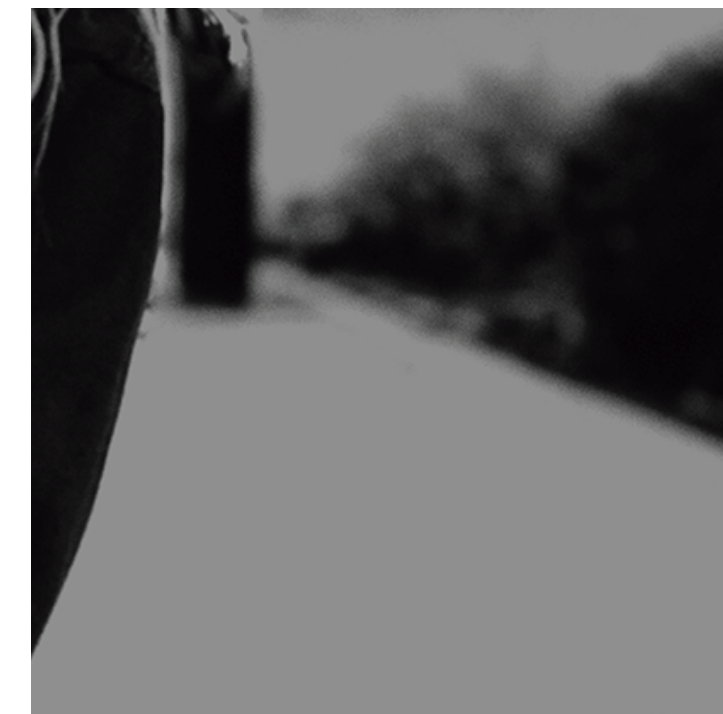


sentient

Neomarketing



Confidential

Updated in February 2021

Introduction

[Sentient] + [Pixel]

The name Sentient Pixel refers to a future where the digital world and human empathy meet.

Its meaning consists in the ability to have conscious perceptions of what happens to you and what surrounds you.

This is a characteristic pertinent to humans but that we seek to encompass in everything we create.

What if graphic pieces, logos, websites, applications, packaging and brands were able to be aware? The result would be a material capable of emotionally impacting everything it touches. That's how we translate everything that consists of pixels on screens.

Mission

Our mission is to fill the gap of distrust between people from all over the world. We believe in a future in which the Cannabis plant becomes destigmatized and people of different ages have access to the medicinal properties of CBD.

We seek to bring up a plant that for years has been banned but that throughout this time has hidden therapeutic properties capable of improving lives. Scientific studies have demystified the CBD compound and it has proven to be a balm for different physical and psychological conditions.

Muscle Relaxant, Anxiolytic, Analgesic, Anti-inflammatory, Anti-depressant, Antiemetic, Anticonvulsant, Neuroprotective, Antipsychotic. These are some of the conditions that can be dealt with today in an organic and sustainable way and that is what we seek to educate the world about.

Case Study

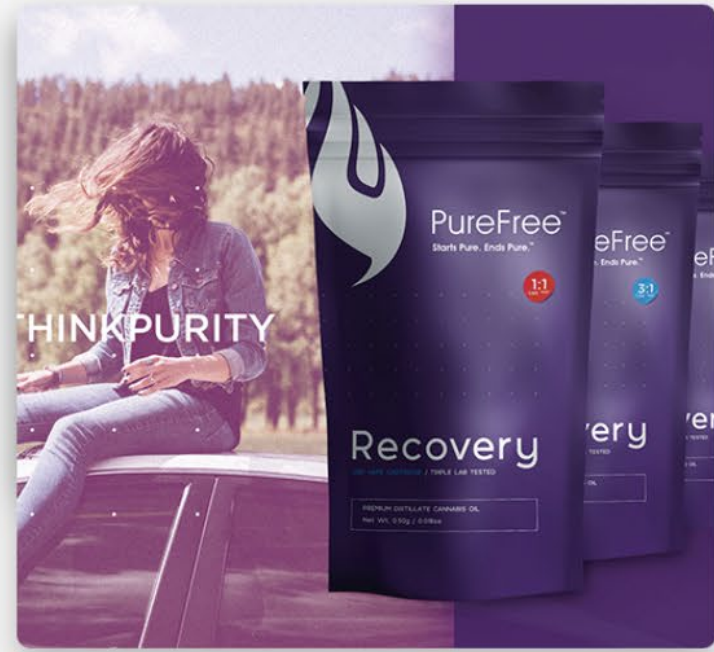


BAS Research was the first fully licensed laboratory in California. Its certifications were exclusive and enabled the laboratory to operate in both the recreational and medical markets.

Its range of services consisted of manufacturing contracts, offering brands assistance in all stages of manufacturing a product. Formulation, extraction, manufacturing and assembly.

The laboratory served great industry names such as Eel River Organics, Verra Wellness, James Henry SF and Dr. Kerklaan Therapeutics.

Sentient Pixel followed the brand from the development of its first website to the moment where we received an average of 5 leads per day. We also developed the entire brand content strategy, reaching an average of 30,000 daily views in blog articles and 10,000 followers on Instagram.



BASTM RESEARCH

STATE OF CALIFORNIA
DEPARTMENT OF PUBLIC HEALTH
MANUFACTURED CANNABIS SAFETY BRANCH

**TEMPORARY MANUFACTURING LICENSE
MEDICINAL CANNABIS PRODUCTS**

STATE OF CALIFORNIA
DEPARTMENT OF PUBLIC HEALTH
MANUFACTURED CANNABIS SAFETY BRANCH

**TEMPORARY MANUFACTURING LICENSE
ADULT-USE CANNABIS PRODUCTS**

LICENSEE: BAS RESEARCH

LICENSED PREMISES: BAS RESEARCH

LICENSE NUMBER: CDPH-T0000030
LICENSE TYPE: A-Type 6: Non-Volatile Solvent Extraction

EFFECTIVE DATE: 01/01/2018
EXPIRATION DATE: 04/30/2018

This license is a conditional license and authorizes the holder thereof to engage in commercial cannabis activity as would be permitted under the privileges of the annual license for which the applicant may submit an application to the licensing authority. This license is not transferable to any other person or premises.

