

TZG

CANVIVA

NATURALLY EFFECTIVE PLANT-BASED THERAPY



BRAND DEVELOPMENT

Name, logo, and tagline are vital steps in developing your brand.

- ▶ Brand name must be memorable.
- ▶ Logo design must be appealing.
- ▶ Tag line must clearly state your brand's point of difference.



PRODUCT DEVELOPMENT



Pets



Beauty



High Strength Blended Cannabinoids



Sport



Topicals

LABEL DESIGN

Label design draws attention to your product when it's on-shelf.

TZG designs labels that are not only eye-catching but also follow all applicable legal regulations for your product category.

Active ingredient Purpose
Menthol USP 3% . . . Topical Analgesic

Uses
Aid for temporary local relief of minor pain in muscles or joints.

Warnings

- For external use only. Avoid contact with eyes.
- Do not use on wounds or damaged skin.
- If symptoms persist for more than 7 days, discontinue use & consult a physician.

IF PREGNANT OR BREAST FEEDING: Ask a health professional before use. **KEEP OUT OF REACH OF CHILDREN.** If swallowed, get medical help or contact a Poison Control right away.

Directions
Adults & children aged 2 years or older:

- Apply to affected area not more than 3 to 4 times daily.
- Children under 2 years of age, consult a physician.

Other information

- Store in a cool, dry place.

Inactive ingredients
600mg Organic CBD Oil (from 750mg Full Spectrum Phytocannabinoid Rich Hemp Extract), Aloe Barbadensis Leaf Gel, Boswellia Serrata Extract, Arnica Montana Flower Essential Oil, Glycerin, Natural Grain Alcohol, Vegetable Glycerin, Eucalyptus Globulus EO, Mentha Piperita EO, Carbomer, Tocopheryl Acetate, Triethanolamine, Deionized Water. Contains <0.3% THC.

CANVIVA™ SPORT PEAK PERFORMANCE

MUSCLE & JOINT CBD ROLL-ON GEL

Cooling Formula with Arnica

600mg - Full Spectrum CBD
8mg CBD per mL

2.5 fl oz (75 mL)



USES: Our cooling CBD gel is enhanced with menthol and arnica. Roll a thin film over affected areas for temporary relief of symptoms.*

CANVIVA SPORT Pure Certified CBD™ is a premium full spectrum, phytocannabinoid rich extract made from the highest quality organically grown U.S. hemp. Our products are specifically formulated to support overall wellness and are 3rd-party laboratory tested to ensure they contain the CBD on the label.

VIEW TEST RESULTS

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

DISTR. BY: CANVIVA, Inc. | canviva.com
12501 Whitewater Drive, Suite 120
Minnetonka, MN 55343 | 952-999-4282
TESTED BY: Altitude Consulting | Englewood, CO
altitudeconsultingllc.com

Usage Suggestion
Serving Size: 1 mL*
Servings Per Container: 30

Amount Per Serving
CBD (Cannabidiol) 83mg

INGREDIENTS: Natural MCT Oil, 2500mg Organic CBD Oil (from 3125mg Full Spectrum Phytocannabinoid Rich Hemp Extract). **Contains Coconut.**

INSTRUCTIONS: Shake well before use. Place desired dosage under tongue, hold for 60 seconds or more before swallowing. Use once or twice daily. Individual results may vary. May take up to 2 hours to feel effect. Start with 1/2 dose, decrease or increase amount to reach desired effect.*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

CANVIVA™ SPORT PEAK PERFORMANCE

CBD OIL TINCTURE Extreme Potency

2500mg - Full Spectrum CBD
83mg CBD per mL

1 oz fl oz (30 mL)



CANVIVA SPORT Pure Certified CBD™ is a premium full spectrum, phytocannabinoid rich extract made from the highest quality organically grown U.S. hemp. Our products are specifically formulated to support overall wellness and are third-party lab tested to ensure they contain the CBD shown on the label.

