

MIGHTY GREEN

MEDIA PACK

LEADING THE WAY IN CBD EDUCATION

We are on a mission to revolutionise how people experience wellness through CBD. We are passionate about helping people transform their health and live their best lives by educating health care providers and the public. We ask for your help in changing the tide, and shifting the balance back towards vibrant health.

Who are Mighty Green?

We are a team of health professionals and health industry experts with a passion for CBD.



Claudia le Feuvre, Nutritional Therapist.

Eating Psychology Coach and founder of Mighty Green. Claudia has 15 years clinical nutrition experience. Since discovering CBD through her clients, she has become an expert and educator on CBD to both the public and fellow health professionals.



Richard Callender, Personal Trainer & Fitness Presenter.

Richard is a multi-award winning trainer who has been part of the fitness industry for well over two decades. He is one of the UK's most popular mixed discipline fitness professionals. He is well known for ITV's The Biggest Loser and regular appearances on This Morning.



Dr Shereen Saleh, General Practitioner.

Having trained and Qualified from Imperial College London (Chelsea and Westminster Hospital and Charing Cross Hospital). Dr Shereen likes to use alternative and natural therapies where appropriate and her ethos is 'prevention is better than cure'. Dr Shereen is also trained in Functional Medicine .



Rory Batt, MSc Personalised Nutrition.

Rory has a BSc in Exercise and Sports Science from the University of Exeter, and an MSc in Personalised Nutrition. He completed his MSc dissertation on the application of cannabinoids in type 2 Diabetes.



Tim Colston, Health Industry Expert.

Tim is a veteran of the Health and Fitness industry with over 30 years experience. Formerly the M.D of the UK arm of a global fitness equipment manufacturer he supplies fitness equipment, leisure products and advice to professional sports men and women, sports training grounds and to the high end home market. Tim heads up the Mighty Green outreach to PT's, gyms and spas.

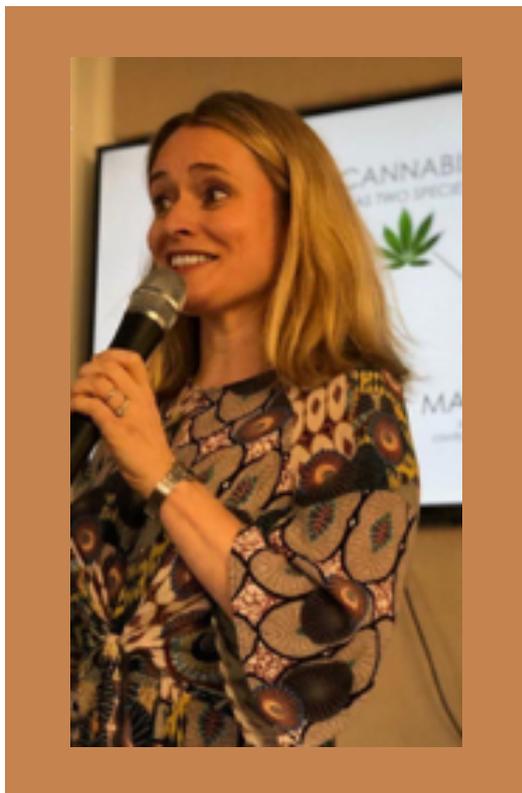


Mike Balfour OBE, Health Industry Pioneer.

Founder of Fitness First health clubs around the world and Mentor to Mighty Green.

Our Purpose

We want to make a difference to people's lives, in one of the most meaningful ways we can - their health. Our health is our greatest wealth. Without it, life's a drag and rife with suffering. Great health makes everything in this world more enjoyable. A happy life is a healthy one, and we want to change people's experiences of life at the very core, by helping them achieve vibrant and lasting health.



