

California Cannabinoids™ Launches Interstate Licensing Program For Doug's Varin™ Brand

High THCv Branding and Products Available for licensing in Legal Cannabis Markets

BERKELEY, Calif. ([PRWEB](#)) March 01, 2018 -- California Cannabinoids™, the parent company of the Doug's Varin™ brand of high THCv products has launched a licensing program aimed at cannabis brands looking to incorporate THCv into their product lines. THCv is an extremely rare compound in cannabis that has shown potential medical efficacy but is mostly unavailable in cannabis markets.

THCv interacts with the same receptors in the brain as THC, but has an opposite action, and counteracts much of the psycho-active effects of THC, delivering a less potent and shorter duration clear headed high while also imparting the benefits of a rare and potent combination of effective compounds.

“Our Doug's Varin™ brand of high THCv products provides the opportunity for cannabis companies to differentiate their products in an increasingly competitive and crowded cannabis marketplace. Doug's Varin has the highest percentage of THCv of any strain known to date and we anticipate that Doug's Varin™ is positioned to be the “Charlotte's Web” of THCv,” says David Lampach, the company's founder and CEO. “Mostly due to its rarity, there are virtually no THCv based products in the marketplace. Our Doug's Varin™ licensing program represents an opportunity for savvy cannabis companies to capitalize on an exciting opportunity.”

California Cannabinoids™ has also announced it is taking investment and aggressively expanding its brand presence in states where medical or recreational cannabis is legal.

About California Cannabinoids™ - California Cannabinoids™ is a California based THCv products company that was founded in 2017 by cannabis industry veteran David Lampach. The company is based in Berkeley, CA and operates high THCv grows throughout Northern California.



Contact Information

David Lampach

California Cannabinoids

<http://www.californiacannabinoids.com>

+1 707-354-1303

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