Amman
Arl A. Mason Ph.D.
Chief, Manufactured Cannabis Safety Branch

California Department of Public Health
P.O. Box 997377, MS 7606
Sacramento, CA 95899-7377

GreenDots Cannabis Awards 2018

Best Skincare Line 2018

BASTM INFUSED

Ed River Organics Sector

2 AWARDS IN THE CO2 CARTRIDGES CATEGORY

BASTM INFUSED



CHEMISTRY LABORATORY

STATE OF THE ART EQUIPMENTS

FORMULATIONS RESEARCH



CUTTING-EDGE EXTRACTION TECHNOLOGIES

ENVIRONMENT-FRIENDLY

NON-TOXIC SOLVENT FREE



OIL EXTRACTION SERVICES

NON-TOXIC SUPERCRITICAL CO2 EXTRACTION

SELECTIVE EXTRACTION NO RESIDUAL SOLVENTS



PRODUCT DEVELOPMENT

IP FORMULATION

PRODUCT DESIGN

FULFILLMENT

PACKAGING DESIGN



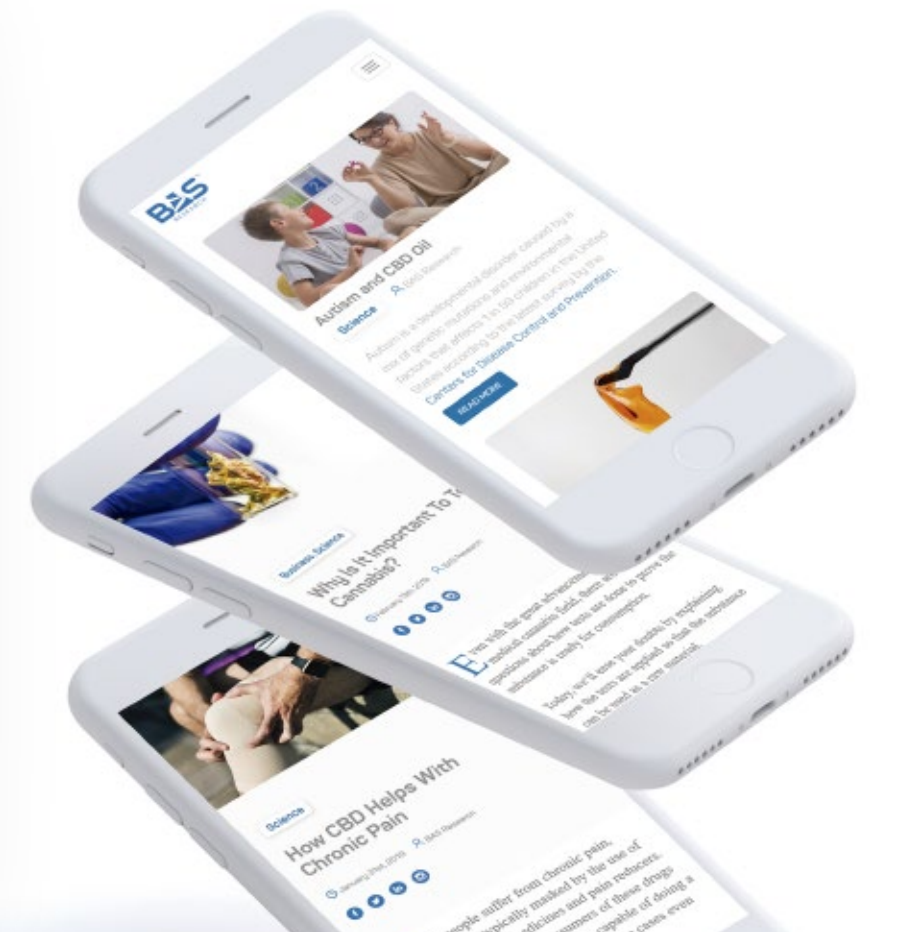
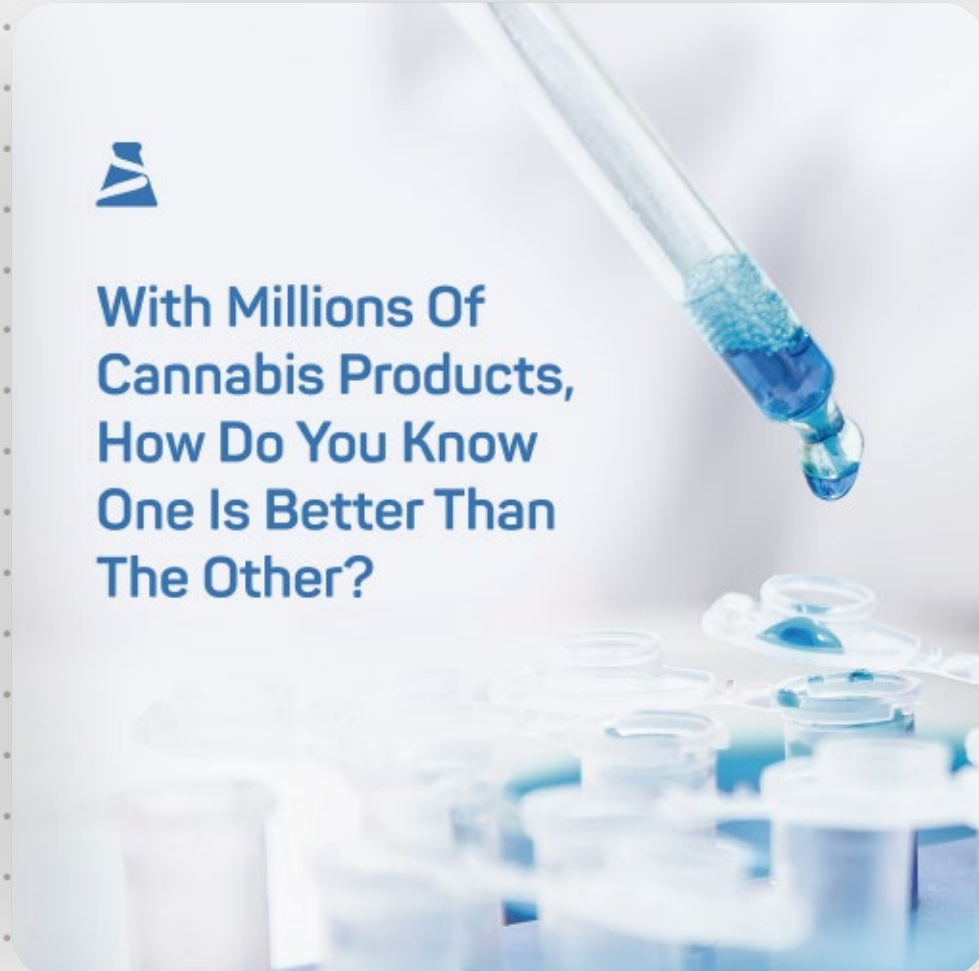
THE WHY BEHIND BAS RESEARCH

