science, Spirit and Global Integration"** broadening the conversation to include topics like advancements in minor cannabinoids as medicine, international sales marketing and conscious living with plant medicines, to name a few. Sessions are taught by the experts and are designed to be inspiring and impactful, creating space for learning that feels lived rather than delivered.

A defining element of the Rosebud Bowl is its emphasis on cannabis culture and industry connection. The event space promises to be a shared environment where conversations happen organically and community forms in real time.

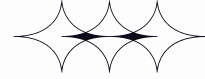
With a focus on respect for the unceded territories of the Sinixt and Ktunaxa where the event is held, and our Indigenous Community, the gathering includes an opening blessing ceremony and moments that honour traditional dance, knowledge, and the deeper roots of cultural teachings led by Elders.

By stepping away from a larger festival format for this year, the Rosebud Bowl is creating space for something focused and meaningful. In an industry that can lean toward scale and commercialization, this intimacy is curated for a more intentional celebration in nature and away from the hustle.

The Rosebud Bowl is going "Back to the Roots".

Join us for the best in West Coast Cannabis Culture at Rosebud Lake, just 20 minutes south of Salmo, British Columbia. Check out the details on www.rosebudbowl.com and the highlights on instagram @therosebudbowl.

BREAKING GROUND: LIGHTHOUSE CANNABIS IS OPENING OTTAWA'S FIRST AND ONLY CANNABIS FARM GATE



After months of regulatory paperwork, safety inspections, and careful planning, Lighthouse Cannabis has just received the news that will transform their business: they've been granted full licensing from AGCO to operate Ottawa's first and only cannabis farm gate retail location "We got full licensing from AGCO and everything. Now it's just updating our retail space and yeah, Ottawa's first and only so far," Manbinty explained, the excitement palpable even through the screen during our chat!

For a small production team that started with big dreams this moment represents a watershed moment, the transition from behind-the-scenes producer to direct-to-consumer retailer. And they're doing it in a way that could reshape how cannabis is sold in Ontario's capital.



What Makes a Farm Gate Different?

For those unfamiliar with Ontario's cannabis retail landscape, a farm gate license is fundamentally different from a standard retail store. Farm gates allow licensed producers to sell directly to consumers from their production facility, creating a more intimate, controlled retail experience .

But here's where Lighthouse Cannabis model gets interesting: Ontario's regulations allow farm gate retailers to source products from across Canada, not just their own production . This opens up possibilities that most cannabis retailers simply don't have.

"We can bring in products from across Canada," They explained! "We're trying to focus on finding micro growers, micro processors, micro whatever, to kind of break into the Ottawa market and kind of work our way up there from that"

In other words, they're not just opening a retail location, they're building a curated marketplace for craft cannabis producers.





The Curated Marketplace Vision

Walk into most cannabis stores and you'll find the same products: major brands, established processors, and whatever the provincial distributor decided to stock. Lighthouse Cannabis is envisioning something different.

"You could curate a beautiful micro grow menu and have like a curated little micro cannabis shop farm gate," says Jess Hope, editor and cannabis industry advocate who has been following their journey. "That is so cool. No, they don't allow that here. It's only their own products, so that's a big difference."

The implications are significant. Ottawa's cannabis market has been dominated by large retailers and chain stores. The arrival of a farm gate that actively seeks out and features micro-growers and micro-processors could inject new life into the local cannabis economy. Small producers who struggle to get shelf space at major retailers now have a direct pathway to consumers.

For consumers, it means access to products they've never seen before, craft edibles, small-batch concentrates, artisanal flower from local growers. It means choice. It means discovery.

Why This Matters

Lighthouse Cannabis's farm gate represents more than just a new retail location. It's a statement about what cannabis retail can be when freed from the constraints of centralized distribution and corporate gatekeeping.

It's proof that in the legal cannabis market, there's still room for small producers with big ideas. It's evidence that innovation doesn't have to come from large corporations, it can come from a kitchen, a production facility, and a team passionate about creating products that solve real problems for real consumers.

In an industry that's often criticized for being too corporate, too conservative, and too focused on profit margins, Lighthouse Cannabis's farm gate is a breath of fresh air. It's a reminder that legalization was supposed to create opportunities for entrepreneurs and innovators. And now, finally, in Ottawa, it is.

Lighthouse Cannabis's farm gate is coming to Ottawa this summer.

