

Who we are and what we do

NOT ALL CBD PRODUCTS ARE CREATED EQUAL! Did you know that they planted hemp at Chernobyl to detoxify the soil? They used hemp because it is so good at absorbing everything in its soil and its environment, so it is paramount that hemp is grown under highly controlled conditions.

<https://www.cannvas.me/Articles/Science-and-Tech/Chernobyl-and-the-power-of-the-hemp-plant>

At Ancient Essentials we are one of the few CBD companies in the United States whose supplier, Carolina Greenhouses and Carolina Hemp, grows 100% of its hemp in greenhouses using their own organic peat rich potting soil that they have been making for over 30 years. What does this mean? It means that our hemp is grown in the most pristine conditions of any hemp out there. The plants we use are completely toxin free, pesticide free and are not exposed to contaminants that could be carried through the air or in the soil. One of those contaminants is glyphosate. In 2007 the US Geological Survey found that 77% of the rain they analyzed in Mississippi contained glyphosate. Our hemp is not only protected from the air but also the rain.

<https://archive.usgs.gov/archive/sites/www.usgs.gov/newsroom/article.asp-ID=2909.html>

Another important attribute of the greenhouse is the ability to control the amount of light that the hemp plant receives at different stages of growth. Hemp needs 18 hours of light and 6 hours of darkness during the vegetative stage and 12 hours of light and 12 hours of darkness during the flowering stage. In our greenhouses, we give the hemp plant the exact environment it needs to be the healthiest and richest. Using the highest quality raw materials, Carolina Hemp hemp plants and creates the highest quality end product, our CBD oils and topicals.

Our mission to use the highest quality hemp and produce the best CBD products on the market doesn't stop here. We take it one step further! The reproduction of the hemp plants is done by cloning. Only the healthiest plants are cloned, and this work is done by hand. Only female clones are used as this ensures the best quality hemp with the lowest level of THC. Every effort is made in every step of the growth process to ensure we are making our CBD products from the best hemp available on the market.

Ancient Essentials also has the best tasting CBD tinctures on the market. We use organic flavorings of vanilla, wildberry and peppermint to make our tinctures pleasing to the taste so our clients can keep the oil under their tongues for the full 2 minutes. This adds to the efficacy of the product.

How we got started

We are a family run company and have gotten involved in this industry due to personal experiences with CBD. My daughter was diagnosed with an autoimmune disorder called PANDAS in April of 2019. CBD was included in her treatment and was a huge contributing factor to her recovery. It has also helped with my arthritis and there is evidence that it can be incredibly helpful with anxiety and sleep disorders. We decided that we wanted to start a business selling products that have been so helpful to our family.

Our goal is to bring to other families, pets included, the health benefits and wellness solutions that we have had from our CBD oil. We feel confident that our products will provide our customers with improved health and well-being, better sleep, less anxiety, reduced inflammation and less pain, just as it has for our family.

<https://www.health.harvard.edu/blog/cannabidiol-cbd-what-we-know-and-what-we-dont-2018082414476>

These are some testimonials:

"I have experienced chronic neck, shoulder, and arm pain for some time; however, after about six weeks of using Ancient Essentials Full Spectrum CBD Oil, I noticed that the pain was completely gone! Not only that, but I have also been waking up in the mornings feeling especially rested. I definitely notice a difference in the quality of my sleep when I forget to take my CBD oil at bedtime. Sleepless nights are not an option for this mom of five! I am so thankful for Ancient Essentials and the quality products they provide!"

Sarah W. Wilmington, NC

"Having suffered from general anxiety for the majority of my life, I have tried just about every conventional medicine that a Doctor had to offer.

The "conventional" medicine either caused unbearable side effects, or simply didn't work.

I started a few years ago with a CBD oil that was highly recommended to me by others, but I did not see any improvement, and the taste was almost unbearable.

When I first learned about Ancient Essentials, I was extremely curious. The fact that it is grown in controlled conditions in a greenhouse was very appealing. Then I tried it...wow! It has taken my anxiety down to a never before seen level and...it tastes amazing!

I would strongly encourage anyone with anxiety, sleep issues, etc...to try Ancient Essentials. It has been a life saver for me!" Sarah H. Charlotte, NC

Joanna's story

Years ago, a debilitating illness left me with severe nerve damage in my hip and leg, chronic back pain, acute restless-leg syndrome, and Insomnia. My baseline-of-health was going to be a challenge for the rest of my life. The condition also worsened my pre-existing sensitivity to pain meds. Although my gratitude for living through that experience motivated me to press on through the pain for years, the pain recently began to erode my quality of life. I became desperate for solutions! I had tried CBD oil intermittently since it came on the market, but I hadn't experienced the relief I had hoped. I noted that I had better results from products grown and manufactured here in North Carolina, so I was thrilled to discover Ancient Essentials. I noticed an immediate improvement! The Full Spectrum Vanilla is the best I've ever tasted! At the end of the month, it was apparent that I was better off than I was when I started! I was

sleeping better, and my pain had lessened. The next month I stepped up to the 3000 mg Full Spectrum CBD Oil and knew right away I had found my zen product and the perfect strength. Today, the difference in my pain is dramatic! I am sleeping through the night for the first time in 15 years! I have less inflammation in my hands and legs, and back pain gets better daily as I continue to take it. My morning dose helps me be bright and focused; the evening one, relaxed and productive, and at bedtime, I sleep pain-free. A word of caution; be sitting on the side of your bed when you take your last dose. It acts fast! I highly recommend Ancient Essentials Full Spectrum CBD Oil. It's the only CBD oil that gave me relief the very first time I used it. - J. L. Raleigh, NC

Why Ancient Essentials

At Ancient Essentials 100% of the hemp we use to make our superior CBD products is grown in greenhouses, in North Carolina, using organic peat rich potting soil that our supplier has been making for the last 25 years. Not only is Carolina Hemp the only company in the US growing 100% of their hemp in greenhouses, the hemp is handcrafted so they are different than the large mass producers in Colorado and California, and that makes our CBD products different from the ones being mass produced. We have the whole market on the Eastern Seaboard to develop. The fact that we are "local" to the East is a very compelling aspect to the States in our close proximity. The biomass from a greenhouse can be produced weekly while companies that grow their hemp in fields can only produce their biomass yearly, so our products are made with the freshest biomass available.