PRESENTED BY:
Dr. Bao Le - BAS Co-Founder & CEO

DATE & WHERE TO WATCH
March 26th-31st
www.cannabisinvestmentsummit.com



With Millions Of Cannabis Products, How Do You Know One Is Better Than The Other?



The #1 Provider of Clean
Free of harmful solvents, microbes and pesticides

Take Lab Testing From Plant to Product

Low Pressure CO2 Extraction

Low Temperature Distillation

Hydrocarbon-Free

Got Trim?

BAS RESEARCH
Permit # SL-006759
www.basresearch.com

Magazine Ad Design

- We developed ads that ran in Culture magazine. The purpose of this marketing initiative was to launch the brand name in the Business-to-Business segment, acquiring large customers looking to develop brands and products.

California May Run Out Of Legal Cannabis This Summer!

The Relation Between CBD and Neurodegenerative Diseases

How CBD Can Help Enhance The Lives of Our Pets

Blog Design

- Through the design and development of a blog, we created an educational platform that addressed different types of subjects about CBD. We covered industry but also lifestyle topics, always educating readers about the true benefits of CBD.

Proven SEO Results

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query	Clicks	Impressions	Position	
basresearch	84	104	1	
winterized cannabis oil	67	193	1	
winterized distillate	43	96		
how to winterize cbd oil	2	6		
difference between hemp oil and cbd oil	1	38		
difference between hemp oil & cbd oil	1	17		
bas research	792	1,292		
winterized oil vs distillate	41	62		
cbd oil dosage for child with autism	12	20		
winterized the oil	11	32	1.1	
cbd oil winterization	6	61	1.1	
what are the benefits of cbd oil for autism				
is there a difference in hemp oil and cbd oil?				
winterized cbd oil	18			
winterized crude	9			
winterized hemp oil	1			
cbd gummy bears for autism	1			
bas research stock				
bas cannabis	2			

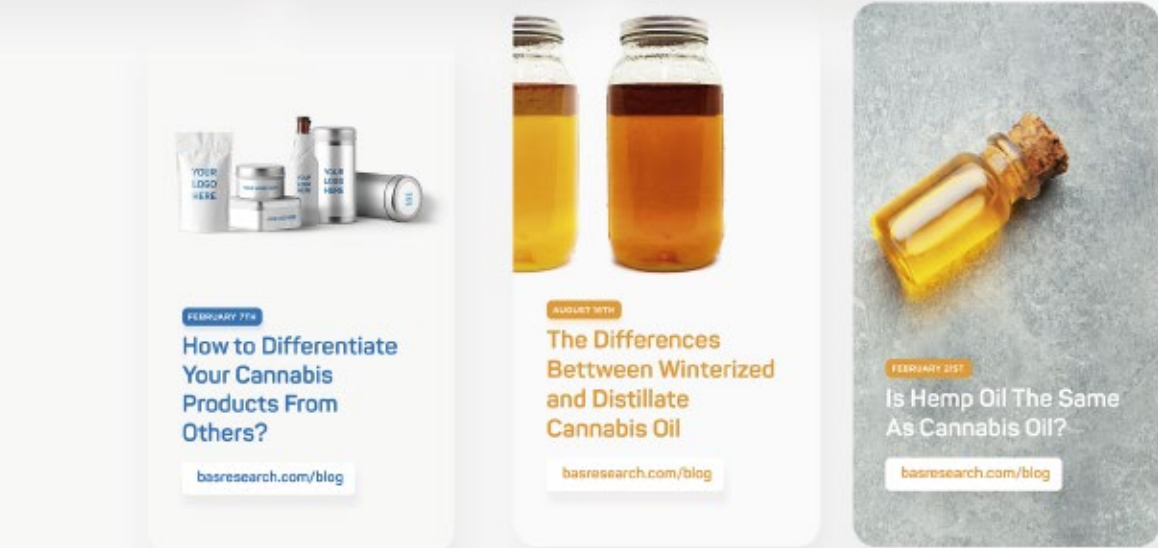
Top Channels

Organic Search
Direct
Referral
Social

What pages do your users visit?

