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FOR IMMEDIATE RELEASE

Women's Cannabis Wellness Network Brings on Cultivation PhD as Advisor

Dr. Robert Flannery, PhD of Dr. Robb Farms Joins Ellementa, Inc.'s Advisory Board

Denver, CO (March 13, 2019) – Ellementa, Inc., the fastest growing global cannabis wellness network focused on women announced today the addition of a new advisory board member, Dr. Robert Flannery, PhD of Dr. Robb Farms, the “First PhD of Pot,” based in the Bay Area. Flannery joins a diverse board that includes Ophelia Chong of AURA Ventures in Los Angeles, Dr. Elaine Burns, NMD in Arizona, Joy Victoria Clarke of Mahogany Mary in Los Angeles, and Dr. Junella Chin, a New York City-based cannabis physician.

"I had the pleasure of speaking on a panel with Robby and was impressed when he talked about the inspiration for his company - his mom," said Aliza Sherman, CEO of Ellementa and author of the upcoming book *Cannabis and CBD for Health and Wellness* (Ten Speed Press, June 2019). "Right away, I thought to myself 'that is the kind of guy who would make the ideal partner for a women-helmed and women-focused company,' not to mention his microdosing product, Mom's Formula, that is tailor-made for the women we serve."

The Ellementa advisory board provides expertise across a number of key areas including medical, publishing, events and products. Flannery will provide expertise in cultivation, botany, and the science behind the cannabis plant.

"I am honored to be an advisor to Ellementa, a company that is doing such great work empowering women with information and transparency," says Dr. Robert Flannery, founder of Dr. Robb Farms. "When it comes to seeking relief with cannabis, women face more barriers to entry than men—be it social stigma or misconceptions, but oftentimes lack of access to information. It's exciting to be part of eliminating these obstacles by providing resources and fostering a supportive community."

In addition to expanding its advisory board, Ellementa also recently announced a content and data partnership with Canvas in Canada and is currently raising a seed round to further strengthen its position as the experts on women and cannabis.



ABOUT ELLEMENTA

Founded in early 2017, Ellementa, Inc. is the fastest growing global cannabis network that connects brands to the mature female consumer and women to the products they seek for health and wellness. Ellementa operates in over 50 cities across North America and offers a hybrid marketing platform for cannabis and CBD companies. Ellementa was founded by three women from the tech industry: Aliza Sherman, a Latina serial entrepreneur who started the first two woman-owned Internet companies, Cybergrrl, Inc. and Webgrrls International; Melissa Pierce who launched Everpurse, the original luxury iPhone charging handbag; and Ashley Kingsley who built and sold Daily Deals for Moms in Denver. FMI: <http://ellementa.com/pressroom>

About Dr Robert Flannery PhD:

Dr. Robert Flannery is the first PhD in the United States with certified technical training and expertise in growing commercial cannabis. He has been a pioneer in the field for nearly two decades, committed to clean production from the start. He utilized his education and years of experience to inform his proprietary growing methods and create the cleanest and highest quality flower for [Dr. Robb Farms](#). Dr. Flannery remains active in the community, serving as a Chair of the Agriculture Committee for the California Cannabis Industry Association, a mentor at Gateway, a startup incubator focused on launching companies in the cannabis industry, and is an advisor to the Dean of Agricultural Sciences at UC Davis.

FMI: visit Ellementa.com/Media and [@EllementaWoman](#) on Facebook, Twitter and Instagram. For interviews with Aliza Sherman, contact: Kait Heacock, 425-923-9815. For more information on Dr Robert Flannery or Dr Robb Farms, contact Lorna Donohoe 917-887-0464

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