For micro-growers, micro-processors, and cannabis producers interested in featuring their products, they're actively seeking partnerships.

For Ottawa consumers, get ready for a new kind of cannabis retail experience.



Hash: Craft, Culture, and the Fight for Better Cannabis

In a market flooded with innovation, novelty, and fast-moving trends, Bam and Carmel Cannabis are doing something deceptively simple: bringing hash back to its roots and doing it right.

Built on decades of hands-on experience, Bam's approach to hash isn't about shortcuts or flashy gimmicks. It's about honouring tradition while navigating the realities of a legal cannabis industry that is bringing consumers what they want!

The Carmel Moment (October 2022)

When Bam toured Carmel's facility in October 2022, the day they signed their 2.0 license Drew showed him their new hash lab equipment. Bam's response was immediate: "If you need somebody, I'm your guy". By December 2022, he was hired. Thirty years of experience from that first hash hit had finally led him home

From Buckets to Legal Labs

Bam's relationship with hash started early long before legalization, before compliance, before branding. As a young adult he was already learning from family growers, experimenting with bubble bags, and figuring things out through trial and error.

That foundation still defines his process today.

While his operation has evolved from hand-processing in buckets to refined machine-wash techniques in a licensed hash lab the philosophy hasn't changed. Quality in equals quality out. No fillers, no distillates, no shortcuts. Just water, ice, heat, and pressure.



"If your starting material is good... all I do is bring out the quality that is given to me by the farmer. So thank God for Drew because without them, without Drew, Billy, and our partners and without the grow teams that make all that happen, I couldn't make a good product if I wasn't having good input material." - Boyd aka Bam



Elevating the Experience Through Design

The craftsmanship doesn't stop at the hash itself. Each temple ball is hand-rolled and hand-weighted, then packaged in a custom bamboo-topped container, a deliberate move that elevates both presentation and experience. It's a nod to tradition wrapped in a premium, modern format. It also compliments the packaging Carmel uses for their prerolls! In a category that often gets overlooked in terms of packaging innovation, Carmel's approach stands out. It signals care, quality, and intention before the product is even opened.





giant slalom snowboarding on Feb. 8, 1998 at the Nagano Winter Olympics. (Robert F. Bukaty/Associated Press)

Gold Medal, Green Controversy: The Day Ross Rebagliati Changed the Olympics



Written by- StonerDad
Find him on X.com

Imagine being 27 years old, at the top of your sport, and entering its inaugural Olympic competition. You win gold for your country and mere moments later, have your entire life upended by controversy, all due to a little cannabis found in your bloodstream. Your gold medal is ripped away from you, you are thrust into the international spotlight, dead centre into a debate about the effects of cannabis use in sports (and life in general). We all know how this story ends, with the very first snowboard medal rightfully belonging to Canada; the sport (and Olympics) forever changed with the “Ross Rebagliati rule”.

Flash forward over 25 years, and Ross remains at the top of his game. He currently runs Ross Gold, his cannabis company founded in 2013 as a medical provider in Canada, a name inspired by his own life story. A key element to his continued success is his attention to detail, consistent investment in himself, and savvy partnerships to stay relevant and competitive in an ever-expanding market.

One of the more impressive additions to the farm recently made is his new Blackbird straight cut pre-roll machine. Coming in at a cool half a mil, the machine allows precise control over fill weight, speed, and moisture, enhancing product uniformity and customer satisfaction. Furthermore, Ross has extensive experience operating and training others on this machine, which rolls joints with consistent quality and efficiency. And this is where Ross excels even further, where he is able to vertically integrate production to fill market gaps and serve multiple brands including an exciting new collaboration with Smoker Farms.



As a solo operator, which is impressive in itself, Ross ensures that he focuses on high quality strains such as Master Kush and Mango Gold, perfecting them and testing each batch personally. Ross manages all packaging and operations himself, highlighting the importance of equipment cleanliness and maintenance but also regulatory barriers such as expanding into new markets. For example, when applying to enter the Alberta market, despite already being a licensed producer with Health Canada, Ross essentially has to start from the ground up and get security cleared in a new province. Seems baffling to already be licensed federally and amongst numerous provinces, but this is the exact red tape that cannabis producers must wade through in order to get their product to market.