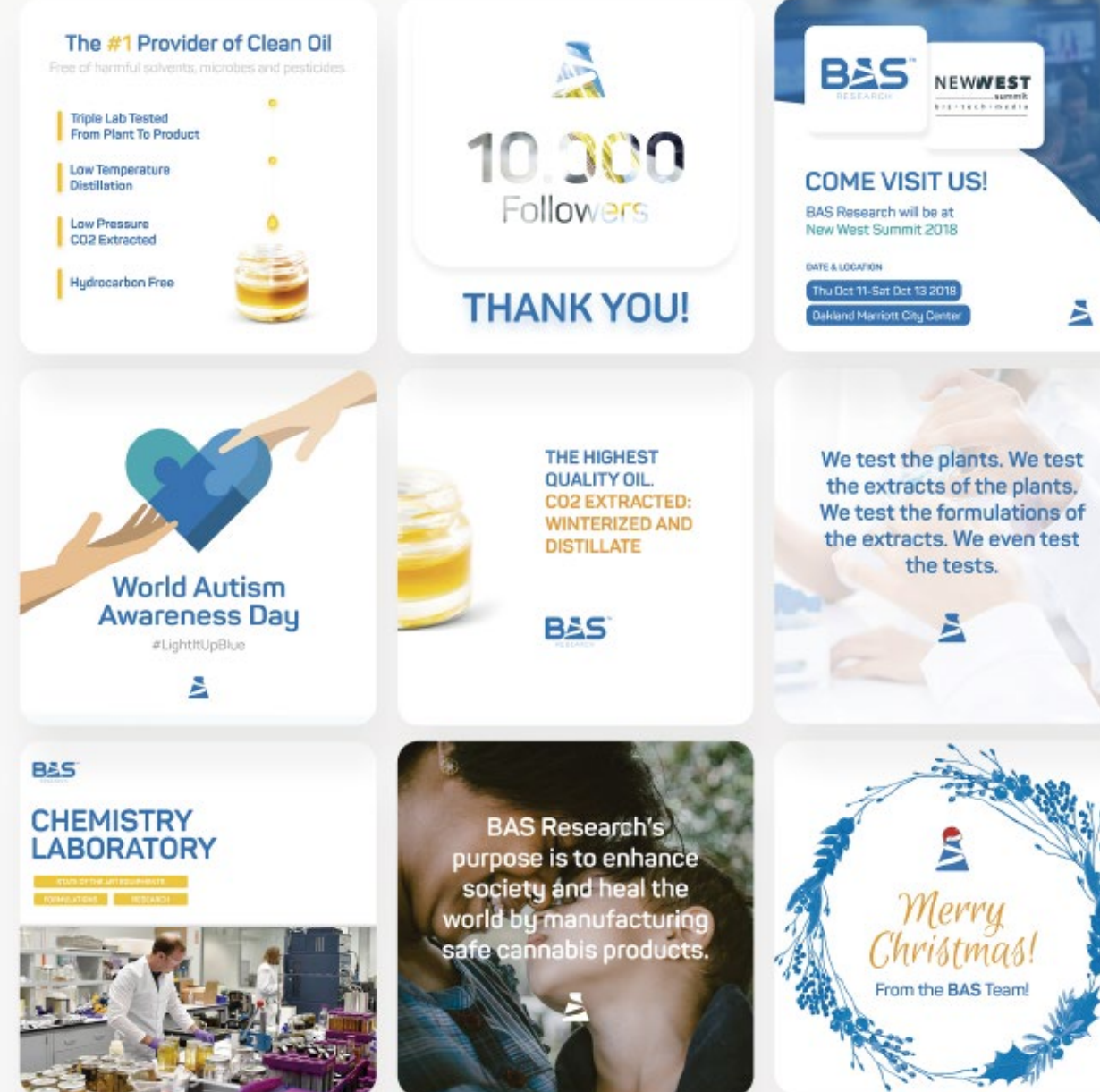
Page	Pageviews
/science/autism-and-cbd-oil/	8,162
/science/the-difference...stilate-cannabis-oil/	5,743
/	3,079
/science/is-hemp-oil...same-as-cannabis-oil/	2,616
/about-us/	930
/careers/	565
/business/the-top-5-ca...is-events-in-the-usa/	379
/about-us/attachment/canna-clear/	313
/science/how-do-terpenes-affect-cannabis/	302
/blog/	294

- As a main part of our communication efforts, we developed a strategy of backlinks and SEO-optimized content that has made the brand a benchmark in CBD education. Each published article went through phases of SEO optimization making the content the first in Google's list of organic results.



Blog Content Writing

- We developed educational content that taught thousands of people about the cannabis industry, scientifically supporting all our claims, we were able to feed the BAS blog with several different categories of information material. Addressing medicinal properties, laboratory production and challenges surrounding CBD advertising.



Post Design

- Through a solid content strategy, we grew BAS's Instagram profile with a crowd of more than 10,000 engaged followers. By addressing the right issues at the right time, we were able to build an audience that trusted the published content and was part of a community of informed patients.



Website Design

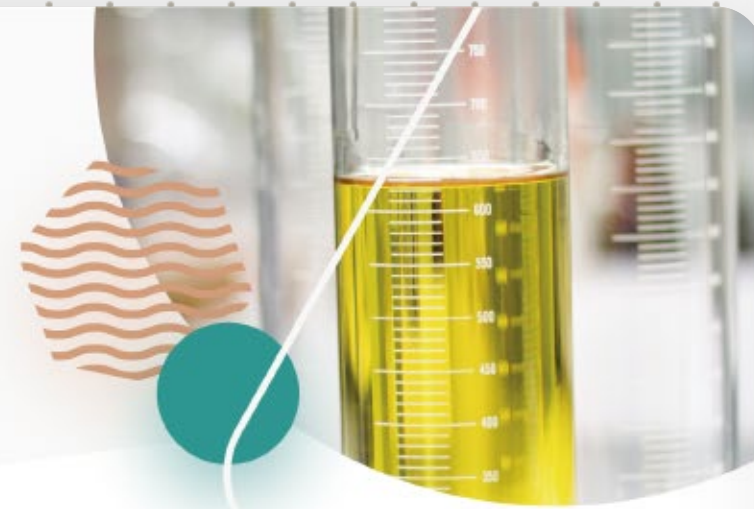
- Through web design we developed the entire online presence of the brand with web projects that encompassed all the services and products of the brand.