Our Mission

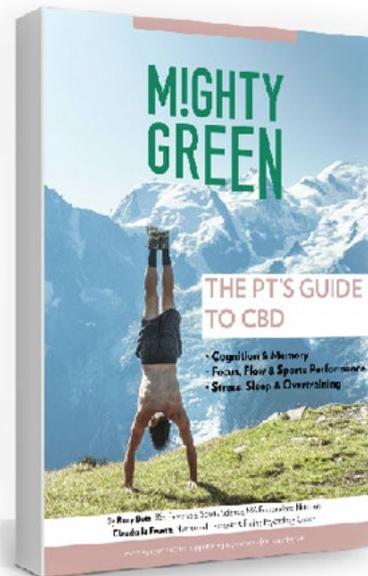
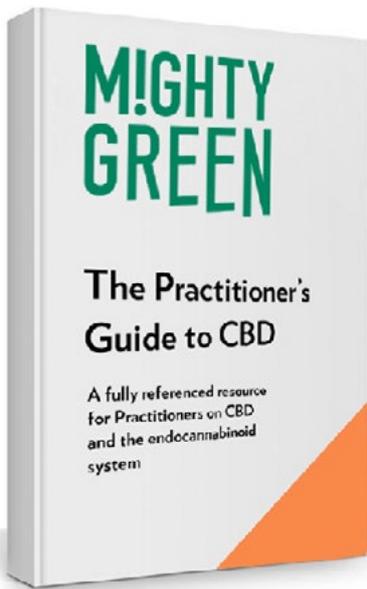
In order to fulfil our purpose, our mission is to make CBD accessible to as many people as we can. We aim to do this by educating the public and fellow health professionals with bitesized information on CBD, and its incorporation into a healthy lifestyle.

We ensure our oils are priced competitively, giving our customers access to the highest quality products that don't break the bank. Our unique combination of industry knowledge, clinical experience and technical expertise helps us innovate, source and deliver the very finest products.



Our Education

Up until now CBD has been consumer-driven. We are on a mission to share the latest research and help educate health professionals. It can be difficult to source credible information on CBD and how to use it in clinical practice. Mighty Green has written books and developed training for PTs, nutritionists, GPs, massage therapists, and coaches.

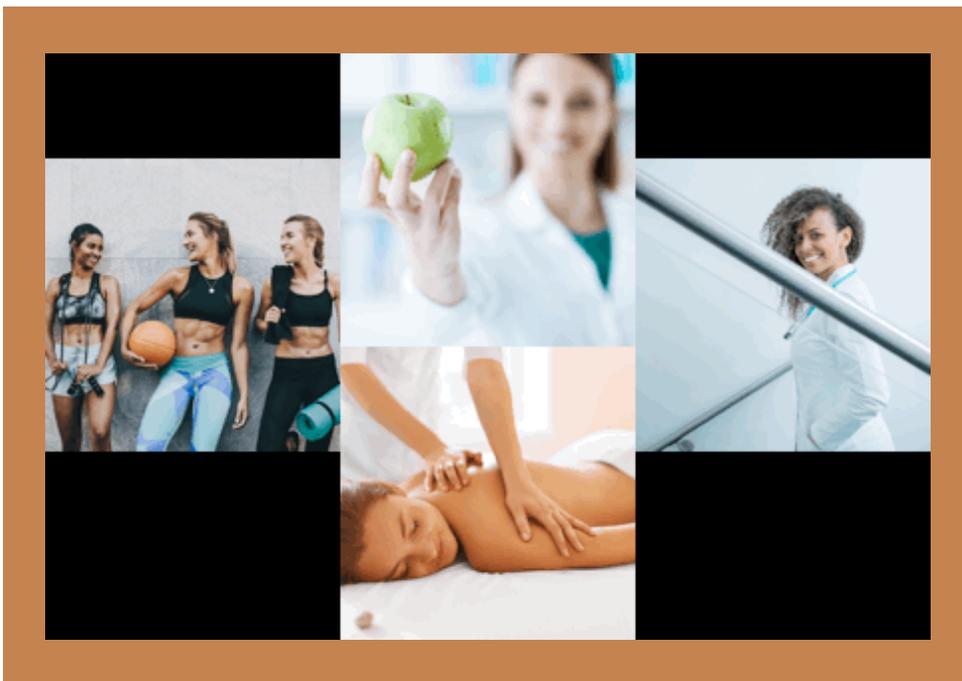


Who Is Mighty Green For?