It's crazy to think that it's been almost 30 years since that fateful Olympic drug test that put cannabis and Canada centre stage. Arguably, it is likely one of the mainstream debates that helped bring legalization to our nation. While it made Ross a household name, I'm sure he will be the first to tell you that recognition will only take you so far, that it's hard work and dedication to his craft that has made him who he is today. Ross continues to buck the stoner stereotype daily and prove that you can be a cannabis consumer and maintain success at the highest levels.



G  **LD** ROSS'

Embracing Feminine Energy in Cannabis Use

HIGH
MOON
MAGAZINE



Soft light, slow mornings, and a shift in how we gather with the plant, Prairie and Luna exists in that in-between space where ritual meets design. What started as a desire for something more intentional has grown into a brand that reimagines cannabis accessories as objects of beauty, not afterthoughts to be tucked away.

Rooted in a feminine-forward perspective, Prairie and Luna invites a different kind of consumer into the conversations. One who values aesthetics as much as experience, and sees consumption as a moment to be savoured, not rushed. Their carefully selected pieces feel at home on an open shelf, blending seamlessly into daily life while quietly challenging the outdated stereotypes that have long shaped cannabis culture.

In a space still finding its footing, Prairie and Luna isn't just creating accessories, they're creating atmosphere, rewriting the narrative, and reminding us that how we consume can be just as meaningful as what we consume.

How does Prairie & Luna design with women in mind, and why is that important in today's cannabis space?

Prairie and Luna was born from our own needs as women cannabis consumers. This was back in 2018, right before legalization in Canada. When shopping for ourselves, or friends, we noticed accessories were missing the mark. They simply were not for adult women. Smoking cannabis is not just about the high, it's about the ritual and experience. Who wants a bong that looks out of place in their home? At the time, we were incredibly frustrated that we couldn't find accessories that we could enjoy and blend seamlessly into our homes, or gift to our besties!



PRAIRIE & LUNA
cannabis co.

2. What does a “perfect cannabis moment” look like for you as a woman balancing lifestyle, ritual, and consumption?

A perfect cannabis moment is a stigma-free one, first and foremost! It's also an educated one, where we know and trust that what is going into our bodies will serve us and our needs at that moment. Like all psychoactive substances, set and setting matter deeply. Internalized stigma can be as powerful as external stigma, so releasing the part of you that whispers about lazy stoners is paramount. Usually my perfect cannabis moment is an opportunity to pause, breathe, and come back to my life a more energized, grounded, and positive person. I love the mother, partner, and business owner I am when I'm thoughtfully elevated.

3. Have you seen a shift in how women are engaging with cannabis and accessories over the past few years?

We've seen women's confidence navigating legal cannabis grow a great deal over the years. Women are coming in better-informed and with much less shame around their consumption. They're asking great questions, making informed choices, and really harnessing the power of this plant. We've also seen a resurgence in bong use, which is so fun to see! As women's tolerances have increased over the years, they're looking for beautiful pieces that get them where they want to be. Lots of women who haven't hit a bong since high school are buying their own grown-up pieces that reflect their current aesthetic, fully empowered in their use and ready for something that suits them.

4. How do aesthetics and intentional design help remove stigma and make cannabis feel more approachable for women?

Too often, women feel completely overlooked. In the workplace, in medical settings, the world was made for a man and we are just out here trying to make it work. When a woman walks into our shop, or navigates to our online space, they see themselves and their peers reflected in the design choices and pieces we carry. Women tell us every day that they've never felt represented in a cannabis space before coming to P&L. They can feel that we've curated our selection with them in mind, not just as an afterthought.

5. What does it mean to you to create a brand that women can see themselves in and feel represented by?

Many women find it deeply cathartic to have a space to speak openly about balancing cannabis with motherhood, especially, which can be such a major site of stigma. Having a space where we can speak openly about everything from the logistical, like locked boxes and safe storage, to the emotional, like fear of judgment and talking to kids about cannabis - it's transformative. We feel so lucky to be in this position where so many women trust us as a source of information and commiseration, whether someone is coming in who's been smoking since the 70s or hasn't touched cannabis since a bad experience in high school. We love meeting women where they are and helping them elevate their experience even further.



Some of High Moon's favourites from Prairie & Luna





In cannabis, influence doesn't start with marketing campaigns - it starts at the counter. Every recommendation, every explanation, every moment of trust between a Budtender and a customer shapes what moves, what sticks, and what gets remembered. Retail isn't just a point of sale - it's a point of decision.

