

Kratom 101





What is kratom?

- A tropical tree that grows in certain Asian countries such as Thailand, Malaysia, Philippines, Indonesia, Papua New Guinea, and Borneo.
- The leaves of this tree can be harvested, dried and pulverized
- Alkaloids - Plants are regarded as the oldest source of alkaloids, and some of the most widely recognized alkaloids. Many have important pharmaceutical uses.
- Kratom leaves contain these naturally occurring alkaloids:
 - Mitragynine (Meh-Trag-Ah-Nin)
 - 7-hydroxymitragynine

What does kratom do?

There are limitations on what we can say about kratom because it is not an FDA approved drug. However, we can share why people choose to use kratom.

Kratom is used around the world by many kinds of people for many different reasons.

From veterans to doctors, from older adults to those with chronic illnesses

What Does kratom Do?

Kratom promotes feelings of:

- Pain Relief
- Relaxation
- Focus
- Energy
- Mood Boost

Various forms of kratom?

Capsules | Tablets | Gum | Tinctures | Extracts



Kratom leaves are eaten fresh or dried, or boiled and consumed as a tea.
Dried leaves can also be ground up into a powder

Strain

Different types of kratom are called strains. Most kratom strains take their names from their places of origin.
Different kratom strains have slightly different effects (depending on the person)

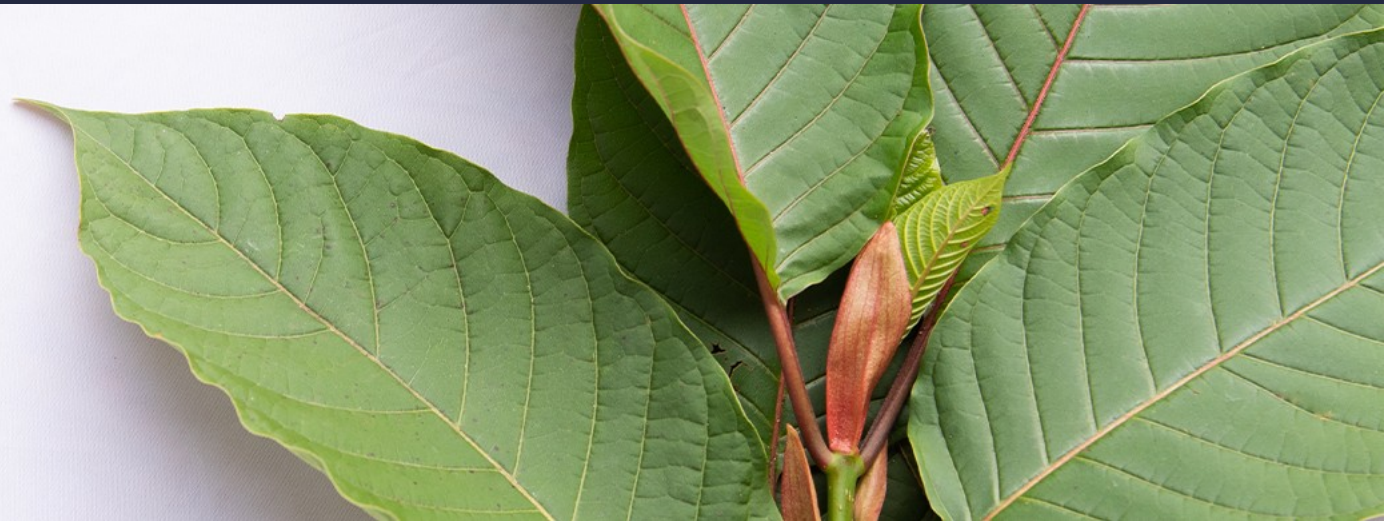
For example: Indo Strain - Indonesia



Vein

Red-vein / White-vein / Green-vein / Yellow-vein

Kratom types are generally divided into four different colors. If you look closely at a kratom leaf you will see that the stem and vein have a certain color. Different vein colors have different effects on different users



Per Kratom Consumers:

Red Kratom Strains



Promotes feelings of sedative effects, relaxation, and pain relief.

Green Kratom Strains



Promotes feelings of increased energy, alertness, mood boost, and focus.

White Kratom Strains



Promotes feelings of pain relief, physical and mental relaxation, and mood enhancement.

Yellow Kratom Strains



Promotes feelings of mood enhancement, sedation, and relaxation.



Popular kratom Strains

TOP SELLING STRAINS



Maeng Da

- Maeng da originated in Thailand, but Indonesian and Malaysian maeng da strains are also available.
- It promotes feelings of relaxation, pain relief, mood enhancement, and stimulation
- Maeng Da was the original primary strain and is still the most popular strain
- Available in red, green, and white



Popular kratom Strains – Bali

- Bali kratom, just as its namesake island, is an ideal balance of pain relief and energy boost, smoothly blending many different effects of kratom into one.
- Promotes feelings of pain relief, relaxation, mood enhancement, and mental stimulation
- Fastest growing strain in popularity
- Available in red and green



Popular kratom Strains – Malay

- Malaysia has been known for producing some quite strong strains of kratom. Has the highest alkaloid count
- Malaysian kratom is well-known for being a middle-of-the-road variety when it comes to kratom effects, as it is neither excessively sedating or excessively stimulating
- Promotes feelings of: Pain relief, Energy, Focus, Mood Enhancement, Anxiety Relief
- Available in red and green.



Popular kratom Strains – Indo (Indonesian)

- Indo kratom is stated mainly in Indonesia
- Light feeling in comparison to Bali
- The reason for Indo kratom's popularity is its alkaloid rich properties. Indo kratom grows in soil that is acidic and rich in minerals. Such soil is very beneficial for the growth of kratom.
- Available in red, green, and white
- Promotes feelings of: Mental clarity, stimulation, energy, and pain relief



Talking Points

Government agencies (state and federal) have taken enforcement actions against businesses that break the rules for kratom-Containing Products. Moreover, private parties have brought lawsuits for false and incorrect advertising.

Medical Claims - STRICTLY PROHIBITED. These are claims that the product can treat, cure, prevent, mitigate or diagnose a disease, including a symptom of a disease.

Talking Points

Structure/Function Claims - STRICTLY PROHIBITED. These are claims that describe the role of a nutrient or ingredient intended to affect the normal structure or function of the human body, for example, “Calcium builds strong bones.”

Kratom is not a drug under FDA rules, and you are not providing medical advice. If you are ever in doubt about answering a quest, err on the side of saying less about the possible effects of kratom.

FAQs

Can we use personal experiences when talking about kratom?

No, it's best to stick to the quality of our procurement process and the success and pedigree of the brand.

Why are extracts so sought after?

Extracts allow for stronger potency in a smaller serving. In other words, they can fit more alkaloids in to less total material. The extracts that we offer are the most potent and well tested in the industry.

How should we approach medical claims and structure function Claims when discussing kratom?

They are strictly prohibited.

Are we limited to just the smoke shop or head shop or head shop space?

NO! We may sell in all channels we see fit. As long as they have a resale Tax ID and physical retail location.