



## HEMPLE LAUNCHES IN THE USA

**Following recent investment from MMJ, millennial founders seek greener pastures for their market-leading CBD products**

**MEDIA RELEASE Monday 15 July 2019:** Following a recent investment from MMJ (ASX:MMJ), Australian hemp & cannabinoid brand, Hemple, has launched in the USA.

The millennial founders, Cade Turland (31) and Forbes 30 Under 30 list-maker, Georgia Branch (30) are determined to carve out their piece of the world's biggest CBD market, projected to be worth US\$22bn by 2022. The team is betting on better delivery technology for their organically grown CBD and innovation through first-to-market, functional CBG and CBN formulations to set their brand apart.

Their Australian Cold Pressed Hemp Seed Oil and US grown and made, Sigma N-Osmo CBD have already made it into the hands of the Kardashians.

Both products featured in the most recent [poosh.com](https://www.poosh.com) Travel Mailer which landed Hemple in social media feeds of Kim Kardashian, Kendall Jenner, Selma Blair, Shanina Shaik and Behati Prinsloo.

As Facebook and Instagram continue to disallow ingestible hemp foods and CBD advertising, the founders see this style of organic social media endorsement as key to reaching their millennial consumer - a fast growing segment of the hemp CBD market.

Brightfield Group dubs the 26-35 year old CBD user group as "stressed out millennials". This group accounts for 38.2% of the total US CBD market. More than half the members of this segment have a household income of US \$50,000+ and are looking to relieve the pressures and stresses of their busy young professional lives, turning to hemp CBD to relieve a range of emotional health issues, most prominently: anxiety, depression and insomnia.

Co-Founder, Georgia Branch, says, "There's over 5600 CBD tincture brands in the USA. We're breaking away from the commoditised products which dominate the market. Our approach is to differentiate with a premium brand position that's backed up by truly innovative, effective products targeted towards the needs of our customer. Each of our products will have a specific functional benefit - from stress management (like our first CBD release, Sigma) to sleep."

Turland continues, "We're one of few companies in the US using nano-technology to improve the absorption rate of cannabinoids. Similarly to vitamins, only 10-30% of most CBD edibles and tinctures are absorbed by the body. The technology used in our N-Osmo cannabinoid range increases absorption to over 90%. Ultimately, this means better value for money for the customer."

Value for money matters, as Brightfield Group shows 41.3% of this group are taking some form of CBD to manage everyday pressures, 5-7 days per week.

On 29 July in the US, Hemple will launch with Fleur Marche, dubbed the "Sephora of CBD". In Australia, Hemple's range of hemp foods products are listed in over 350 health and specialty stores including Flannery's and Healthy Life.

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For more info and high res images contact: Georgia Branch | [georgia@hemple.com](mailto:georgia@hemple.com) | +61 410 690 408

[hemple.com](https://hemple.com)  
[instagram.com/myhemple](https://instagram.com/myhemple)