



ELLEMENTA FAQ

Q: WHAT IS ELLEMENTA?

Ellementa is the fastest growing global network and resource for women interested in cannabis for health and wellness. We bring together diverse women who have different levels of experience with cannabis - from long-time consumers to the curious and exploring, from the medical user to the woman looking for a safe way to unwind at the end of her day. Ellementa's mission is to empower women to take charge of their health and wellness through education, information, and community.

Ellementa was created to provide women with trusted information, supportive community, and reliable resources to understand the wellness benefits of cannabis. Ellementa guides women on integrating cannabis legally, safely, and discreetly into their lives.

Q: WHAT TYPE OF WOMAN WOULD BENEFIT FROM ELLEMENTA?

Any woman can benefit from Ellementa. We reach out to women 35+ in particular. Women at this age are experiencing physical changes and life stage changes that can be improved or enhanced through the responsible use of cannabis. This includes symptoms stemming from peri-menopause and menopause such as irritability, anxiety, night sweats, and insomnia.

At this age, women may also be experiencing chronic pain from normal wear and tear, accidents and injuries or disorders and disease. Some women may be dealing with cancer, cancer treatments, and the aftermath of cancer. Others may be thrust in the role of caregiver to elderly or ailing parents. They may be moms with special needs children. They may be dealing with – or helping a loved one deal with – post traumatic stress. Ellementa helps women at this age face the myriad of health and wellness related decisions for herself and her loved ones so she knows her options and can make more informed decisions.



Q: WHAT DOES ELLEMENTA OFFER TO WOMEN?

Some of the things Ellementa offers women include:

- Offline monthly meetings called “Gatherings” in cities around the world to discuss and learn about cannabis wellness.
- Regional and national events to bring women together for special programs.
- A well-vetted, content-rich website reviewed by subject matter experts.
- Online forums for information exchange and support.
- Product reviews and recommendations.
- On the way: Premium content including videos, ebooks and webinar
- On the way: Directory of recommended local providers, dispensaries, companies, and resources.

Q: IS ELLEMENTA A NONPROFIT?

No, Ellementa is a mission-driven for-profit company owned and led by women for women.

Q: WHY WOMEN AND CANNABIS?

Women are at the “Epicenter of Care” for their loved ones and for themselves. Cannabis can be an element of caregiving and self-care. Women are the healthcare decision makers in most households and are constantly seeking to improve their lives and the lives of their loved ones. Also, the cannabis plant that is used as medicine is a female plant, scientifically speaking. How fitting!

Q: WHY IS ELLEMENTA NEEDED?

In the current emerging cannabis industry, the majority of products, services, information, resources and communities are geared toward men or are gender neutral at best. There is no widespread, mainstream national brand that focuses on women as an influential consumer in the cannabis market. There is no major trusted brand focused on cannabis for women’s health and wellbeing.



Ellementa is the trusted source of information, products and services throughout a woman's cannabis journey. Ellementa is the bridge between women and the brands that want to reach and serve them.

Q: WHO IS BEHIND ELLEMENTA?

FOUNDERS:

Aliza Sherman, CEO, started the first woman-owned Internet company – Cybergrrrl, Inc. – and the first organization for women to learn about the Internet – Webgrrrls International. At its peak, Webgrrrls had 100 chapters and over 30,000 members worldwide. In 1995, Newsweek named her one of the Top 50 People Who Matter Most on the Internet. In 2009, Fast Company magazine called her one of the “Most Powerful Women in Technology.” In 2010, Hispanic Business magazine named her one of the “100 Most Powerful Hispanics in Business.”

Melissa Pierce, COO, served as Chief Operating Officer and Chief Marketing Officer of the techno-fashion startup Everpurse in 2012. She also founded Pitch Refinery Conference to help new women entrepreneurs practice framing and pitching new ideas and the Chicago Women Developers group, a community for women in computer programming, one of the largest such groups in the country. She is also a filmmaker and the crowdfunded, directed and produced two documentary films: the award winning Life in Perpetual Beta, and Born with Curiosity, the Grace Hopper Story.

Ashley Kingsley, Director of Community and Partnership Outreach, is a strategic, multidisciplinary marketing professional. During her decade working in PR and marketing for million dollar brands and startups, she also launched Daily Deals for Moms that grew into 27 markets in 18 months. She is a business leader and advisor, public speaker and social media influencer. She has appeared in the Wall Street Journal and Woman's Day magazine as well as on Fox, CNN, CNBC, and MSNBC. She holds a BA in sociology and communications.

ELLEMENTA ADVISORS INCLUDE:

- Ophelia Chong, a cannabis business influencer and supporter of women in the cannabis industry who is also founder of Stock Pot Images;
- Joy Vincent of Mahogany Mary who has expertise in cannabis events and tourism;
- Jenna Bartell of West Coast Distributors who wholesales cannabis lifestyle products to nearly 200 dispensaries on the West Coast;
- Ellen Pearlman who was founding editor in chief of numerous tech, business and health publications including CIO Insight, HomePC, and MiaVita.com;
- Liz Scherer, a marketing communications strategist with a focus on health and wellness and a lens toward culture and customer-centric solutions.
- Dr. Elaine Burns, ND who is Medical Director at Southwest Medical Marijuana Evaluation Center.