

The background of the slide is a repeating pattern of stylized cannabis leaves in a light green color. The leaves are detailed with veins and serrated edges. In the center, there is a white square with a black border containing the text 'Kb'.

Kb

PURE
ESSENTIALS

COMPANY PROFILE



ABOUT KB PURE ESSENTIALS

KB Pure Essentials is a lifestyle company offering an all-natural line of wellness and beauty products formulated with CBD. Our goal is to bring the life and health changing benefits of CBD to every individual through easy accessibility while leading the way in community education.

Located in San Diego, California, the company was originally formulated in 2013 as an all-natural wellness brand and by early 2015 began to incorporate CBD into their product line. The addition of CBD to their brand was an instant success, and as word began to spread, so did the demand for these new products.

Realizing this significant and new potential to have a direct positive impact on peoples lives, the founders decided to re-brand and focus exclusively on formulating beauty and wellness products formulated with CBD.

Driven to create a high-quality, revolutionary line of products, the founders embarked on a journey of research and development, rooted in science and the medicinal benefits of hemp/CBD. The result is a full line of all-natural, top-quality, highly effective Hemp CBD Oil wellness and beauty products.

OUR STORY

Co-Founders Katie Moodie and Brooke Brun met in 2009 and have been best friends ever since. Connecting over the desire to build a business on their own, the two quickly set out to create a company grounded in fostering a positive and empowering environment for their employees. They share a passion for helping others and encouraging individuals to take back ownership of their health. Driven by past experience and an eagerness to improve their own health, they were the first to test CBD oil on themselves. Having dealt with health challenges related to epilepsy, Brooke began to suffer from the side effects of her anti-seizure medication. Feeling frustrated with her situation, she believed there had to be a better way (a more natural way) to treat her condition. With help from Katie they started to research reports on CBD (a non-psychoactive compound in cannabis) being used to treat children with epilepsy. After testing several different brands of CBD products on the market at that time, none of them provided the results she was hoping for. This led to the idea of making the CBD oil themselves and incorporating into their current product line.

After months of trial and error in extraction and experimentation, they formulated an oil that enabled Brooke to reduce her medication by 1000mg per day while remaining seizure free. She is now on what doctors consider a “non-therapeutic dose” of pharmaceutical medication combined with KB Hemp CBD Oil. The results only improved, not only were her seizures under control, she was no longer suffering from chronic depression and anxiety and was able to sleep through the night.

KB Pure Essentials exists because Katie and Brooke have experienced the powerful benefits of cannabis. It is their mission to **BREAK THE STIGMA** surrounding this **SUPER herb**, while providing quality products that can truly help change lives.



ABOUT KATIE

A graduate of UCSD with a bachelor's degree in Psychology, Katie launched her entrepreneurial spirit into residential real estate soon after graduation. Fueled by the excitement of business development, she eventually realized she could combine this enthusiasm with her personal interests and passion for natural wellness. Diving into research, she began to develop natural remedies for her family, friends and colleagues and before long, her products were in demand.

Soon after, she became a new mother, which sparked her interest in “all things” organic. Recognizing this passion for wellness and a talent for formulating natural, handcrafted products, she teamed up with Brooke to launch KB Pure Essentials.

From there Katie focused on exploring her fascination with cannabis and its multitude of health benefits. Finding a very supportive community in San Diego of other cannabis advocates, she teamed up with key scientific partners to utilize 100% of the plant in order to develop KB Pure Essentials organic product line. The results were an amazing, unique skin care and wellness line infused with hemp (through a highly specialized extraction process) containing the various healing characteristics of cannabis. These new products were clean, natural and consistent in quality and dosage.

Katie's mission is to become a leader in cannabis education, while working closely with the scientific and holistic medicine communities to create more innovative products and bridge the gap between the public and cannabis as medicine.



ABOUT BROOKE

A Northern California native, Brooke moved to San Diego in 2000 and kicked off her career in Human Resources. After 10 years in the HR industry and armed with the dream of becoming her own boss, she left the corporate world to follow her strong drive to find a career focused on helping others. Inspired by her own health journey, which included challenges with seizures, chronic depression, anxiety and fatigue, she set out in search of alternative options to combating these symptoms. After years of doctors' visits and more prescription drugs, she had an instinct that the high dosage of pharmaceutical medications was beginning to cause unhealthy side effects. Seeking a healthier solution, she started to explore the therapeutic benefits of essential oils. Soon after she noticed an improvement in her health both physically and emotionally. This prompted a decision to make a lifestyle change, which included teaming up with Katie and launching KB Pure Essentials.

Living with the newly found benefits of essential oils, Brooke began searching for even more alternatives to seizure medications. In her search, she discovered CBD and it's success in treating epilepsy. This launched her efforts in formulating a high-quality CBD oil, that she could test on herself. The change was so dramatic and improved she knew the introduction of CBD into KB Pure Essential products was a must. Seeing these incredible results in her own health, she was immediately drawn to the idea of helping others heal themselves naturally. Together with her business partner, they created a new vision for their company - to make an all-natural line of products to positively improve people's lives.

Drawing on her HR experience, Brooke built an infrastructure for KBPE aimed at scaling the company's growth. An advocate for empowering women, she set out to build a team of other like-minded women. Her passion and drive for success has constantly pushed her to learn new skills that will benefit the public, her team and herself.



Kb

CBD : THE REAL FACTS

CBD is a non-psychoactive compound in cannabis that is great for reducing pain from inflammation, joint/muscle injury, muscle tension and neuropathic pain.

CBD is best consumed in an oil or edible product. You can smoke CBD for instant relief, however the relief will be short lived.

CBD does not need THC to be effective. However, most consumers prefer a whole plant extract for longer lasting relief.

