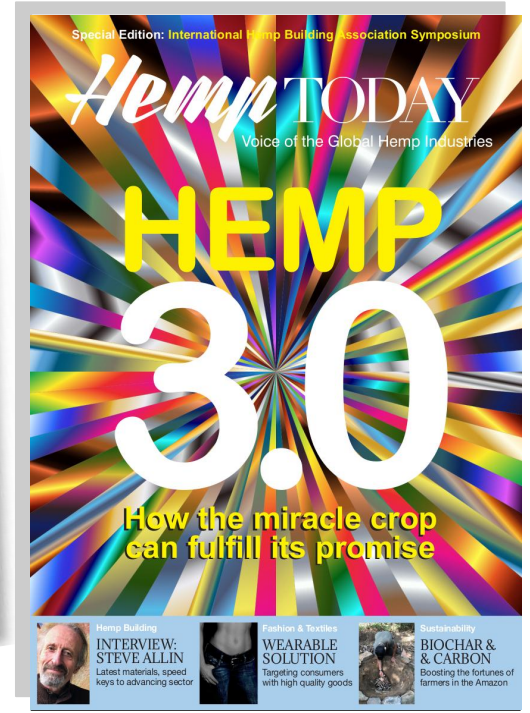


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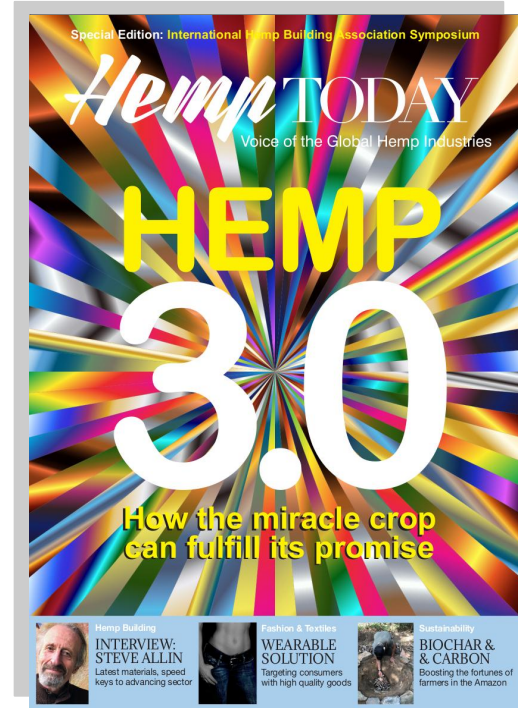
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## Magazine Q4 | 2024

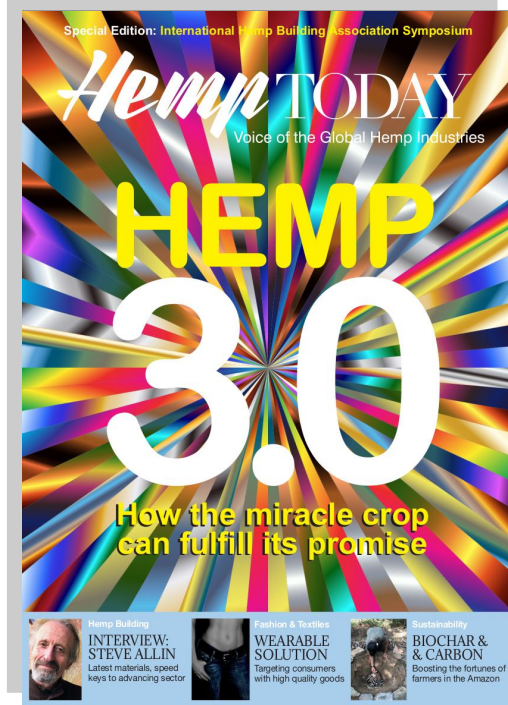
### 'Hemp 3.0' Issue:

- Reports from hemp nations
- The emerging building sector
- Developments in fiber
- Hot companies & products
- Profiles of industry leaders
- Interviews & analysis



Advertising & Editorial Reservations by **THURSDAY, Oct. 31**

# Magazine Q4 2024



EUROPE

## Poland's BOLD strategy

Institute's hemp program is plan to develop business at home, around the globe

**P**oland's Institute of Natural Fibers & Medicinal Plants (IWNRZ), has launched a program aimed at lifting the fortunes of the agrarian nation's hemp farmers while expanding the country's international footprint through a wide range of research, development and new-business activities.