That reality was at the center of Tether's Budtender Appreciation Week, which returned for its fifth year from March 22 to 28. As a national initiative built on research, B-Week has become a key moment of connection between cannabis brands and the frontline workers who translate product into experience.

We had the privilege of attending the Toronto stop on March 24 at Parkdale Hall - an evening that made one thing clear: when you invest in Budtenders, you invest in the entire ecosystem of the Canadian cannabis industry.

Unlike traditional industry events that prioritize brand visibility, B-Week is structured around access, education, and relationship-building. The experience is intentionally designed to reflect the realities of retail - fast-paced, knowledge-driven, and deeply relational.

The biggest impact at the Toronto event wasn't just the structure - it was the energy. Parkdale Hall felt less like a brand showcase and more like a community hub. Conversations were direct, informed, and grounded in lived experience. Budtenders weren't passive attendees- they were active participants, asking questions, sharing insights, and engaging with brands on equal footing.

As a media partner, what became immediately clear is that B-Week understands something many initiatives overlook: influence is built through trust, and trust is built through consistency. With over 200 cannabis brands engaged since its launch and a network of more than 8,000 Budtenders nationwide, Tether has positioned B-Week as more than an event - it's an infrastructure for relationship-building in a highly regulated industry. For retailers, B-Week offers professional development and direct access to brands. For brands, it provides something far more valuable than visibility: credibility at the point of influence.

What B-Week ultimately reinforces is this - Budtenders are not just part of the sales process.

They are central to it.

And when the industry starts treating them that way, everything moves differently.

Where Influence Lives: Inside B- Week Toronto at Parkdale Hall

Tether BUDTENDER COMMUNITY



GIVING TO GAIN: INSIDE RADICLE FEMMES' 2026 INTERNATIONAL WOMEN'S DAY GATHERING

A recap with Rose Finlay

There are some rooms you walk into and immediately understand their purpose.

Not because someone tells you, but because you can feel it in the way people connect, listen, and show up for one another.

Radicle Femmes' 2026 International Women's Day event, hosted by Marigold PR, was one of those rooms.

On March 5 Radicle Femmes returned to Soluna in Toronto. Gathering for the third annual IWD event, which brought together women and allies from across Canada's cannabis industry for a day rooted in connection, collaboration, and forward movement. As the largest women-in-weed event in the country, Radicle Femmes continues to carve out a space where relationships are not just formed - they're activated.

Aligned with this year's International Women's Day theme, Give to Gain, the event centered on a powerful but often overlooked truth: progress doesn't happen in isolation. It happens when people share - time, knowledge, access, and opportunity. That ethos carried through every panel, keynote, and conversation throughout the day.

The programming reflected a clear shift from inspiration alone to actionable strategy. Panels like Building Long-Term Retail Strategy pushed beyond surface-level discussion, offering insight into sustainability, operational decision-making, and the importance of service as a competitive advantage. Meanwhile, Closing the Gap Between Marketing and Sales tackled one of the industry's most persistent challenges - alignment - through a lens of collaboration and shared ownership.

A standout moment came during the mid-day keynote from Emma Andrews, CEO of Nextleaf Solutions, who spoke candidly about leadership shaped by mentorship, radical candour, and authenticity. Her message resonated deeply in a room filled with women navigating industries that often demand both resilience and reinvention.

As a media partner, what stood out most wasn't only what was said on stage, but what unfolded in between. Conversations that extended beyond panels. Introductions that turned into opportunities. A room that felt less like a networking event and more like an ecosystem in motion.

What Radicle Femmes continues to prove is that community is not a byproduct of events like this - it is the foundation. And when that community is built with intention, it becomes a catalyst for something much bigger than connection alone. It becomes momentum.

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See dispensary locations, release dates & meet-and-greets

How Montrose is Changing the Medical Cannabis Landscape



The medical cannabis industry in Canada has long been fragmented, but Montrose Cannabis is challenging that narrative with a refreshingly different approach to medical cannabis retail.

Founded by Nick B, Montrose represents a new generation of cannabis businesses that prioritize quality, accessibility, and genuine patient care over profit margins.