Case Study

acorncbd

AcornCBD is a manufacturing laboratory specialized in bulk oil sales and THC remediation. Through their variations in CBD, brands can develop products with the greatest potency and purity of CBD that exists in the market today. Through its THC remediation services, the company removes absolutely any psychoactive properties from hemp extracts, thereby producing a CBD distillate that is certified and meets any health requirements from the FDA and other countries.

Sentient developed the entire visual identity of the brand, including the logo, the website and sales support materials. We also developed corporate presentations in order to raise funds for different series of investment and growth.



Meet Acorn CBD

With over a decade of CBD experience, today we know the market, the ingredient, and the consumer's need! So from all these expertise, Acorn CBD was created. By combining the **newest technologies** with **science** behind the removal of THC from hemp oil, we create an **internationally compliant CBD ingredient** with **"No THC"** still with the benefits of the minors - CBG, CBN, and CBC.

OUR MISSION

"To empower brands with an unmatched CBD oil for their consumers and through that, help in the creation of a wellness-centered future."

From the cultivation of the hemp to the final product, we have three demands to our product: it must be **natural, clean,** and **pure.** Thus, from the best raw material, we make the best product. By testing every production batch, the result of our product is a CBD oil with superior quality and safety standard.

We know how difficult it is to find pure and potent CBD in the market, and that is what we are here for.

FEATURES

PRODUCERS OF BROAD SPECTRUM CBD DISTILLATE OIL WITH NO THC

LAB TESTED: PESTICIDES AND SOLVENTS

CBD MINORS TESTED: CBG, CBN, CBC

SUPPORTING LOCAL HEMP FARMERS, EXTRACTORS, FIRE & BUILDING DEPARTMENTS AND REGULATIONS

CID2 COMPLAINT LAB ROOMS AND OSH CERTIFIED

GLUTEN FREE ORGANIC HEMP

The #1 Provider Of CBD Bulk Oil

PRICING

PAGE 2

Distillate BSO CBD Bulk Oil

We know how difficult it is to find **pure and potent CBD** in the market, and that is what we are here for.

Our oils are designed to deliver a **85%+ potency threshold.** Therefore, our clients are able to offer products that will surpass any competitor's ingredients.



CBD Oil Rates

Bulk CBD Distillate
 NO THC 85%+ Potency
 Triple Lab Tested

51-100kilos
12.5% Discount

101-200kilos
15% Discount

201+kilos
20% Discount

CBD Distillate
 NO THC 85%+ Potency
 Triple Lab Tested

1-10kilos

11-20kilos
2.5% Discount

21-30kilos
5% Discount

31-40kilos
7.5% Discount

41-50kilos
10% Discount

WE HAVE LIMITED SUPPLIES.
 GET IN TOUCH WITH US FOR PRICING

CONTACT US: info@acorncbd.com

• By developing explanatory content about the brand, we produced material that assists the company in the process of closing new sales agreements for large quantities of CBD oil.

With a focus on design, our work consisted of designing documents with contemporary aesthetics that helped the team of salespeople.

Case Study



VitaGlobal Brands™ is a pharmaceutical brand that applies state-of-the-art technology in the development of products derived from CBD. Its approach is 100% scientific, its formulations are developed by pharmaceutical doctors and aims to affect specific conditions through the high bioavailability that enables an optimized delivery of medicinal properties.

Sentient Pixel helped the brand develop its product portfolio, sales materials and content strategy on social media.



ABOUT US

Precision Dosed Hemp Wellness Products.

VitaGlobal Brands™ curates unique dosage forms optimizing the medical benefits of active Hemp, through the art and science of **compounding**.

Developed by Compounding Pharmacists, precision dosed wellness products are made in the USA in a facility both GMP + FDA Registered.

- Third-Party Penta Tested
- FDA & GMP Certified
- Made in a USA



OUR INGREDIENT

Hemp-Derived CBD

Our broad spectrum active hemp extract nourishes the body's endocannabinoid system (ECS), promoting the balance needed in achieving a state of equilibrium.

Pharmacology

Activates TRPV-1, modulating body temperature and the perception of pain & inflammation. Activates adenosine receptors, promoting anti-anxiety + dopamine/glutamate release. Inhibits FAAH (fatty acid amine hydrolase) enzymes, leading to the modulation of the endogenous CB1 receptor, involved with maintenance of homeostasis in health.



Sublingual Troches



Aqueous Concentrate



Stallion Roll-On



Softgels



Tincture



Pet Tincture





Tincture Dropper

1000mg of CBD 30ml Dietary Supplement

USAGE INSTRUCTIONS

One drop includes approximately 33.33mg/mL in a PCR rich blend with MCT Oil. Drop directly onto tongue or into oil-based foods for easy dosing.

Easy Dosing, Powerful Effects.

Our tincture dropper has high potency broad-spectrum formulation for lasting and impressive effects. It improves mood, carries anti-inflammatory properties, helps relieve discomfort, reduces anxiety, stress, and promotes neurological balance.



Sublingual Troches

300mg of CBD Per Pack 15 Troches per Pack
20mg of CBD Per Troche Water-Soluble 5-10min Dissolve Time
6+ Hours Of Duration 5-8min Onset

USAGE INSTRUCTIONS

Each troche comes scored into quarters for easy micro-dosing. You should place the desired amount under your tongue and wait for it to dissolve, which may take up to 10 minutes. Do not eat or chew Troche. Do not drink while using this product.

Superior bioavailability, quick onset.