### POLISH HEMP PROGRAM

"The dynamic annual increase in the scale of hemp farming in Poland is an opportunity to improve the financial situation of Polish farmers, especially small landholders," said Witold Czesnak, who heads the Institute's Technology Transfer Department, and is co-founder and manager of the new initiative, the Polish Hemp Program. At the same time, Czesnak said IWNRZ is responding to the needs of the global industrial hemp market, setting an example for effective:

"Our long term strategic goal is to develop the Polish Hemp Program by being present with our seeds and technology in many new countries."

Witold Czesnak, Co-Founder, The Polish Hemp Program

Photo: Wojciech Roszak

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### EUROPE | POLISH HEMP PROGRAM

A truly global footprint

**Superior hemp cultivars for the global market**

**Honda:** High seed yield, low in THC

**Tygra:** High yield for technical purposes

**Bialobranka:** Quality fiber and seed

**Rajan:** Large amounts of biomass

90 years of experience in natural fibers

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# Multi-page presentation = \$1,300/€1,190



# Magazine Q4 2024

## MACHINES & TECHNOLOGY

# Driven to INNOVATE

INTERVIEW **Kelly Knutson**, CEO at Colorado-based Isolate Extraction Systems Inc., an industry leader in the development and production of next-generation supercritical extraction technology.

**Henry Taylor:** How important is being your own customer of commercial products?  
**Kelly Knutson:** It's very important to us. It's a financial and personal goal. We believe that being our CEO products are going to change the world and help millions of people live longer, healthier, and happier lives. We are in the process of changing and building a CO<sub>2</sub> machine that is not only safer and more efficient than other brands, but more efficient, but she has the ability to automatically separate

supercritical extraction technology, using both hemp and CO<sub>2</sub> based systems. Our solution was created and refined I will create a better machine that was easier to use.

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*"We believe that hemp and CBD products are going to change the world and help millions of people."*

**Kelly Knutson**, CEO, Isolate Extraction Systems

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At a Glance:  
**Isolate Extraction Systems**

**CEO:** Kelly Knutson  
**Founded:** 2015  
**Core business:** Leading edge development & production of CO<sub>2</sub> supercritical extraction technology  
**Online:** [www.isolatesystems.com](http://www.isolatesystems.com)

**Headquarters:**  
 1800 Pratt Way, Suite 200  
 Louisville, Colorado 80027  
 USA  
**Tel:** +1 720-444-7200  
**Email:** [info@isolatesystems.com](mailto:info@isolatesystems.com)

**International:**  
 Monza, Italy  
 Espoo, Finland  
 Düsseldorf, Germany  
**Tel:** +49 204 444 7200  
**Email:** [info@isolatesystems.com](mailto:info@isolatesystems.com)

**IFT: What's next for IES?**  
**KK:** "I'm very excited to be going to a big year for us. We are positioned to expand into several new geographic markets and industries. I believe the biggest challenge in 2024 and 2025 will be finding the right talent to support our growth. We are looking for experienced professionals who can help us scale our operations. We are also looking for investors who can help us fund our growth. We are excited to see what the future holds for us and for the industry as a whole."

**IFT: How do you see the industry changing in the next 5-10 years?**  
**KK:** "I see the industry continuing to grow and evolve. We believe that the use of supercritical extraction technology will become more widespread and that the industry will become more regulated. We are excited to see what the future holds for us and for the industry as a whole."

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2-page interview or company profile PLUS full-page advertising

**IES** WORKING TO DESIGN AND MANUFACTURE THE **FINEST** EXTRACTION SYSTEMS.

At IES, we continue to develop some of the most advanced and powerful systems in the world. Our products are designed to be safe, efficient, and easy to use. We are currently looking for experienced professionals who can help us scale our operations. We are also looking for investors who can help us fund our growth. We are excited to see what the future holds for us and for the industry as a whole.

**WWW.ISOLATESYSTEMS.COM**  
 CONTACT US: TEL: 720-444-7200

Isolate extraction systems inc.

