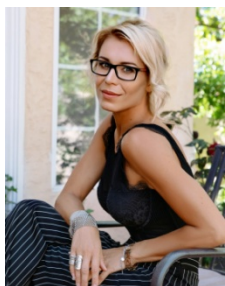




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## Hemp Health Inc is committed to bringing to market Organic, Gluten free, Non-GMO, Safe, Legal and Regulatory Compliant Hemp Derived CBD Products



**Katarina Maloney**  
CEO

**Hemp Health Inc**  
[www.hemphealthinc.com](http://www.hemphealthinc.com)

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
CEOCFO Magazine

### **CEOCFO: Ms. Maloney, what is the overall vision behind Hemp Health, Inc?**

**Ms. Maloney:** With Hemp Health Inc, we created a company with multiple hemp-based products. We are committed to promoting safe, legal and regulatory compliant hemp derived CBD alternatives to our customers. We started the company in 2010/2011, with just a few items and at this moment, we have over one hundred and twenty different SKUs, including pet products like freeze dried pet treats or suppositories for humans, with several different potencies.

We believe the benefits of CBD and the practical uses will only increase over time as it provides a more natural alternative for people and animals today, especially due to the fact that people are looking for a more organic, gluten free, non GMO product. It is very crucial.

### **CEOCFO: What are some of the misunderstandings about hemp, about CBD, in general? What should people recognize?**

**Ms. Maloney:** That CBD is not THC. CBD is not the psychoactive cannabinoid in the hemp plant. The Hemp plant in general, and especially during the Corona Virus crisis right now, it is an amazing immune system booster. Hemp oil has perfect ratios of 3s, 6s and 9s, and protein and fiber and it has anti-inflammatory properties and many others. At Hemp Health Inc, we do not make any claims, but because the hemp plant in general is brilliant for the immune system, we believe that offering products that are alternative today to the market for self-care are very important.

### **CEOCFO: What is the Pharma Health Complex?**

**Ms. Maloney:** Pharma Health Complex is a brand of Hemp Health Inc. We are seed to sale. We have complete traceability of our brand. We control our extraction. We control our grow of hemp seeds and grow of

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**Katarina Maloney**

mature plant stalks, as well, that we are using and extract the oil from. Then, we also manufacture our own products, so we know exactly what is in each of the items that we offer to the consumer, and therefore, we can stand behind the quality and superior product that is sold on the market.

**CEOCFO:** *What is it about the way you are growing that leads to a better product? What have you learned about how to grow hemp? What do you understand about the process?*

**Ms. Maloney:** It is extremely important to have a standardization of your growth and extraction, so you can provide compliant and safe products. A successful Hemp crop really depends on the entire three-month cycle that the hemp seed is in the soil. Obviously, sunlight and correct amounts of water are also extremely important. We are working with a company who has very high standards and special systems utilizing drones to keep the male plants out. There is so much that goes into it.

It is technically an art. There are so many companies out there who have huge losses with hemp crops because they had problems with the fungus, THC levels or the CBD content. It is extremely important to have the knowledge and experience to know exactly what quality of product can be expected in production.

**CEOCFO:** *How do you break down between wholesale and consumer? Who is using your products?*

**Ms. Maloney:** We are a retail and wholesale-based company. Most of our buyers are distribution companies and retailers. After the coronavirus pandemic turned the economy upside down, our online sales increased over five hundred percent. Just like many CBD companies on the market, we have many distribution channels including large retailers, smaller retail stores, big vitamin chains and direct to consumer on Amazon and our online store.

**CEOCFO:** *You seem to have a very large range of products. Why so many choices? Does that confuse people sometimes?*

**Ms. Maloney:** The CBD market has changed enormously. Four years ago, when I spoke to someone about CBD, it was kind of a "first contact" about what it was and what it could help with. When you ask and talk to strangers today about CBD, many of them are very knowledgeable and know exactly the differences of the uses, know the differences of the oil that is used in the product, either it is a raw oil or it is a direct isolate, which is an isolated molecule in CBD that does not have any THC. Consumers are very educated today, and they are looking for exact product that fits their specific need. Many of them are staying away from the THC full spectrum products because they are worried about getting THC levels tested in their work environment. That is the reason for such a variety of products.

There are four different ways to administer CBD; oral, topical, rectal and through your lungs. Each of them has their benefits, their pros and their cons. Oral is the most popular method to take CBD because it is simple and comforting; anything from gummies or even pet treats for your pet. CBD has helped elderly dogs tremendously with joint inflammation and a

host of other inflammatory like illnesses. Administering just a few pet treats per day can help alleviate inflammatory symptoms and pain. We are coming out with a lot of new products because today's situation with the Corona Virus challenges are calling for innovation and creativity.

We are working to give back as well to the community. We continue offering special military disability, student and teacher discounts and now we excited to launch new discount programs for additional 10-20% of the net sales being donated to Feeding America or Directrelief.org, where they distribute funds for over two hundred different food banks to help people in need during this crisis.

**CEO CFO: *How do you maintain inventory with so many products?***

**Ms. Maloney:** That is can be extremely challenging however since we are a seed-to-sale traceability company, we have a large stock of raw materials and we have a great tracking system. Hemp Health is also a manufacturer and we are manufacturing many products for many different brands which is the reason why we have so many items in stock as well.

**CEO CFO: *Are veterinarians typically on board? Do they understand the value of CBD in general?***

**Ms. Maloney:** Veterinarians know the benefits of CBD. And even they are experiencing challenges through veterinarian boards, demand for CBD based animal products have risen dramatically as more people are aware of the health problems of pets from eating the unhealthy and toxic foods that are being sold on the market. CBD is a great supplement for pets.

The future of CBD stands in the FDA regulation's hands. It is something that needs to be worked out, however CBD is not likely on the top of the FDA's priorities currently due the Covid-19 pandemic. Many large retailers are not willing to put their businesses at risk right in selling CBD products. But there are also many of them that do sell CBD products.

**CEO CFO: *Do you do much outreach today for new customers?***

**Ms. Maloney:** We are in uncharted waters today. Our sales are increasing; especially the online sales and we expect this trend to continue in the coming months. The consumer research shows that the non-psychoactive hemp extract can help with the anxiety and since the social distancing is currently in place, we are expecting increase in consumption. Based on the research, it shows that anxiety is currently the number one ailment of CBD users: over fifty percent of them. There are many people with depression or insomnia. These elements will most likely spike in the coming months due to social distancing and now work and the health.

People are looking for self-care right now. If you just look at the social media, there are so many common topics of people discussing self-help. In quarantine due to COVID, CBD can be beneficial.

**CEO CFO: *There are many companies in the industry. Why Hemp Health Inc?***

**Ms. Maloney:** The quality of our product. Seed-to-sale, traceability. We know and we control every single aspect in the grow, in the extraction, in formulation, and manufacturing of the products. We have never had a one single recall in the history of our company, nor have we received any FDA warning letters.

We stand behind the quality. We believe that, as a smaller company, we have the time to truly care and offer proprietary, safe, of course legal, well-regulated CBD products that we know our customers will benefit from.