KB Pure Essentials CBD oil is alcohol free (we use a CA olive oil). This provides a better taste, Olive oil also has many neurological benefits, and is ideal for re-covering addicts who can't have any form of alcohol.

We test every batch of concentrate to make sure the suppliers test results are accurate.

We combine CBD concentrate with our proprietary infusion of organically grown hemp and local, organic, extra-virgin olive oil.

The background of the entire page is a repeating pattern of stylized cannabis leaves in a light green color. The leaves are detailed with veins and serrated edges. In the center, there is a white square with a black border containing the text 'Kb'.

Kb

PURE
ESSENTIALS

BEST SELLERS



125mg CBD Hemp Oil

This is one of the bestselling products and is often touted as a MUST HAVE by many who have tried it. It is a convenient, small bottle that you can take anywhere containing a potent blend of handcrafted and organically grown pure hemp oil. Our hemp oil is always blended with the finest olive oil and is laboratory tested to ensure the highest quality products are delivered right to your doorstep. Our blend is also enriched with peppermint oil delivering a refreshing, delicious flavor with each drop. As pure as it can be, our CBD Hemp oil is also infused with omega 3,6s and 9s, proteins and amino acids that are beneficial for your body and overall well-being. This oil is a great entry-level product for those interested in the natural healing benefits of cannabis and CBD.

Ingredients:

Certified Extra Virgin Olive Oil
EU Certified Organic Hemp
Therapeutic Grade Peppermint Essential Oil

Deep Relief-Pain Salve

Always a top seller and in demand by both women and men, this salve is ideal for those aches and pains that make it impossible for us to function in our daily lives (and everything in between). We take extreme pride in producing one of best organic blends of therapeutic grade Hemp products. Every compound in our special formula is activated and works together to bring you complete relief from any discomfort associated with aches and pains. This unique blend of pure hemp, the finest olive oil, beeswax, MCT oil and pure essential oils is a powerful combination of pain relief in a jar. This balm is one of the most potent products from our store. As always, you won't find any harsh ingredients or chemicals in any of our blends, we strive to deliver the highest quality products and pride ourselves on PURE.

Ingredients:

Certified Extra Virgin Olive Oil
100% Pure Fractionated Coconut oil
100% Pure Certified Organic Bees Wax
Naturally Refined Shea Butter
100% Pure Aloe Vera Liquid
EU Certified Organic Hemp
Therapeutic Grade Essential Oil





Massage Oil with Hemp CBD

Relaxation and pure bliss are waiting for you with our new handcrafted organic Massage oil with Hemp CBD. Formulated to promote muscle relaxation, this oil features 20 mg of pure Hemp CBD mixed with other organic oils such as olive and grapeseed to create a perfect blend for your message therapy. Each bottle is unscented, allowing you to add your favorite essential oils, such as, lavender or bergamot to enhance your overall experience. If you love trips to the spa or your massage therapist, you are going to want to use this oil every time!

Ingredients:

100 % Pure Grapeseed Oil
Certified Extra Virgin Olive Oil
100% Pure Fractionated Coconut oil
EU Certified Organic Hemp

All Natural Hemp Deodorant

Our deodorants contain all natural ingredients and no harsh chemicals that darken the underarms over time. With your needs in mind, we combined the power of hemp and infused pure essentials oils to combat any workout or physical activity to keep you feeling dry and fresh when and where it matters.

The KBPE deodorant line is the perfect solution to your holistic lifestyle and comes with a selection of amazing scents. Additionally, our deodorants come in regular and extra strength formulations and are all alcohol free.

Scents: Lemon Verbena • Lavender Rosemary • Pure Sport (Extra Strength) • Cool Melon (Extra Strength)

Ingredients:

Highest Quality Coconut Oil
Aluminum Free Sodium Bicarbonate
100% Pure Arrowroot
100% Pure Certified Organic Bees Wax
Pure Primed Pressed Natural Cocoa Butter (Kosher food grade)
100% Pure Fragrance Oil
EU Certified Organic Hemp



NEW for Pets! - Hemp Oil Tincture



If your pet suffers from ongoing pain or struggle with anxiousness, our Hemp Oil Tincture for pets is the perfect holistic remedy. This mild blend works for all sizes, big and small, is extracted from organically grown hemp and is carefully tested in our labs for both canine and feline use. The oil is formulated to relieve pain and bring calmness to cats and dogs so no more worrying about scratched furniture, chewed shoes or nighttime crying and restlessness. This product is also an amazing supplement for your senior pets suffering from arthritic aches and stiffness. Many of our customers refer to it, as a “game changer” for their furry loved ones and improved quality of life.

Ingredients:

Certified Extra Virgin Olive Oil
EU Certified Organic Hemp

Hemp Pets-Soothing CBD Shampoo

This soothing shampoo with Hemp CBD is sure to be a pet owner’s favorite. Loaded with organic ingredients such as lavender and rosemary, this shampoo will calm your canine during and after each wash. Our blend is specially formulated for your dog’s coat to relieve itching, hot spots and rashes.

As a result, your dog will have a soft, silky, moisturized coat and help them look forward to their next bath time. This shampoo is perfect for dogs that tend to feel anxious and stressed before each bath, making for an easier experience for both you and your pet.

Ingredients:

Purified Water, Polawax, Glycerin, Glycerol Monostearate, PVP, K30, Cetrimonium Chloride, Safflower Oil, Propylparaben, Crotein SPA, Stearyl Konium Chloride, Propylene Glycol, Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Methylparaben, Organic Olive Oil, Hemp Oil (Cannabis Sativa), Pure Fragrance Oils.





Kb

KBPUREESSENTIALS.COM

SAN DIEGO, CA