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Editorial + advertising = \$1,500/€1,370


Special Edition: International Hemp Building Association Symposium

# Hemp TODAY


Voice of the Global Hemp Industries

# HEMP 3.0


How the miracle crop can fulfill its promise



**Interview: STEVE ALLIN**  
Latest materials, speed keys to advancing sector



**Fashion & Textiles WEARABLE SOLUTION**  
Targeting consumers with high quality goods



**Sustainability BIOCHAR & CARBON**  
Boosting the fortunes of farmers in the Amazon

2-page interview or company profile

## INTERVIEW

# Patient Directed

Veteran pharma exec **Scott Reese**, CEO at US-based C-Beyond Health, says patient-doctor dialog is critical to successful treatment with CBD

**HEMP Today: You describe C-Beyond Health as being in the "patient directed" cannabinoid market. What does that really mean?**

**Scott Reese:** First off, CBD is certainly the most prevalent and recognizable of the hemp derived cannabinoids. However the focus has in creating combinations of the right cannabinoids in the right ratios to achieve health outcomes for particular conditions. "Patient directed" is to mean bringing forth advanced, data backed and medical grade botanicals using the right cannabinoids to meet particular conditions. We start with patient needs assessments as the first phase of our product development cycle. These patient need assessments are conducted by leading physicians in that particular condition category. For instance, in oncology we work with a leading women's health medical director to understand the specific symptomatology, pathology and psychographic profile of the patient. We then translate that knowledge and data to leading formulators to design the cannabinoid profile and delivery methods for these products.

**HT: What is about the current landscape that holds promise for the company and for the cannabis-based medicine sector to grow?**

**SR:** We believe that patient care is at the beginning of a major transitional phase. The use of cannabis-based medicine is a challenge, not because it is novel, but because it is fallacious, and not because it comes from an untested plant, but because it works so properly. Moreover the use of plant-based medicine is on the rise because patients are taking back control. The plant is about who controls the medical drug market and for the first time ever, and with a lead voice, it's the patients. The regulatory bodies that have controlled patient access to medications, the FDA, CDC, EMA and EMA have burgeoning social movements to control work, user approvals of medicals to meet a particular condition. Patient interest of these regulations is high.

physician interest in growing.

**HT: What year were on the whole regulatory optimism regarding CBD in the USA? That's a situation that's still in flux, right?**

**SR:** It is absolutely in flux and will continue to be so while the current regulatory and clinical constraints remain in place. Having been in the pharmaceutical industry for 20 plus years, one thing is for certain. Clinical data, evidence, liability to replace our model, scientific, early production, equitable findings, fast look at results. These have been our major FDA approvals for these drugs that have been denied and still effective.

What has happened in the real world is very different. Again, I believe, and I'm not alone in this, that we are experiencing a true paradigm shift in thinking that will result in new policies and new treatment paradigms.

**HT: Tell us about the patient and physician education platforms you are developing and how that fits into the company's overall strategy.**

**SR:** This is critical. Meaningful dialogue between physicians and patients about the use of cannabis-based medicine is critical not only to establishing a comfort level on both sides but also to bring more access to a treatment regimen.

Patients don't know how to bring it up, in many cases they are scared to. Physicians have that knowledge and these medications are not yet a part of the protocols that they are trained to follow so closely. That said, this is easier than in other countries. For instance, we are the first registered distributor company in Thailand beginning Jan. 1, 2025. Our colleagues in Thailand, in the hospital setting, are trying right now to figure out physician education.

Unlike here, Thailand has had some success to hemp-derived medications. We are right now trying to speak to patients. We are infusing patient and physician education and dialogue. Our own guidelines across all of our disease state broad-based communication platform.

We are also building a wide reaching educational platform so that patients and physicians both can access real data about our products and find the right solutions.

**HT: What is happening in marketing interventions in the CBD space?**

**SR:** The big, emerging innovation in marketing are going to happen inside of content and distribution partnerships with major brands. This is where the former-majors will fall out of the picture.

**HT: How do you describe the company's mission, but how important is mission to C-Beyond Health in the long term?**

**SR:** We are dedicated to advancing the science and availability of cannabinoid products. The more we learn about the science of cannabinoids, the more we learn about our patients' expectations and other delivery technologies and the more we have potent experiences through real world data analysis, the better our products will be. We don't see this as a short-term game. We are in this for the long haul. That's what drives us.

**HT: You have an eclectic collection in your C-suite. What are the common characteristics across the executives that you feel is critical to the business?**

**SR:** I don't think we have any one particular to work with so many people at the top of their game. I have some of the nation's leading pharmaceutical and biotech experts, one of the world's most brilliant and respected pharmacoeconomic strategy strategists just joined us as well as a major sport operations, legal and business team.