- Store in cool, dark place
- Keep out of children's reach
- Contains < 0.3% THC

VIEW TESTS

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Minnetonka, MN 55343 | 952-999-4282
TESTED BY: Altitude Consulting | Englewood, CO
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Usage Suggestion
Serving Size: 1 mL*
Servings Per Container: 30*

Amount Per Serving
5mg CBN / 33mg CBG / 12mg CBD

INGREDIENTS: Natural MCT Oil, 1,000mg Organic CBG Oil (from 1,175mg Full Spectrum Hemp Extract), 350mg Organic CBD Oil (from 500mg Full Spectrum Hemp Extract), 150mg CBN, Hops Extract. **Contains Coconut.**

INSTRUCTIONS: Shake well before use. Place desired dosage under tongue, hold for 60 seconds or more before swallowing. Use once or twice daily. Individual results may vary. May take up to 2 hours to feel effect. *Start with 1/2 dose, decrease or increase amount to reach desired effect.

CBN/CBG/CBD have not been approved by the U.S. Food and Drug Administration for the prevention, treatment, or cure of any disease, or to alter the structure or function of human or animal bodies, or for use as a dietary supplement.

CANVIVA+™
Naturally Effective Plant-Based Therapy.

REST PLUS

**CBN / CBG / CBD BLEND
with Hops Extract**

1500mg | CBN 150mg
CBG 1000mg
CBD 350mg

5mg CBN, 33mg CBG, & 12mg CBD per mL

1 fl oz (30 mL)

CANVIVA Pure Certified Cannabinoids™ are premium full spectrum, phytocannabinoid rich extracts made from the highest quality organically grown U.S. hemp. Our products are specifically formulated to support overall wellness and are 3rd-party laboratory tested to ensure safety, purity, and content.

- Store in cool, dark place
- Keep out of children's reach
- Contains <0.3% THC

VIEW LAB RESULTS

MFR. FOR: CANVIVA, Inc. | canviva.com
4301 Highway 7, Suite 120
Minneapolis, MN 55416 | 952-999-4282
TESTED BY: Altitude Consulting | Englewood, CO
altitudeconsultingllc.com

Usage Suggestion
Serving Size: 1 mL*
Servings Per Container: 30*

Amount Per Serving
33mg CBG / 16mg CBD

INGREDIENTS: Natural MCT Oil, 1,000mg Organic CBG Oil (from 1,250mg Full Spectrum Hemp Extract), 500mg Organic CBD Oil (from 625mg Full Spectrum Hemp Extract), Ashwagandha Extract. **Contains Coconut.**

INSTRUCTIONS: Shake well before use. Place desired dosage under tongue, hold for 60 seconds or more before swallowing. Use once or twice daily. Individual results may vary. May take up to 2 hours to feel effect. *Start with 1/2 dose, decrease or increase amount to reach desired effect.

CBD/CBG have not been approved by the U.S. Food and Drug Administration for the prevention, treatment, or cure of any disease, or to alter the structure or function of human or animal bodies, or for use as a dietary supplement.

CANVIVA+™
Naturally Effective Plant-Based Therapy.

CALM PLUS

**CBG / CBD BLEND
with Ashwagandha**

1500mg | CBG 1000mg
CBD 500mg

33mg CBG & 16mg CBD per mL

1 fl oz (30 mL)

CANVIVA Pure Certified Cannabinoids™ are premium full spectrum, phytocannabinoid rich extracts made from the highest quality organically grown U.S. hemp. Our products are specifically formulated to support overall wellness and are 3rd-party laboratory tested to ensure safety, purity, and content.