From Recreational to Medical: A Pivot Born from Necessity

Nick's journey to medical cannabis wasn't straightforward. After building a thriving recreational cannabis business with an impressive menu curated from craft brands, he faced regulatory challenges that forced a strategic rethink. When regulations tightened around shipping, Nick made a pivotal decision: rather than abandon his vision, he transformed it.

The result? A split operation, half recreational retail, half medical sales.

What Makes Montrose Different Curated Quality Over Volume

Unlike many medical platforms that stock every available product, Montrose takes a different approach. Nick built relationships with premium cannabis brands over five years in the recreational space, not because of distributor deals, but because of real relationships.

A Holistic Healthcare Approach

What truly sets Montrose apart is its clinic integration. Beyond just selling cannabis, Montrose offers virtual clinic services, including ADHD assessments and nurse practitioner consultations. "I have nurse practitioners on staff," Nick notes, "and I want to help people naturally."

The clinic is positioned as the biggest growth driver for Montrose, with plans to expand into psychotherapy, dietitian services, and more. It's a recognition that medical cannabis isn't just about the product, it's about holistic wellness.

Terpene-Forward Filtering

For cannabis connoisseurs, Montrose's approach to product information is refreshing. The platform includes terpene profiling and sophisticated filtering options that actually work!

This allows patients to select strains based on the specific effects they desire, rather than relying solely on THC or CBD content. Montrose empowers patients to make informed choices that align with their personal health goals.

Patient-Centric Experiences

At Montrose, the customer experience is paramount. The team goes beyond transactional interactions, fostering a community where education and support are prioritized. Whether it's through personalized consultations, or informative content, Montrose ensures that every patient feels understood and valued.

The Future of Medical Cannabis with Montrose

As Montrose continues to innovate and expand, it sets a new standard for what medical cannabis can be. By focusing on quality, patient care, and comprehensive wellness, Montrose is not just changing the landscape; it's paving a path towards a more inclusive and health-focused future in the industry.

[Learn more here](#)

MEET JEN!

My name is Jen. I was diagnosed with fibromyalgia in 2007 and was prescribed many strong pain medications (in conjunction with other therapies) for treatment of my pain.

In 2015 my pain doctor started prescribing medical marijuana and I managed to ween off meds like Morphine! I had only tried pot once or twice in high school, that's it. I was a novice, a newbie and I had to figure it all out while also being a full time parent.

Since then I have jumped both feet in. Marking my spot in a majority-male dominated grow industry. I learned. And I learned quick. I'm pretty good lol

Then I had a divorce and jumped on IG to find and express myself and I found the Canadian Cannabis Industry! I've never felt so much at home. I've met Soo many great people and have tried for 2 years to nourish my IG presence by attending many local cannabis events and always trying to spread love, living the true HERBIVORE way. It's a lifestyle and a brand I plan to launch this year



What's one rule you're breaking or rewriting in this industry?

What do I challenge? A male dominated industry, specifically growers, everyday. That's exactly what I challenge. I have been ostracized, criticized and quite frankly belittled by some of my fellow (male) growers in the industry. I will continue to grow, continue to show up and continue to do it all without hate or animosity in my heart, or else they win!

Like I tell my children, "kill them with kindness"



THE GROWING STIGMA

"Some men, though not all, struggle to accept me as a grower. They've often suggested I should be with a man who fits that role. I'm serious—this isn't just an exaggeration. Two years ago, at an event, I approached a vendor selling seeds. I greeted him and asked whether his seeds were autos or regulars. He responded with hostility, snapping at me and loudly accusing me of knowing nothing. A crowd gathered around, and I walked away, feeling humiliated and ended up crying in my car. Despite this, I refuse to let it discourage me."

BREAKING BOUNDARIES: HOW WELLNESS PRACTICES TRANSFORMED BIG XL'S VISION FOR CANNABIS, ATHLETES, AND ARTISTS



When Big XL became a parent, everything changed. After years immersed in the chaos of the music industry—touring, performing, setting up festivals across cities and states—he hit a wall. "This life is unsustainable," he realized. But the real breakthrough wasn't about slowing down; it was about looking inward.

"I had to find my inner peace instead of finding that peace everywhere else," he explains. That singular shift sparked a wellness journey that would eventually reshape his entire approach to cannabis, creativity, and community.