The dissolving lozenge dosage form encourages optimal placement for sublingual absorption across the oral mucosa. Precision-dosed, functional formulas synergized with active Hemp extract, developed by Compounding Pharmacists. Masking agent blocks

VARIATIONS

Relief Pain Support
Blood Orange

Improves Joint Mobility / Reduces Aches & Discomfort / Fights Inflammation & Oxidative Stress / Improve Digestive, Immune & Brain Health

Sleep Sleep Support
Watermelon

Combats Jet Lag / Helps Induce Relaxation / Relieves Temporary Insomnia / Encourages Healthy Sleep Cycle

Focus Focus Support
Wild Berry

Rejuvenates Brain Health / Supports a Positive Mood / Improve Focus + Cognition / Anti-Anxiety + Stress Support

Performance Athletic-Pre Support
Lemon Lime

Workout Stress Support / Optimizes Energy Production / Maximizes Performance & Endurance / Fights Inflammation & Oxidative Stress

Recovery Athletic-Post Support
Tropical

Supports Stamina / Workout Stress Support / Helps Induce Relaxation / Promotes Quick Recovery



Hemp Softgels

750mg of CBD 30 Gel Capsules
PCT Broad Spectrum Dietary Supplement
Vegan

USAGE INSTRUCTIONS

Take one 25mg Softgel in the morning and one in the evening as a dietary supplement.

Mood Boost & Natural Relief.

These Hemp capsules are easy to swallow, contain anti-inflammatory properties, and support healthy neurological function. Moreover, they relieve nausea, discomfort, and reduce anxiety.



How Much CBD Should You Take?

SWIPE TO LEARN MORE >



Precision Dosed Hemp Wellness Products.



What Are Tinctures?



VitaGlobal Brands™ curates precision-dosed hemp-derived wellness products. Optimizing dosage efficacy through the art and science of compounding.



The Many Uses Of Hemp

SWIPE TO LEARN MORE >



Hemp Softgels

COMING SOON

- Easy to Swallow & Dose
- Doctor Formulated
- Anxiety and Inflammation Support
- Improves Mood

Case Study

ΦREDPHI

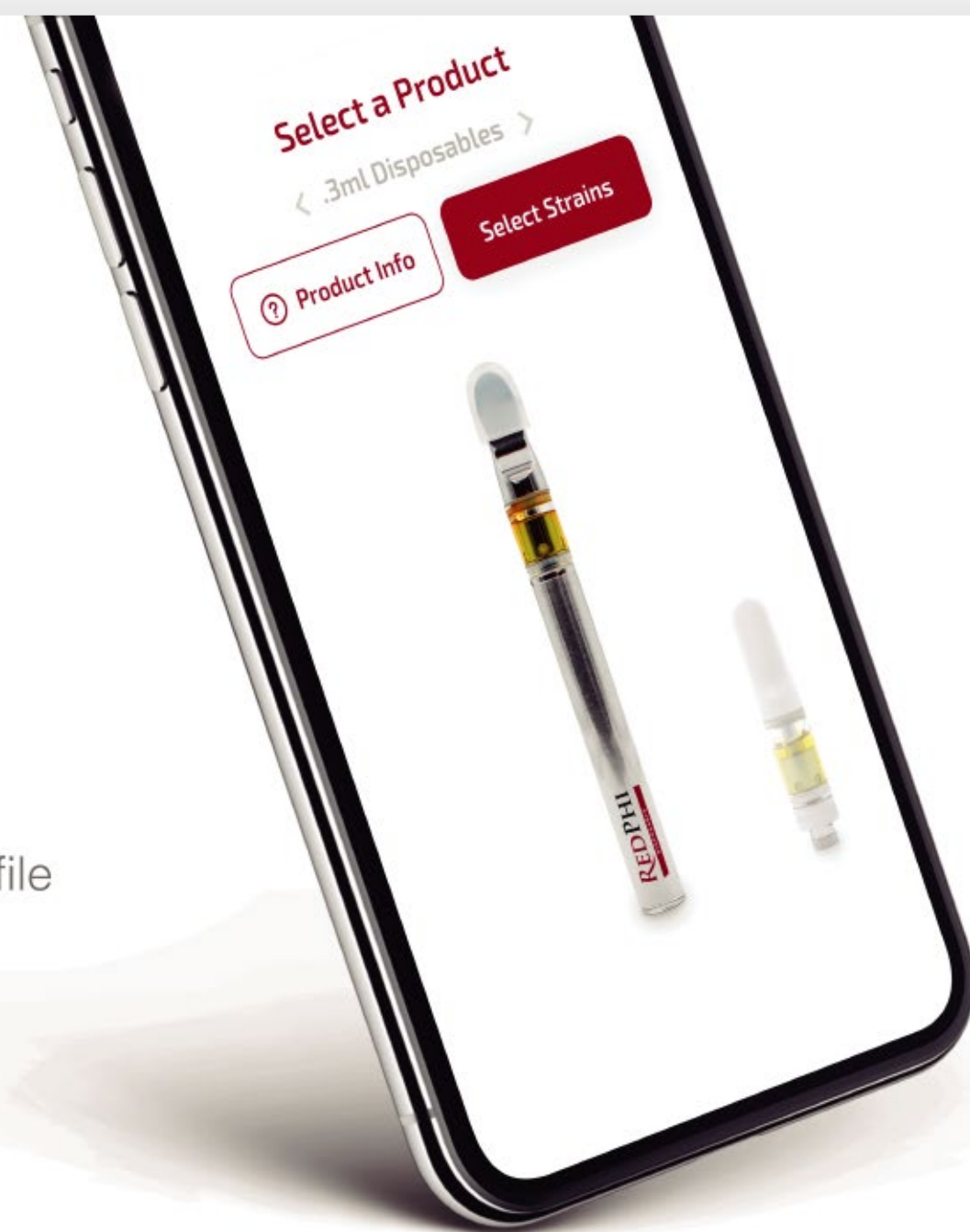
RedPhi is a concentrate brand that seeks to reach the A and B audiences in the recreational Cannabis market. Its product line consists of vape cartridges and disposable vapes. With a refined touch and an optimized cost-effective price, the purpose of the brand is to be an alternative for adult smokers looking to medicate themselves with popular strains in moments of rest and recreation.

Sentient Pixel helped the brand to develop its product line and its online presence through a responsive and personalized website.

ΦREDPHI

Coming Soon!