- Store in cool, dark place
- Keep out of children's reach
- Contains <0.3% THC

VIEW LAB RESULTS

MFR. FOR: CANVIVA, Inc. | canviva.com
4301 Highway 7, Suite 120
Minneapolis, MN 55416 | 952-999-4282
TESTED BY: Altitude Consulting | Englewood, CO
altitudeconsultingllc.com

Usage Suggestion
Serving Size: 1 mL*
Servings Per Container: 30*

Amount Per Serving
25mg CBG / 25mg CBD

INGREDIENTS: Natural MCT Oil, 750mg Organic CBG Oil (from 1,000mg Full Spectrum Hemp Extract), 750mg Organic CBD Oil (from 1,000mg Full Spectrum Hemp Extract), Turmeric Oil, Arnica Oil, Ginger Oil. **Contains Coconut.**

INSTRUCTIONS: Shake well before use. Place desired dosage under tongue, hold for 60 seconds or more before swallowing. Use once or twice daily. Individual results may vary. May take up to 2 hours to feel effect. *Start with 1/2 dose, decrease or increase amount to reach desired effect.

CBD/CBG have not been approved by the U.S. Food and Drug Administration for the prevention, treatment, or cure of any disease, or to alter the structure or function of human or animal bodies, or for use as a dietary supplement.

CANVIVA+™
Naturally Effective Plant-Based Therapy.

RESTORE PLUS

**CBG / CBD BLEND
with Turmeric & Arnica**

1500mg | CBG 750mg
CBD 750mg

25mg CBG & 25mg CBD per mL

1 fl oz (30 mL)

CANVIVA Pure Certified Cannabinoids™ are premium full spectrum, phytocannabinoid rich extracts made from the highest quality organically grown U.S. hemp. Our products are specifically formulated to support overall wellness and are 3rd-party laboratory tested to ensure safety, purity, and content.

- Store in cool, dark place
- Keep out of children's reach
- Contains <0.3% THC

VIEW LAB RESULTS

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4301 Highway 7, Suite 120
Minneapolis, MN 55416 | 952-999-4282
TESTED BY: Altitude Consulting | Englewood, CO
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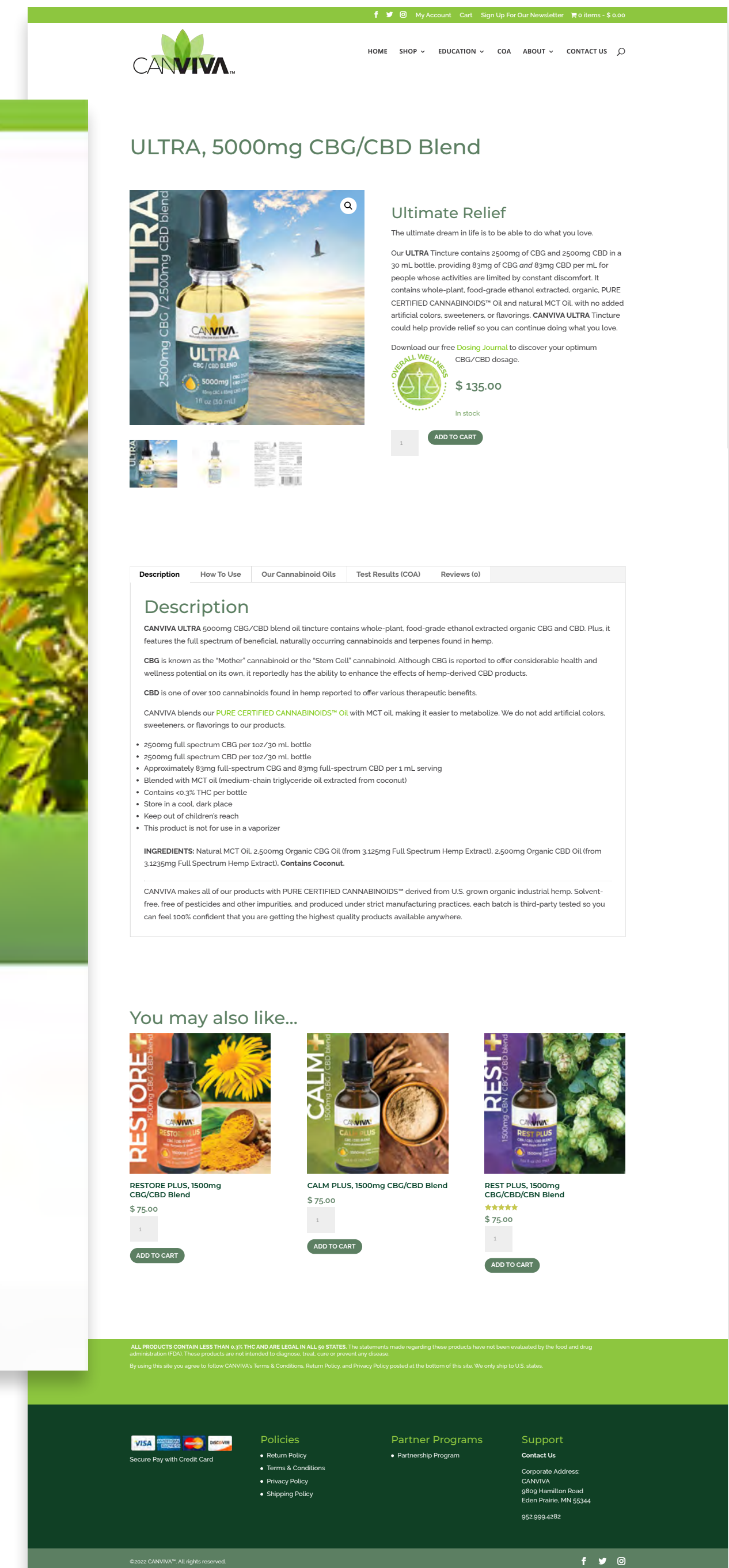
WEBSITE & ON-LINE STORE