From Overconsumption to Intentional Use

For years, Big XL struggled with overconsumption—cannabis was woven into every moment of his daily life, a coping mechanism rather than a tool. The turning point came when he discovered movement practices. Nearly a decade of dedicated Tai Chi and breathwork practice opened his eyes to what intentional living could look like.

Today, his wellness routine is deliberate and multifaceted. He practices rope flow, uses whirly boards for balance and coordination training, and incorporates breathwork into his daily life.

Cannabis now fits into this framework differently. Rather than a constant companion, it's a tool that *supports* his movement practices. He jumps on his whirly board after a smoke session, or smokes after his physical training time. He takes intentional breaks "T breaks" to reset his relationship with the plant. This isn't abstinence; it's balance.

The Wellness Toolkit: Beyond THC

Big XL's approach extends beyond cannabis alone. He's embraced terpene inhalers—pure aromatherapy with no cannabis at all—recognizing that wellness comes from understanding the full spectrum of plant medicine. Terpenes, cannabinoids, breathwork, and movement aren't separate practices; they're interconnected tools for mental clarity and physical performance.

"I've got ADD," he admits. "I can do 10 things at once, but if I get locked in on something too much, I get locked in." His wellness practices help him find flow, literally and figuratively. The intentional use of cannabis paired with Tai Chi, rope flow, and breathwork creates the balance he once chased everywhere else.

Redefining What Cannabis Athletes Look Like

This personal transformation directly informs his larger mission: dismantling the myth that cannabis consumers can't be high-performing athletes and artists. The skateboarding community taught him about resilience and creativity. The music industry taught him about exploitation. But his wellness journey taught him something more powerful: that peak performance and cannabis use aren't opposites.

"It's super important for me because I understand what it means for creative and talented people to monetize their gifts," he says, "and then for other people to capture the major percentage of that, not give it to the creatives."

This insight drives his vision for Glitch Tapes and his broader goal: building a union for cannabis workers, athletes, and artists that negotiates fair deals and dismantles exploitative contracts. But it's rooted in wellness—ensuring that creatives and athletes can thrive, not just survive.

The Multifaceted Life as Wellness Practice

Big XL's advice to anyone in the cannabis industry is uncompromising: don't get locked into one basket. **"There are many things you love about this life, many things you love to learn about. Put your eggs in those baskets, and that'll reap the rewards."**

This philosophy is wellness. It's the antidote to burnout, to the hollowing-out that happens when you chase a single dream at the expense of everything else. His skateboarding background, his creative direction work, his music career, his movement practices, they're not distractions from his cannabis work. They're the foundation of it.

The Future of Cannabis Culture

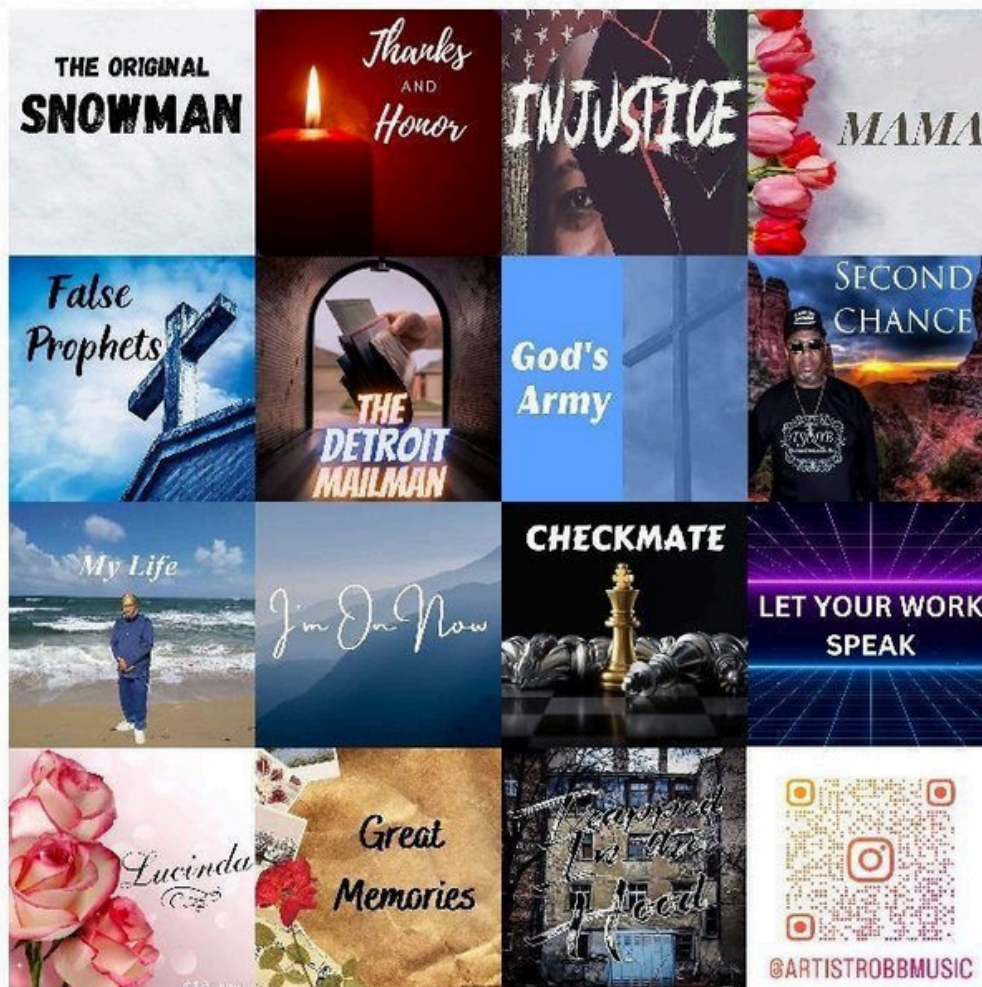
As the cannabis industry matures, Big XL's message is clear: wellness isn't a trend or a marketing angle. It's the through-line connecting athletes, artists, and advocates. It's what happens when you stop chasing peace externally and start building it internally—and then extend that practice to everyone around you.