Open minded | Health Aware | Educated | ABC1



Personal Trainers | Massage Therapists | Nutritionists | Doctors | Coaches



Who We've Trained

We love educating fellow practitioners and are always delighted to speak at educational institutions and conferences. Here's what BCNH & the NHF have to say about us:

“ BCNH College of Nutrition & Health : Breda Gajsek
Thanks to Claudia and Rory's extensive technical knowledge and clinical insights, our practitioners now understand when and how to use CBD in a clinical setting. ”

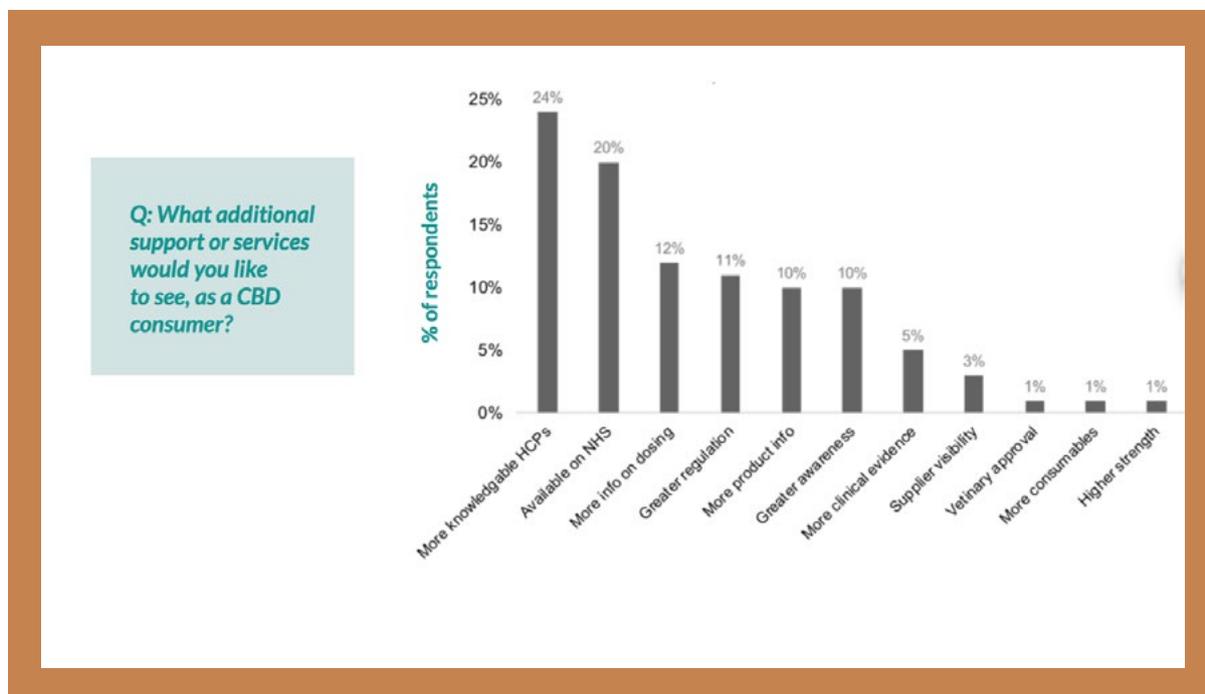


“ The Nutritional Healing Foundation : Elaine Hegarty
We were so fortunate to have Claudia and Rory speak about CBD oil to the student body at The Nutritional Healing Foundation. What a great session! They were wonderfully engaging and knowledgeable speakers, who took a strong evidence-based approach to their subject and offered plenty of academic references to support their information – pitched perfectly to our students. We learned so much during the lecture, due, not only to this, but to Claudia and Rory's relaxed lecturing style and their skill and patience in answering our wide array of questions! If you are lucky enough to get an opportunity to share their expertise, up close and in person, then we would recommend that you grab it with both hands. ”



Key Stats About CBD

1. 25% of CBD users reported that they'd like to see more knowledgeable health care providers (HCP's) when it comes to CBD (1).