Effective websites depend not only on engaging design and content, but to be effective, that content has to rank high within google search engines.

By using effective key words on each page of your web site TZG can boost the rank of your web site with SEO.

Please visit the CANVIVA website to see our design in action.

www.canviva.com



BLOGS

Blog content is another way to get your message to buyers.

Encouraging users to sign up for your newsletter will provide you with their email address.

Building a database of these email addresses lets you keep in contact with your customers by pushing out blogs and/or special promotions to their email box.

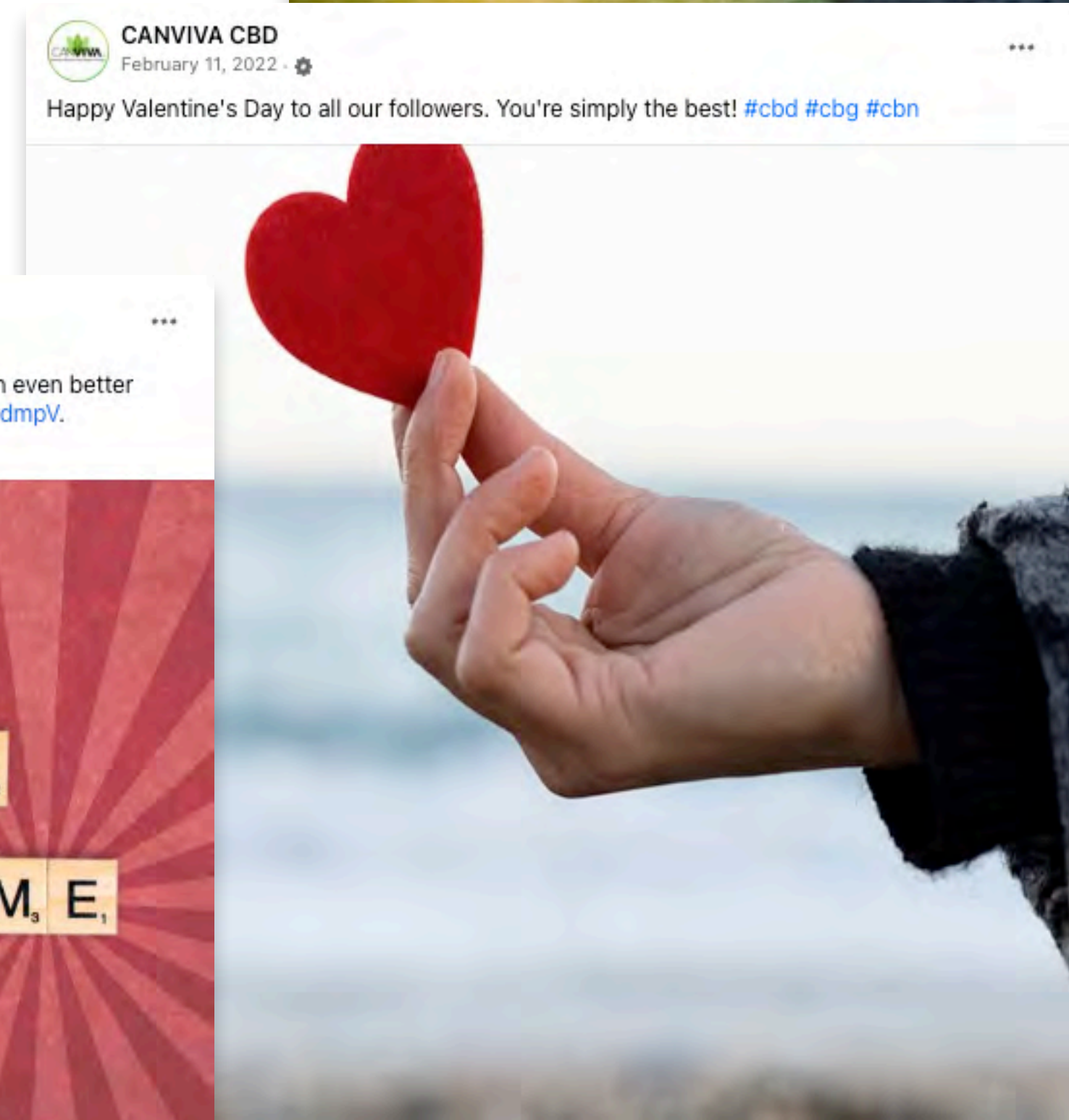
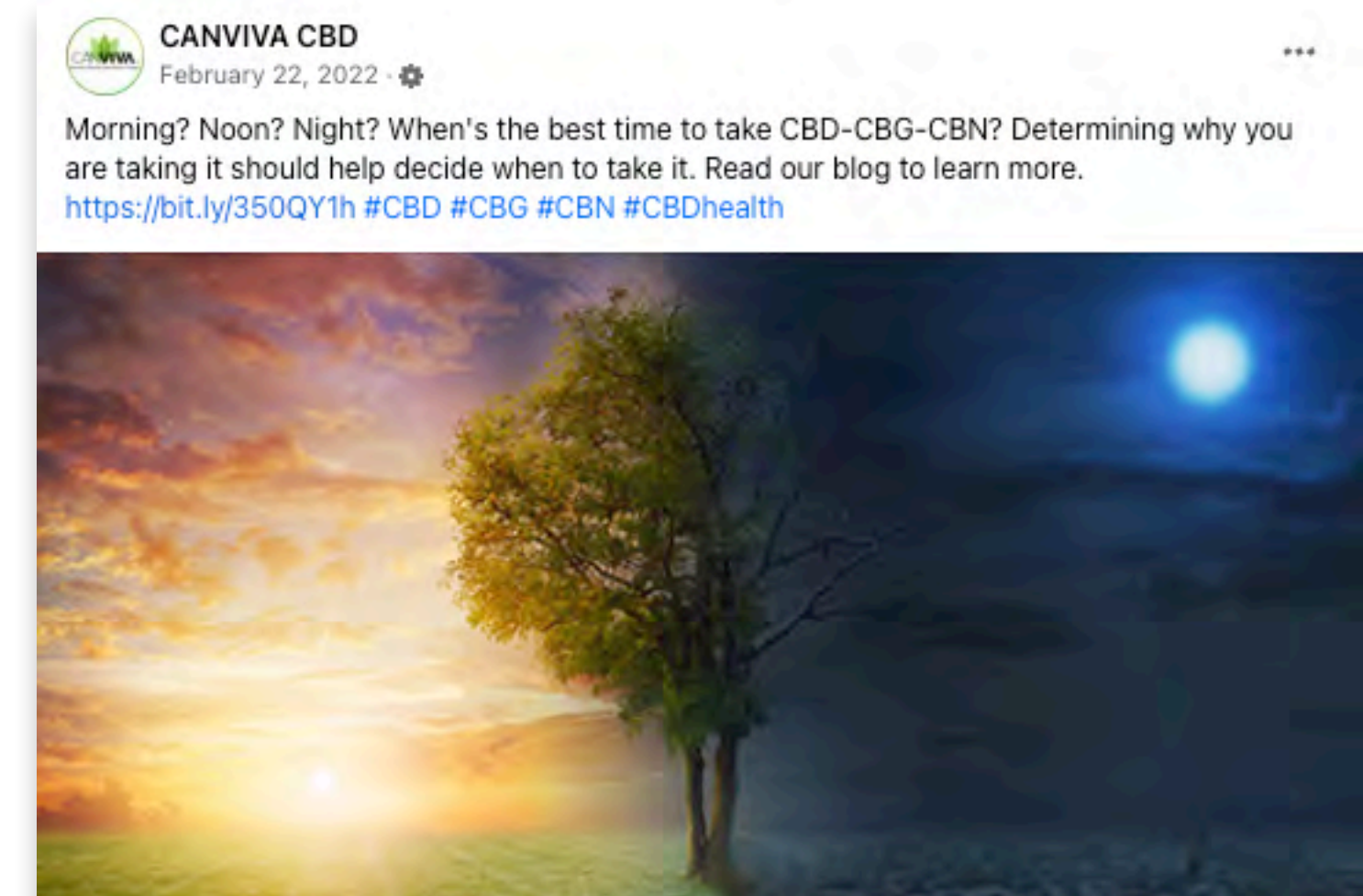
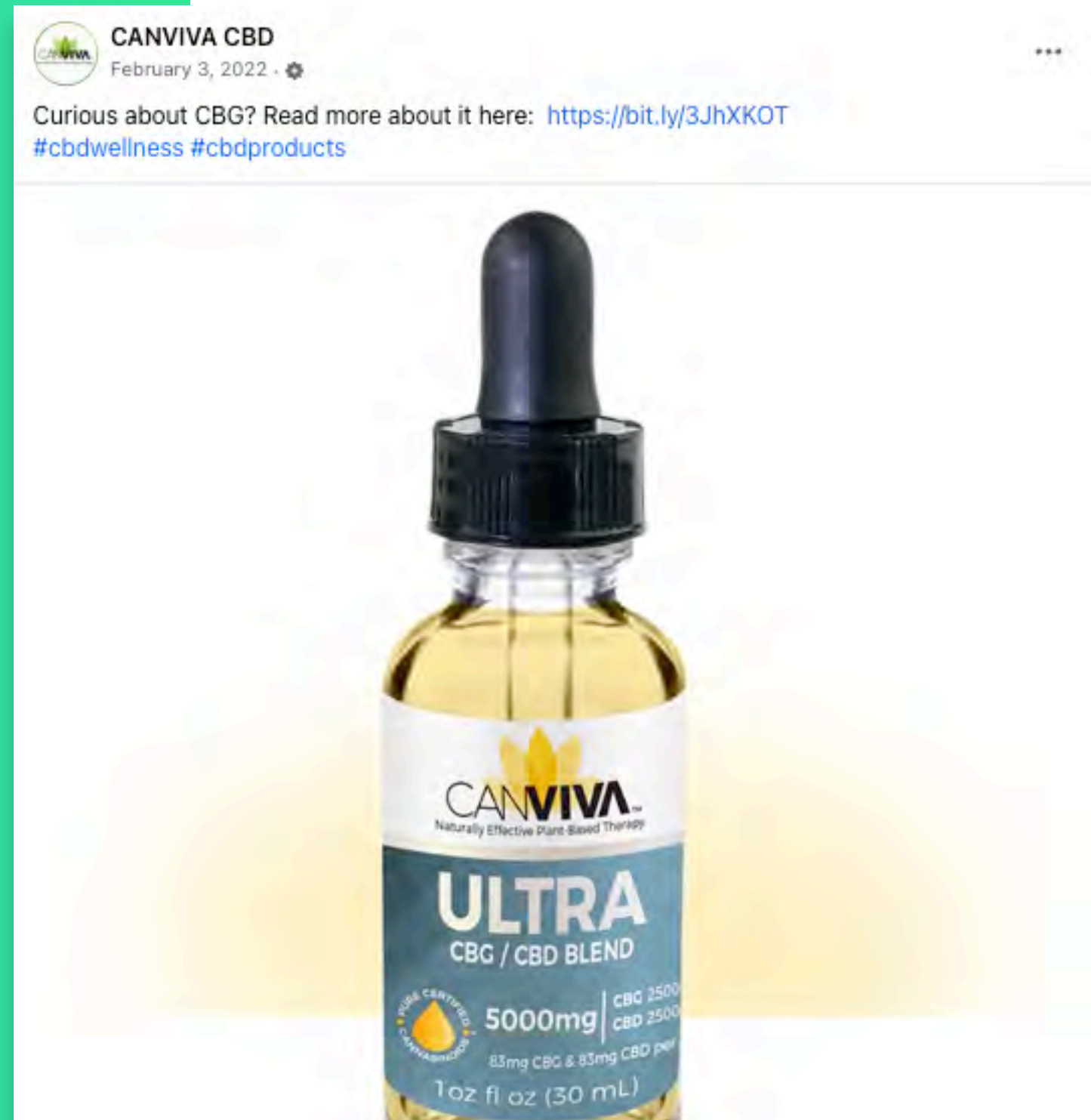
The screenshot shows a blog post on the CANVIVA website. The title is "When To Take CBD-CBG-CBN?". The post date is Feb 17, 2022. The main image is a sunset over a tree. Below the image is a green banner with the text "WHAT'S THE BEST TIME TO TAKE CBD-CBG-CBN TINCTURE?". The post content includes sections for "Morning", "Noon", "Evening", and "Remember To Start Slow". There are social media share buttons for Pinterest, Facebook, Twitter, and LinkedIn. A "Categories" sidebar on the right lists: Blog, Pets, Press Release, Products, Recipes, Sports & Fitness, Videos, You Ask. We Answer. A "Recent Posts" sidebar lists: When To Take CBD-CBG-CBN?, Avocado Toast with CBD & CBG, Ready To Step Up Your CBD Game?, What is CBG?, and Creating the Highest Quality CBD, CBG, and CBN Products in the Health & Wellness Industry.