Carolina Greenhouses is a vertical company, so they have total control over all phases of growth and product development of their hemp, while we at Ancient Essentials have total control over marketing and distribution. We are so proud to be the distributors of some of the best CBD products made in the US, and our synergetic collaboration with Carolina Greenhouses/Carolina Hemp makes this possible. We believe they grow the best hemp on the market and we distribute the best CBD products on the market. They provide the raw materials and we work closely with them to create and constantly develop new and different products, allowing us to continually grow and perfect our product offering.

We are on a path of slow and steady growth. There are a lot of CBD companies out there that are over exposed and over extended. Over the next 3 years our growth potential is substantial, as we are just now starting to expand. Another advantage of being new is that we have very low overhead. This is also the advantage of being the distributors and not the growers of the hemp. We only buy what we need and can service our markets and grow our business with very few employees.

Our strategy and target market

The investments that we get from Fundopolis will go towards our marketing budget (digital, print and radio) and sponsorships of and affiliations with various medical associations and chiropractic associations throughout the United States. We are going to target the Naturopathic industry and its doctors. This is a field that has yet to be targeted by other CBD companies. This will allow us to quickly be in contact with many physicians and chiropractors versus trying to contact them one at a time. Our goal is to be their "go to" brand and create a large client base and loyal following.

We are concentrating on high level clients such as Physician's Offices, Independent Pharmacies,

and Chiropractors. CBD products can really be excellent treatment options to traditional medicines like anti-inflammatory drugs, opioids, other pain medications, and blood pressure medications, and it is always more convincing to patients if they can get CBD from their medical professional such as their physician or pharmacist.

There is already one prescription medication made from CBD to help with Epilepsy. Epidiolex and valproic acid are both used to treat epilepsy (a disorder that causes seizures).

This is only the beginning of the drugs to be made with CBD. There are many research trials going on now and many more will be conducted once the FDA establishes the regulations regarding hemp and CBD. It is also only the beginning of physicians and pharmacists recommending CBD to their patients. In other words, the future is wide open for CBD use and the CBD business!

Possible Challenges

Although we are confident in the success of our business, there are always challenges that we need to be aware of. The first potential challenge is the over saturation of the CBD market. There are many, many brands out there, so it can be hard to be seen among the masses. We, however, believe that our product has aspects that separate us from the rest, specifically using 100% greenhouse grown hemp. No one else is doing that. Some companies may grow some of their hemp in greenhouses but most companies grow a majority of their hemp in fields.

The second potential challenge is that some larger companies have stronger economic backing that could give them the advantage in marketing and distribution. Here again, we believe that our concentrated and specific strategy to market to and sponsor various medical groups will enable us to have the greatest exposure at the lowest cost.

The third challenge is unforeseen economic factors. Today, that would be the Coronavirus. This is a phenomenon that is changing the world, but here too we believe we can turn this into a positive situation, as our products can be really helpful for anxiety and sleeplessness being created by this unsettling and scary time.

Ancient Essentials Business Plan 2019-2022

2019-2020	Sales	Cost of Sales	Gross Profit %	Gross Profit	Expenses*	Expenses to Sales	P and L	Investments	Earnings	Total Gross Profit %
Total 1st 2 quarters	\$ 59,622.42	\$ 40,346.97	32%	\$ 19,275.45	\$ 47,017.90	79%	\$ (27,742.45)	\$ 20,000.00	\$ (7,742.45)	32%
Total 2nd 2 quarters	\$ 99,000.00	\$ 60,000.00	39%	\$ 39,000.00	\$ 34,000.00	34%	\$ 5,000.00	\$ 55,000.00	\$ 60,000.00	39%
Total 2020	\$ 158,622.42	\$ 100,346.97	37%	\$ 58,275.45	\$ 81,017.90	51%	\$ (22,742.45)	\$ 75,000.00	\$ 32,257.55	37%
2021										
Total 1st 2 quarters	\$ 128,000.00	\$ 72,170.00	44%	\$ 55,830.00	\$ 30,000.00	23%	\$ 25,830.00		\$ 25,830.00	44%
Total 2nd 2 quarters	\$ 182,000.00	\$ 100,100.00	45%	\$ 81,900.00	\$ 30,000.00	16%	\$ 51,900.00		\$ 51,900.00	45%
Total 2021	\$ 310,000.00	\$ 170,500.00	45%	\$ 139,500.00	\$ 60,000.00	19%	\$ 79,500.00		\$ 79,500.00	45%
2022										
Total 1st 2 quarters	\$ 195,000.00	\$ 107,250.00	45%	\$ 87,750.00	\$ 30,000.00	15%	\$ 57,750.00		\$ 57,750.00	45%
Total 2nd 2 quarters	\$ 240,000.00	\$ 132,000.00	45%	\$ 108,000.00	\$ 30,000.00	13%	\$ 78,000.00		\$ 78,000.00	45%
Total 2022	\$ 435,000.00	\$ 239,250.00	45%	\$ 195,750.00	\$ 60,000.00	14%	\$ 135,750.00		\$ 135,750.00	45%

*Approximate division of expenses

Overhead	35%
Marketing	60%
Unforeseen Expenses	5%