

# DEMETRIX

*Experience the ingredients of life*

## Prop 65 and Fermentation Produced Cannabinoids

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An aerial photograph of a lush, dense green forest. A winding river flows through the landscape, with several small boats visible on its surface. The text is overlaid on the left side of the image.

We make nature's rarest  
ingredients **accessible,**  
**sustainable and affordable** for  
*happier, healthier lives.*



# A massive opportunity

**\$100B**

The global cannabinoid market is expected to reach \$100B by 2029

**\$60B**

The global supplement business will reach \$60B by 2021

**75%**

75% of US adults take supplements, and the number is growing globally



Figures provided by Ackrell Capital 2018 Cannabis Investment Report, Statista and The Council for Responsible Nutrition 2018 Consumer Survey on Dietary Supplements

**Is it the cannabinoid or the extract?**

Historically cannabis  
understanding has  
been limited



Our understanding now  
growing *beyond THC and  
CBD*



With more than **100  
different cannabinoids**  
identified



# Legislators are struggling to keep up with this dynamic industry

**#1: Education and awareness of cannabinoids**

**#2: Extract vs cannabinoid isolate**

- Concentration and ratio of individual cannabinoids
- Concentration and ratio of other constituents
- Impurities (pesticides, solvents, THC)

**#3: Product form and use (ingestible, inhalant, topical)**



# Fermentation has the advantages of a specialist



## The generalist

Agriculture has many uses but can be inefficient. It requires many resources, has limited control, creates waste and isn't very agile.



## The specialist

Fermentation takes a streamlined, highly efficient approach. It requires fewer resources, offers complete control, creates less waste and works quickly.



# As a specialist, nature's unpredictability is taken out of the equation

## Agriculture



## Fermentation





# Prop 65 and cannabinoids

How will isolates and extracts be regulated?

- Increasing evidence of pharmacological activity of cannabinoids
- Cannabinoid concentrations in plants are difficult to control
- Potential entourage effects need further research

**Consumer products companies need to be prepared to navigate evolving regulations**

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