2. A survey of over 2400 regular CBD users reported the top three uses for CBD were for pain, anxiety and depression (2).
3. Between 8 and 11% of UK adults had used CBD in the past year (2019) (1).
4. Another survey confirmed most common reasons for using CBD were for improving overall health and wellbeing (3).
 - Better health and wellbeing: 54%
 - To improve sleep: 54%
 - For pain management: 42%
 - As an aid to relaxation and anxiety: 38%
5. CBD use is higher amongst women (13%) of females use it vs 9% of men surveyed (4).
6. A 2017 report by the World Health Organisation (WHO) suggests that CBD could be beneficial for various conditions including Cancer, Alzheimer's, Parkinson's, Multiple Sclerosis, and diabetic complications, in addition to pain, anxiety and depression (5).
7. The CBD industry in the UK is expected to reach a £1B by 2025 (1).

1. CBD In The UK, 2019, <https://thecmcuk.org>
 2. Corroon J, Phillips JA. A Cross-Sectional Study of Cannabidiol Users. Cannabis. Cannabinoid Res. 2018 Jul 1;3(1):152-161.
 3. Dynata 2019. <https://www.dynata.com>
 4. Cowen's Collective View of CBD 2019, <https://www.cowen.com>
 5. Cannabidiol (CBD) 2017, <https://www.who.int>



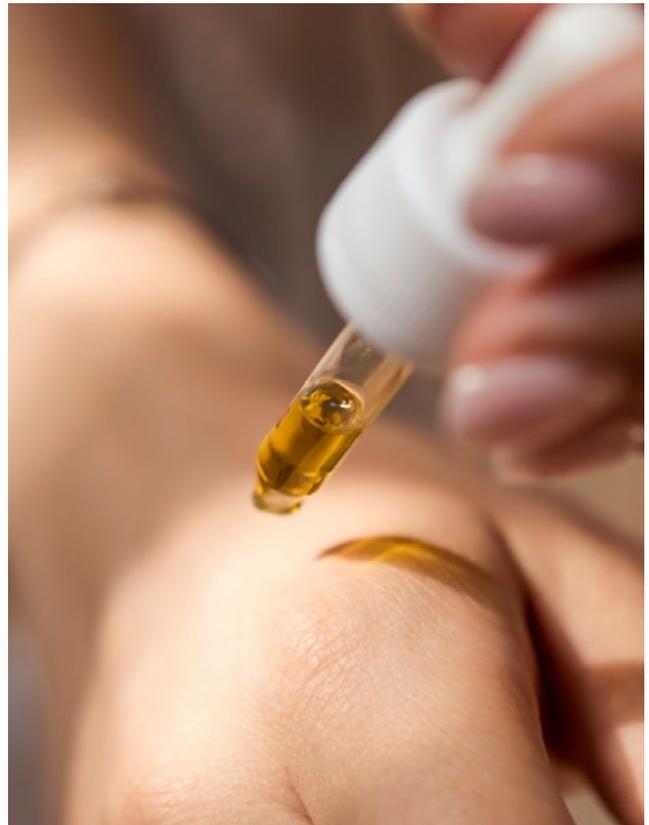
What is CBD?

You've probably heard about CBD, or even seen it in coffee shops, health food stores and spa's, but what the heck is it? There's a lot of magic locked in this mighty molecule.

CBD is actually short for Cannabidiol, and its one of many special molecules that naturally occur within hemp.

The mysterious molecules in hemp are called cannabinoids, which each have their own special powers. The amazing thing is, you can find over 100 cannabinoids in the leaves and flowers of this mighty plant.

It just so happens that CBD is one that's particularly special. Unlike its psychoactive sibling THC, CBD does not get you high.



What the Hemp Makes CBD so good?

Well, the reason you've seen CBD in everything from coffee to massage oils is because it can work its magic without making people 'high'.

CBD doesn't take you on a wild and unsuspecting ride. That means you don't feel altered, euphoric or out of control in anyway whatsoever.

