

# ITAL WATER CASE STUDY



**"The Robinhood of Cannabis" develops Cannabinoid WELLNESS WATER with Hemp Synergistics USA**

## AT A GLANCE

### Challenges

- THC must be standardized to be below 0.05%
- Cannabis taste must be minimal
- Night formula must be effective for pain, sleep, anxiety and inflammation
- Day formula must be effective for energy and focus



"For the last 2 years, I've been trying to find ways to get my members access to a legal, efficacious, and easy-to-use source of cannabinoids.

This innovative product is the first of its kind and is getting better results than cannabis oil, with less than half a normal dose!"

### Rinus Beintema

The Robinhood of Cannabis

## OBJECTIVES

Test formula across 300 members to determine if integrating an efficacious dose of cannabinoids can be done in a retail-ready drink.

## SOLUTION

Enter "Ital Water", which packs up to 600 milligrams of cannabinoids in each bottle, keeping the THC levels compliant and below 0.05% while increasing bio-availability and member results and satisfaction.

## BENEFITS

### Ease-of-Use

Measured just like mouthwash, Ital Water is taken as a simple metered shot.

### No Bitter Taste

The encapsulated nature of the CBD molecule keeps all of the good ingredients in, but keeps the bitter taste from coming through in the beverage.

### Extremely Efficacious Over Nano

Taken as a "microdose", these products work wonders for sleep, pain, energy/focus, anxiety and inflammation.

### Highly Profitable

With a MSRP of only \$29.99 and an average usage of one bottle every two weeks, this is a cost-effective wellness product for people worldwide.