In addition to my team, I consult on a near daily basis with my advisory board of whom are Chief Executive from household name healthcare companies. We are right now trying to speak to our Thailand team and I am excited to announce work of these players here. The reason we are all doing this together is simple, we love it.



“  
The regulatory bodies that have controlled patient access to medication . . . have a burgeoning social movement to contend with.  
”

**SCOTT REESE** is CEO at Golden, Colorado, USA-based C-Beyond Health. He is an entrepreneur, inventor and pharmaceutical marketing executive who has founded and managed brands for AbbVie, BMS, Pfizer, Genentech and many other pharmaceutical companies. Scott has presented to the US Congress and the US Food and Drug Administration's committee on social media and health economics. He has appeared in numerous industry publications including Pharmaceutical Executive, MDM and FMIHQ. Scott served on the Global Endorsing Board for an international marketing communications conglomerate and in the Marketing Innovation Board for a major pharmaceutical company.

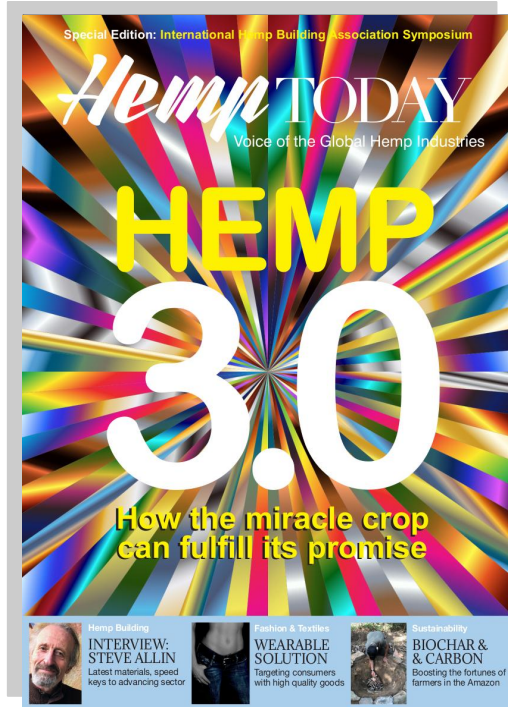
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1-page  
interview or  
company  
profile

### CBD

## MH medical hemp advances

German company to distribute medicinal cannabis, expands CBD line



*"We are in talks with different European medicinal cannabis suppliers, and have agreements ready to sign."*  
— Jonathan Kruse

**Supplies line-up**

"We are in talks with different European medicinal cannabis suppliers, and have agreements ready to sign," said MH CEO, Jonathan Kruse. In total, the company will work with five more suppliers this year.

Germany's medical cannabis law, which went into effect in spring 2017, makes it easy for patients to access cannabis for medicinal purposes, covering a complete range of uses in which special restrictions were required to obtain cannabis medicine in the past. Patients are only required to have a doctor's prescription, and can collect reimbursement to their health insurance (PIG).

Kruse said the fact that Germany health insurers are the cost of medicinal cannabis increases both patients and doctors in their effort to manage patient needs. The highest fine gives the country a leading international role and is expected to spur German research on cannabis in all of its medicinal forms, including CBD, Kruse added.

**Product portfolio expands**

MH also announced it launched CBD Gummies in all of Europe. These, under the Phytolite brand, with the product already well known in the health-food sector in Germany. The company also expanded its existing range of Phytolite Science products with a "Clean CBD" product. The Phytolite portfolio also includes a face cream, bath and body lotion, all which incorporate CBD into the formula.

Along with high CBD content, products in Phytolite's portfolio contain essential fatty acids, including gamma-linolenic acid – which is lacking in most people, but which is crucial for health. Also, individual products also include derivatives from other beneficial plants to highlight the distinct medicinal effects of each. For example, the Phytolite lotion helps soothe CBD with extract from the Calceola plant, an anti-inflammatory and healing agent that has long been used to treat wounds and rashes.

All products are free of CBN, THC, pesticides, phthalates, formaldehyde and artificial coloring – substances often found in highly processed, industrial-based cosmetics.

**New products**

Added to MH's existing range of Phytolite brand products, there are now CBD Cream Oil, CBD Gummies, and CBD Capsules.



**On the wholesale side of the business**, MH offers bulk cannabinoid rich hemp extract, CBD oils and CBD isolate to formulate and manufacture around the world looking to create their own line of CBD products.