A platform crafted for retailers.
Stay tuned on our instagram profile
for updates - [@redphigroup](#)



ΦREDPHI

Coming Soon!

A platform crafted for retailers.
Stay tuned on our instagram [@redphigroup](#)





ΦRP



Case Study

The logo for Chief Stix features the word "CHIEF" in a bold, green, sans-serif font above the word "STIX" in a similar font. A small green leaf icon is positioned between the two words. The entire logo is enclosed in a thin black rounded rectangular border.

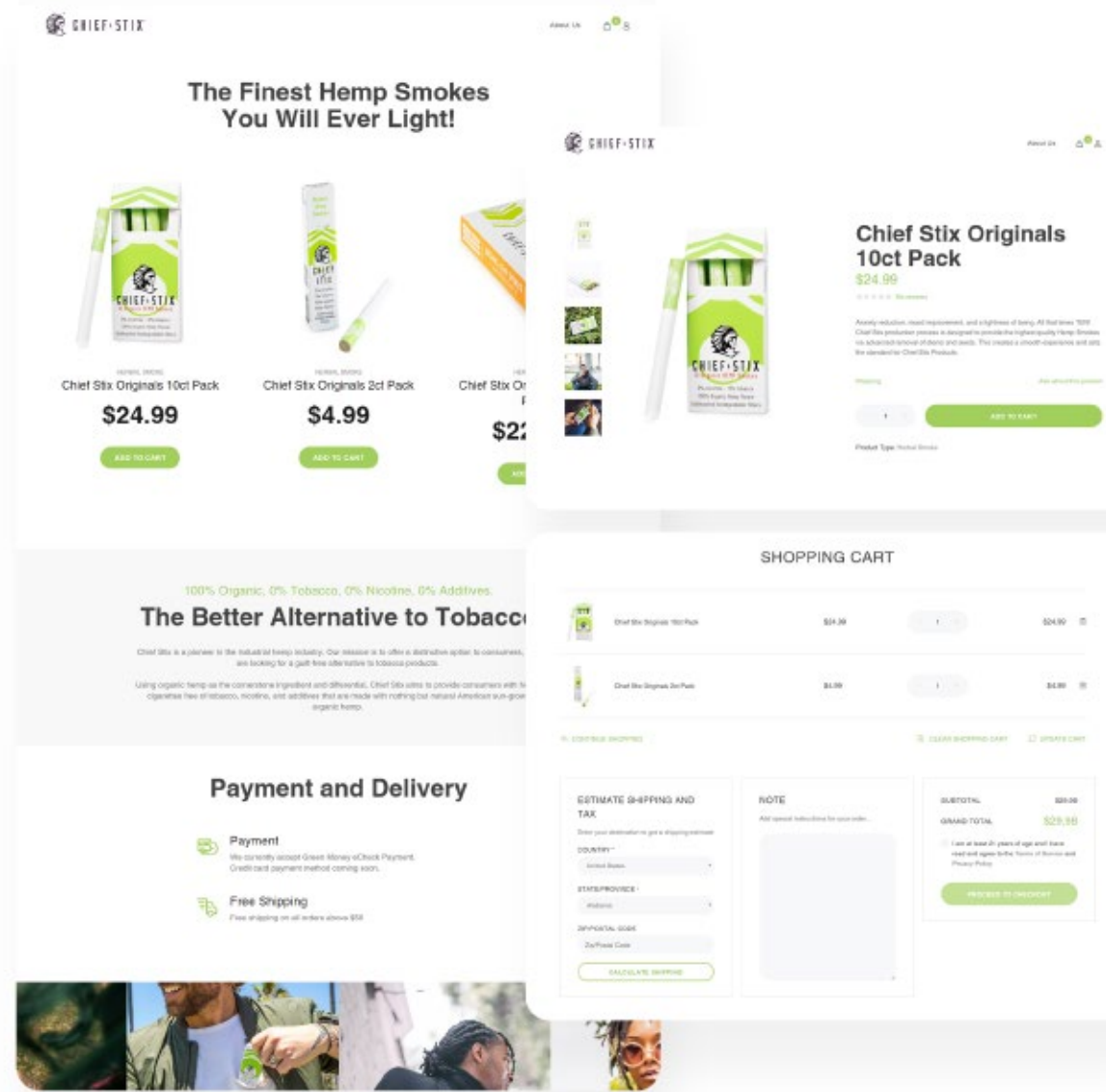
Chief Stix is a brand of hemp cigarettes that presents itself as a healthier alternative for tobacco smokers. Its product line consists of Chief Stix Originals™, a cigarette made with the Suver Haze strain, and Chief Stix Light™, a mix of hemp and herbs.

Sentient Pixel was with the brand from the moment it was just an idea until the moment it reached the milestone of being available in 300 smoke shops in different states of the USA. Branding, Social Media, Packaging Design, Website Design and Influencer Marketing were some of the services we offered.



Packaging Design

- With a Native American theme, we developed a set of packaging with the purpose of selling the product both in physical environments and through a e-commerce. Each carton carries 20 Stixs and each carton carries 200 Stixs.



E-commerce Design

- Through the Shopify platform, we developed an e-commerce for the brand that is able to offer the product to all American states, we manage the entire structure of the site including product and delivery management and discount codes.



Post Design

- Through consistent content, we built an audience of 30,000 followers who engaged with the brand.



Influencer Marketing

- When developing a bank of influencers, we executed a marketing strategy that advertised the brand on Youtube and Instagram. We had the opportunity to work with Rick Ross, an internationally renowned rapper.



Photoshoot Planning

- Through the development of moodboards, we helped in planning photographic photoshoots that were used in all communicational aspects of the brand.



Marketing Materials

- We helped Chief Stix's sales team by developing catalogs and other types of sales materials, thus enabling the product to spread through different offline distributors.