Think of someone who enjoys drinking coffee, but doesn't like caffeine – so they drink de-caf.

Coffee is still chock full of great stuff like antioxidants which are healthy and can make you feel good. It's the same with CBD. CBD is basically the de-caf version. Or de-THC if you like.

Mighty Green Products

Product	Benefits	Translation
<p>Muscle Balm</p> 	CBD and magnesium synergy	Use before or after exercise to prevent and alleviate muscle soreness
	Synergy of carriers including hemp seed oil, shea butter and beeswax	Anti-inflammatory, nourishes skin
	Magnesium, camphor and frankincense offer a truly powerful synergy with CBD, with their relaxing and restorative effects	Relaxing and restorative for muscles
<p>Oral Drops</p> 	Quick onset	Can use for quick relief in response to things that come on without warning - pain, anxiety, stress. And for generally fast acting effects - insomnia, general discomfort.
	Contains MCT oil - boosts bioavailability - means a higher amount of CBD is absorbed and can work in the body	MCT oil means you get more bang for your buck with CBD - more economical - stronger effects for comparable price
	Come in 4 different strengths	Users can select the most economical option based on how much they need - the higher your dose, the more you save
	Our broad spectrum distillate is especially high in other cannabinoids besides just CBD. One of those is CBDV.	CBDV is particularly good for nausea and vomiting
Our broad spectrum distillate is especially high in other cannabinoids besides just CBD. One of those is CBG.	CBG is particularly good for pain relief	



Cannablissful Products

Product	Benefits	Translation
<p>Bliss Balm</p> 	High concentration CBD for localised application	Targeted relief of pain
	Contains arnica oil	Has soothing qualities for bodily aches
	Contains vanilla and orange essential oil	Aroma is gently uplifting and boosts mood
<p>Relax</p> 	Contains hemp seed oil, argan oil, shea butter, coconut oil, jojoba oil	Strengthens the skin's resistance to bacterial, viral and fungal infections, improve skin elasticity and skin hydration, good for skin conditions like acne, psoriasis and dermatitis
	Contains Broad spectrum hemp distillate (CBD)	Good for pain, muscular and joint soreness, swelling, itches and bites and skin conditions like acne, psoriasis and dermatitis
	Contains chamomile essential oil	Good for pain, muscular and joint soreness, swelling, itches and bites and skin conditions like acne, psoriasis and dermatitis
	Contains lavender essential oil	Smelling lavender can promote relaxation and sleep
	Contains jasmine essential oil	Aroma of jasmine can slow down heart rate and improve mood

Product	Benefits	Translation
<p>Soothe</p> 	Contains hemp seed oil, argan oil, shea butter, coconut oil, jojoba oil	Strengthens the skin's resistance to bacterial, viral and fungal infections, improve skin elasticity and skin hydration, good for skin conditions like acne, psoriasis and dermatitis
	Contains Broad spectrum hemp distillate (CBD)	Good for pain, muscular and joint soreness, swelling, itches and bites and skin conditions like acne, psoriasis and dermatitis
	Contains geranium essential oil	Rose geranium oil is particularly good for pain relief
	Contains bergamot essential oil	The aroma of bergamot can reduce anxiety and boost mood, and when applied to skin can help fight skin infections
	Contains lavender essential oil	The aroma of lavender improves mood, induces sleep and promotes relaxation
<p>Energise</p> 	Contains hemp seed oil, argan oil, shea butter, coconut oil, jojoba oil	Strengthens the skin's resistance to bacterial, viral and fungal infections, improve skin elasticity and skin hydration, good for skin conditions like acne, psoriasis and dermatitis
	Contains Broad spectrum hemp distillate (CBD)	Good for pain, muscular and joint soreness, swelling, itches and bites and skin conditions like acne, psoriasis and dermatitis
	Contains lemon essential oil	The aroma of lemon is uplifting, gently stimulating and mood boosting
	Contains peppermint essential oil	The aroma of peppermint can be gently stimulating, and improve mental performance
	Contains eucalyptus essential oil	The aroma of eucalyptus can reduce the perception of pain



MIGHTY GREEN



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