The company's high quality CBD can be added to a number of products, allowing for the creation of custom CBD-infused hemp strips and effectively.

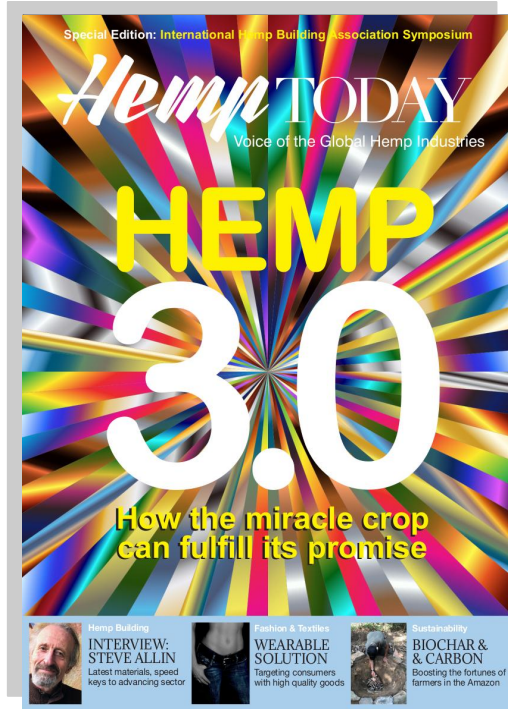
Kruse sees MH as well-positioned to serve the medicinal cannabis and CBD markets in Europe and beyond. And, including the work with some of the world's most renowned seed breeders, the company has already established internal controls to aid in further development of large-scale manufacturing processes that comply with and continuously identify methods.

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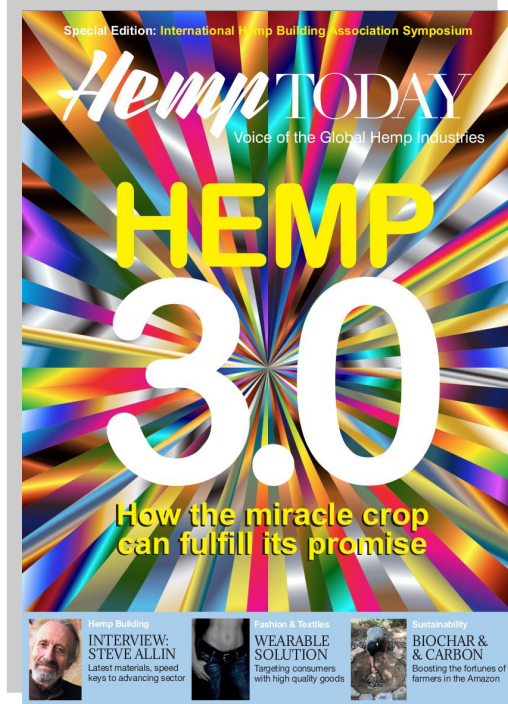
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Compact, simple design, Easy to operate  
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**Technical specifications**  
Power supply: 220V / 1500W  
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Dimensions: 85cm X 200cm X 125cm (32" X 79" X 49") Weight: 285kg/675 lbs

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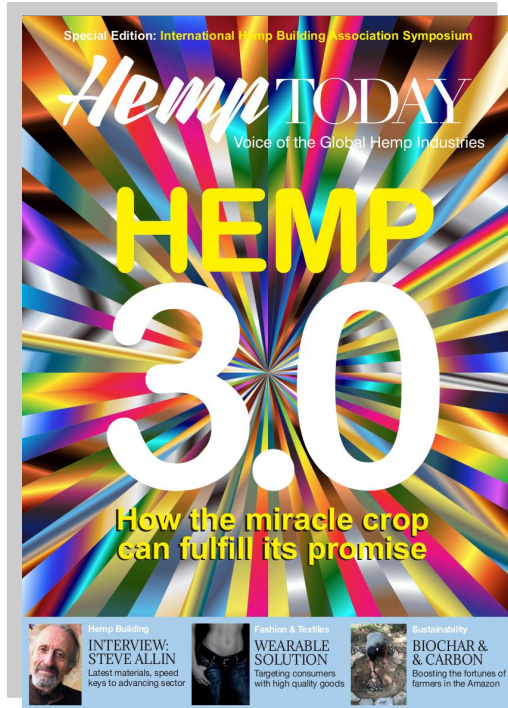
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