

OGeez! News With A Twist

Cannabis's Star Rising at Full Speed

SPECIAL
REPORT

Do you hear that whirring sound? That's the sound of the cannabis momentum in the air. The plant is not only growing more accepted nationwide, but is also benefiting from a major scale back of alcohol.

"We're reaching a tipping point," said OGeez! CEO Bran Noonan. "We're seeing many people cut back on drinking and switching to cannabis. The California sober movement is gaining serious steam."

OGeez! officials said they've identified a number of key reasons for the shift — in addition to the obvious fact that cannabis is legal in more places.

For starters, evidence is mounting that even small amounts of drinking can have negative health effects. Plus, more people are waking up to the reality that cannabis offers more targeted results without the side effects, sources say.

OGeez! alone has gummies that help improve sleep, relaxation, pain and mood.

Noonan said the industry's ability to "take minor cannabinoids and blend them together to provide different effects"

is going to be a "gamechanger" in the next five to 10 years.

One OGeez! fan said until recently she was drinking Jack & Cokes when out and wine at home, but is now opting for Sativa Creams when socializing and Indica Fruits when home.

"I was getting sloppy and my hangovers were starting to suck," she said. "Now I can decide what I want my experience to look like and wake up feeling normal. It's a huge relief."

OGeez! Followers Weigh
In: Alcohol vs. Cannabis

With new warnings that even moderate drinking is linked to an increased risk of cancer, more people are rethinking alcohol consumption. This month, OGeez! took the pulse of its Instagram followers to see what they're seeing in their lives and why!

Why are the people in
your life choosing
cannabis over
alcohol?

No
Hangovers - 75%

Health Issues - 25%

What are the reasons for
the switch?

More Targeted
Effects - 66%

Growing Acceptance
of Cannabis - 34%

The OGeez!
Effect Guide

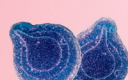
Going for a drink is a time-honored tradition. But whether drinking wine, beer or a cocktail, the results usually look the same. Cannabis's more targeted effects are increasingly attracting consumers who want to tailor their experiences. Here's a cheat sheet of OGeez!'s gummies and their effects.

**Indica Fruits and Creams:**

Creates more of a body buzz that's known for its calming and relaxing effects.

**Sativa Fruits and Creams:**

Creates more of a cerebral effect that's known for being uplifting and boosting alertness.

**Sleep Gummies:**

Ideal for insomnia sufferers or anyone with sleep-related issues — or those who just want a good night's rest.

**RSO:**

A unique, full-spectrum gummy that offers therapeutic relief.

**Happy Balance:**

A blend of THC and CBD known for its balanced and milder effect.

**Live Rosin:**

A solventless, cannabis concentrate that's known for being great for any occasion.

**Sugar Free:**

A zero-sugar, big-flavored tropical gummy that comes in Indica and Sativa.

Action-packed in Arizona & Illinois

OGeez! is firing on all cylinders in Arizona and going strong in Illinois. Here's a look at some of the events and promotions in the February pipeline for both locations.

Arizona

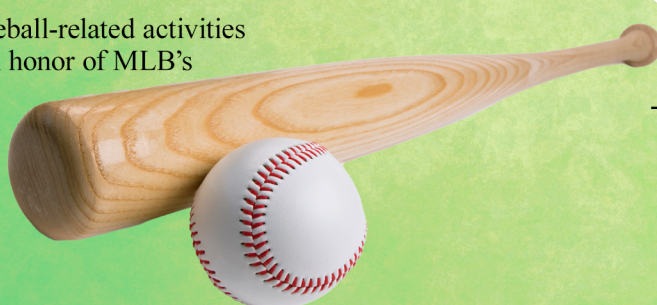
- Happy Balance will be on promotion at a slew of dispensaries — including Sol Flower, Nirvana and Zen Leaf — in honor of the annual Waste Management Open golf tournament.

- OGeez! will be giving away two tickets to the WM Open.



- OGeez! will be at the Valentine's Day Market hosted by the blogger, Southwest Sampler, in Phoenix and at the Nirvana Night Market at Nirvana Apache Junction — both on Feb 8.

- OGeez! will be hosting baseball-related activities at dispensaries statewide in honor of MLB's Spring Training kick off.



Illinois

- OGeez! will be hosting a Valentine's Day Gummy Making Workshop on Feb. 7 at Emerald Dispensary & Lounge in Island Lake.



EMERALD
DISPENSARY & LOUNGE

- OGeez! is teaming up with Timeless vapes and SweetBuzz chocolates to sponsor a Valentine's Day "Sesh Bus" in Chicago. Takeoff point is Namaste Cannabis and Wellness in Hodgkins.



- OGeez! is sponsoring its first-ever "Bleed for Weed" blood drive.

More Dispensaries
Join the Fold in NJ

Here are the latest to join the OGeez! family in the Garden State.

Joyleaf

Ayr (multiple locations)

BCaf

BudZooka

Rise (multiple locations)

Taste of Earth

ReLeaf Cannabis

The Cannabis Place

Evergreen

Garden Greenz

Dank Poet

Flesh Eatontown

The Botanist (multiple locations)

Visit
OGeezbrands.com
to find dispensaries
near you!

Live Rosin hits IL —
Is Sugar Free Next?

OGeez! just launched its Live Rosin gummy in Illinois. The all-natural, vegan gummy hit shelves last month at Curaleaf, NuEra, Maribis, Namaste Cannabis & Wellness, Hatch, Green Temple, High Haven and SnapCanna — with more coming on quickly.

Sources say consumers have been "wowed beyond belief" by the Sweet Clementine flavor and have been raving about how perfect the full-spectrum gummy is for "every occasion."

"I had a Live Rosin at my second-cousin-once-removed's baby shower and then again at a crazy concert. Both times it was a 10 out of 10," said one fan.

Meanwhile, documents obtained by The Dispatch show that OGeez! may be changing its timeline for introducing other gummies to New Jersey and Illinois.

The Dispatch reported last month that the company's Big Happy Balance and Big RSO would launch in New Jersey, but apparently Big Happy is letting the Big RSO go first.

"The RSO is a rockstar," said one Big Happy Balance gummy. "We just thought it earned the right to roll out first."

Rumors are also swirling that OGeez! is gearing up to launch its Sugar Free Tropical gummy in both Illinois and New Jersey. OGeez! executives declined to comment, but said "it'll happen in 2025."



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