Case Study

hhemp.co

HHemp is a brand of CBD flowers. Its proposal is to be a medical alternative for adult consumers who like the habit of smoking. The brand offers a mix of CBD and CBG flowers so that the public reaches maximum effectiveness in terms of the medicinal properties of hemp.

Sentient helped develop the brand from scratch, including branding, website design, social media growth and influencer marketing.

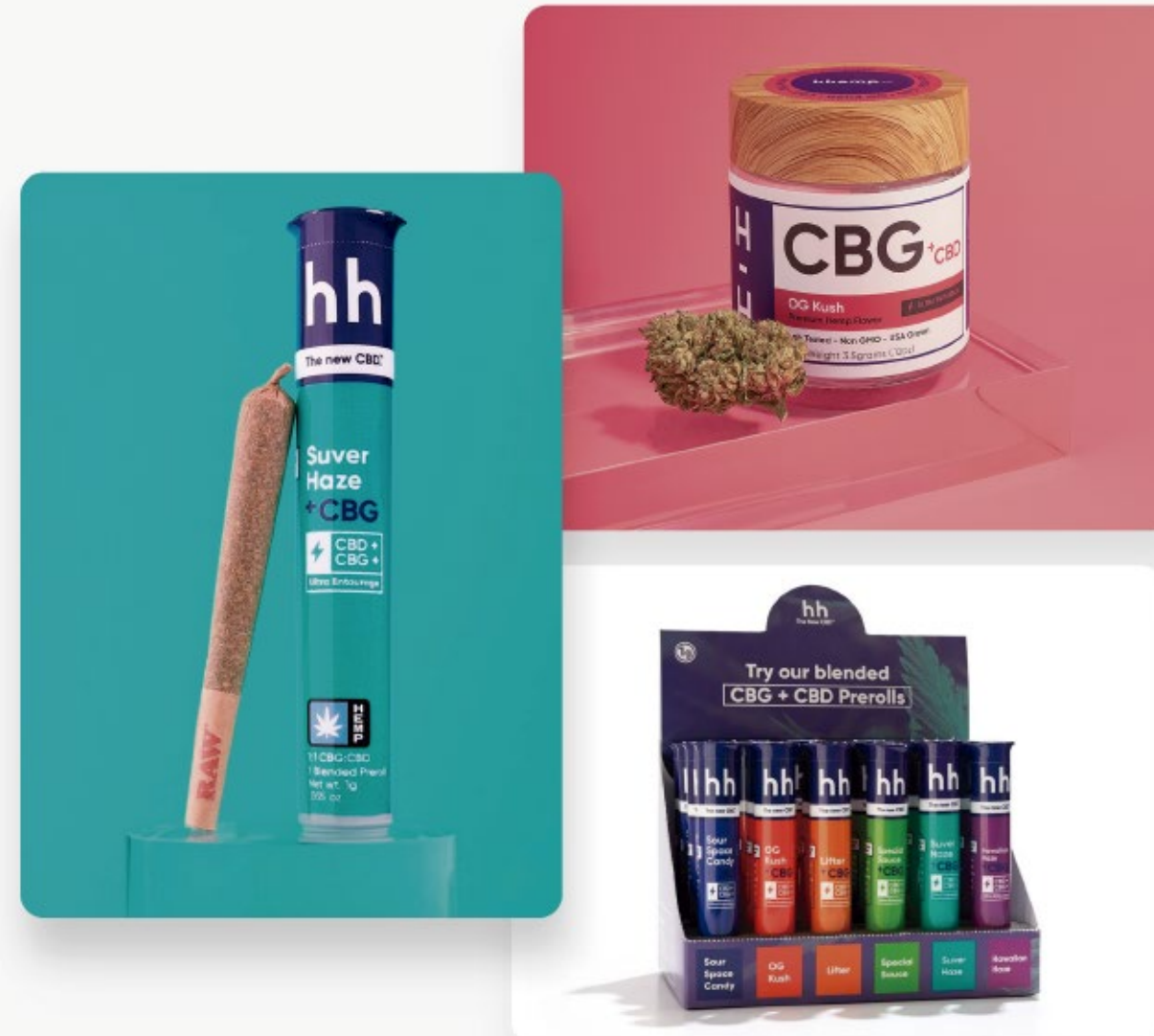
hhemp.co

hh

hh

hhemp.co

Logo Design



Packaging Design



Packaging Design

Case Study

Frazzless

Frazzless is a cosmetics brand that seeks to combine essential oils with the medicinal properties of CBD. Its audience is women from 20 to 50 years old who take cosmetic treatment as a habit and are interested in alternative therapies.

Sentient helped develop the brand from scratch with branding, packaging design, design of sales materials and social media.

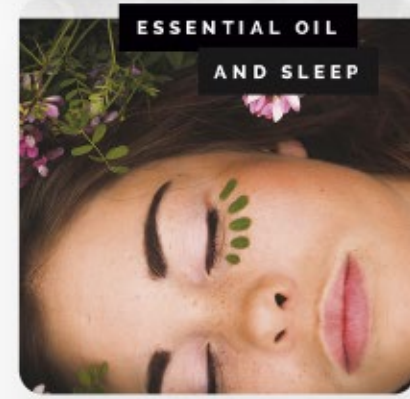


Frazzless

Logo Design



Packaging Design



Post Design

Talk to Us!

Do you have a CBD project that you would like to develop? We can help you every step of the way. Our experience in the industry enables us to create brands that will become successful. We know how to develop and advertise cannabis-derived products with cunning.

✉ grow@senticentpixel.io

☎ (45) 99921-4553

🖱 www.senticentpixel.io



Brand Management

On Demand Services



Design Studio

- User Experience
- Branding
- Web Design
- Product Design
- 3D Design



Content Marketing

- Social Media
- Influencer Marketing
- Blog Posts
- SEO



Paid Ads

- Facebook Ads
- Instagram Ads
- Google Ads

senticent

Neomarketing



Content Marketing



Content Marketing

- Social Media
- Influencer Marketing
- Blog Posts
- SEO