The screenshot shows the CANVIVA website homepage. The top navigation bar includes: My Account, Cart, Sign Up For Our Newsletter, 0 items - \$ 0.00. The main navigation bar includes: HOME, SHOP, EDUCATION, COA, ABOUT, CONTACT US. The main headline is "Learn more about CANVIVA's naturally effective plant-based therapy products." Below this is a call to action: "Sign up for our newsletter to receive the latest CANVIVA news, product information, offers, and more. Have a question? Want to discuss a specific topic? Send us an email or message us on Facebook, Instagram, or Twitter." The main content area features four featured articles: "When To Take CBD-CBG-CBN?", "Avocado Toast with CBD & CBG", "Ready To Step Up Your CBD Game?", and "What is CBG?". A search bar is located in the top right corner. A "Categories" sidebar on the right lists: Blog, Pets, Press Release, Products, Recipes, Sports & Fitness, Videos, You Ask. We Answer. A "Recent Posts" sidebar on the right lists: When To Take CBD-CBG-CBN?, Avocado Toast, and Ready To Step Up Your CBD Game?.

SOCIAL MEDIA

Social media platforms help keep your brand top-of-mind to followers.

- ▶ Blogs can be posted to social media sites, driving followers back to your website.
- ▶ Special promotions or sales can be posted to social media with links back to your online store.
- ▶ Holiday greetings are a great way to stay top-of-mind.
- ▶ Asking questions encourages participation.



INFLUENCERS

Social media influencers help their followers become aware your brand.

Influencers are usually paid in addition to getting free product.

“

[CANVIVA's PURE PET CBD] formula is made with salmon oil, and Breezy loves it.

JULIANNE & BREEZY



“

I'm so hyped on CANVIVA CBD oil...

NATALIE KRISHNA DAS



POINT-OF SALE PRODUCT DISPLAYS

Eye catching display cases and shelves help bring attention to the product.



VIDEOGRAPHY

Product videos on your site can show customers how to use your products or provide an image of how you want them to perceive your brand.

Click on image to view video in browser window



SALES LITERATURE

Tri-fold brochures at place of purchase encourage trust and inform customers what your product can do for them and how it should be used.



WHAT ARE CANNABINOIDS?

CBD, CBG, and CBN are naturally occurring compounds found in cannabis. Unlike THC, they are non-intoxicating (they won't get you high). Recognized for their benefits on humans and animals, cannabinoids are believed to help the endocannabinoid system (ECS) keep your body in balance.

ARE CBD, CBG, AND CBN SAFE TO USE WITH MY REGULAR MEDICATIONS?

They may interact with some prescriptions and supplements. Consult your doctor or pharmacist if you have concerns. Do not take if you are pregnant or nursing.

HOW TO TAKE A TINCTURE

Tinctures are a popular and effective method of taking cannabinoid oils. The sublingual method allows the oil to diffuse into your bloodstream through tissues under the tongue.

- While the bottle is closed, shake well. Pinch and release the rubber bulb to fill the dropper.
- Unscrew the lid and adjust the amount in the dropper to your desired dose.
- Start with 1/4 or 1/2 of the recommended 1ml dose. Place dose under your tongue. Let it stay there for one to five minutes before swallowing.
- Increase or decrease subsequent dosages to reach desired effect.
- Tinctures may be taken once or twice a day or spread throughout the day by micro-dosing one or two drops at a time.
- Keep a Dosing Journal to find your ideal dose.

DO CANNABINOIDS WORK BEST IF USED CONSISTENTLY OR USED AS NEEDED?

Everyone is different, but consistent use as part of a daily health and wellness regimen helps maintain a sustained level of cannabinoids in your system, providing effective support for a variety of health concerns.

ARE THESE CANNABINOIDS MARIJUANA?

CBD, CBG, and CBN are found in both hemp and marijuana. Federally legal cannabinoids come from industrial hemp with less than 0.3% THC. All CANNVIVA products are derived from hemp and therefore not classified as a controlled substance.

HOW CAN I TELL IF THE CANNABINOID PRODUCTS I'M BUYING ARE "REAL"?

Not all cannabinoid products are created equal - be wary of deals that seem too good to be true. CANNVIVA naturally effective plant-based therapy products carry the PURE CERTIFIED CANNABINOIDS™ seal. It's our guarantee that our oil is:

- From U.S. grown organic hemp
- Traceable back to the crop/licensed grower
- Produced under good manufacturing practices which guarantee reproducibility of product quality to set specifications
- Extracted via food-safe ethanol, best for preserving cannabinoids, terpenes, and other naturally occurring compounds
- Third-party lab tested for contaminants and cannabinoid quantification - solvent free, pesticide free, free of heavy metals and other impurities
- Contains less than 0.3% THC

HOW TO APPLY A TOPICAL

- Shake well if using a roll-on.
- Roll or massage on clean, dry skin.
- Reapply to the affected area(s) not more than four times per day.



TZG

We would welcome the opportunity to discuss how TZG could be an agency resource for you.

With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

JIM ZIMMERMAN

612-867-2552 / jimz@thezimmermangroup.com

www.TheZimmermanGroup.com

Diamond Hill Suites, 4301 Highway 7, Suite 120, Minneapolis, MN 55416