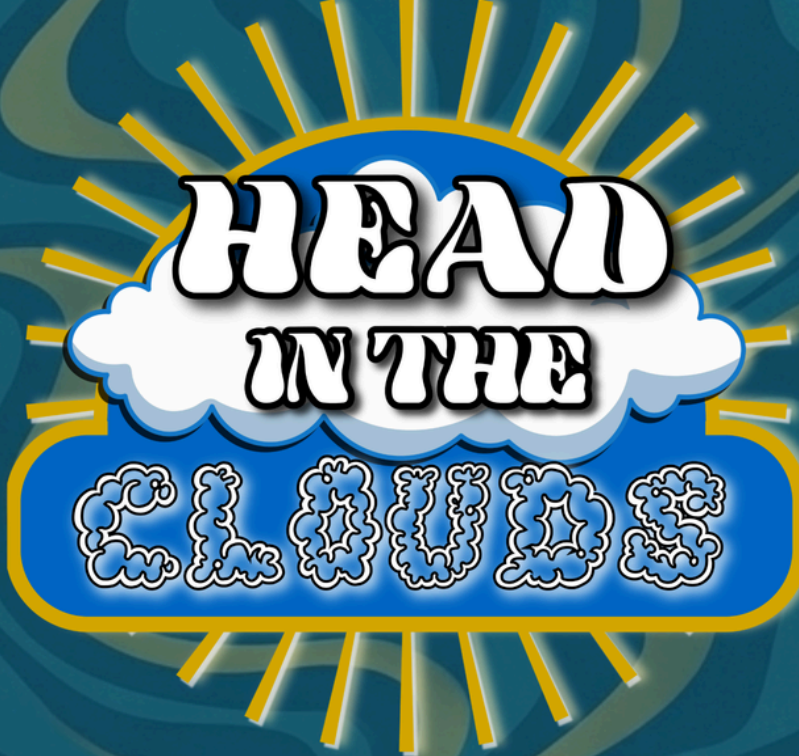
The plant's greatest potential doesn't lie in isolation. It lies in connection—between communities, disciplines, and the full spectrum of human creativity. And it all starts with taking care of yourself first.

1. Second chance
2. My life
3. Pounds & Birds
4. Back By Popular Demand
5. Back to the Money Bag
6. Checkmate
7. The Original Snowman
8. Injustice
9. Trapped in the hood
10. MAMA
11. I'm On Now
12. God's Army
13. Great Memories
14. False Prophets
15. White Boy Rick
16. Full Court Press
17. Loyalty to the Team
18. Thanks and honor
19. Lucinda
20. The Detroit Mailman
21. Let your work speak



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