FINDING YOUR OWN HEALING WITH HEMP APOTHEKE

By Anya Sebastian

THE MARKET FOR CBD HAS EXPLODED, big time. Walk into any grocery store, drug store, or even convenience store and you are likely to find a whole variety of CBD-infused products, from shampoos to cereals, beverages and lotions. The fact that corporate retailers and big box stores are heavily invested in promoting and making the most of the CBD boom, may appear to be a good thing, because many people still confuse CBD with THC and making it more familiar makes it more acceptable.

There is, however, a downside, because the commercialization of CBD—presenting it primarily as a one-size-fits-all recreational product—diverts attention away from the fact that all CBD is NOT created equal and education is required in order to benefit from its powerful health and well-being properties. While there is still much to be learned about this relatively new field of research, results already obtained from scientific studies are really exciting, especially as these are natural products without the side-effects typically associated with prescription drugs.

"Unfortunately, there is very little out there by way of education," says Gyana Basse, the owner of Hemp Apotheke, the award-winning Santa Fe store specializing in pure, high quality CBD products. "Most people are looking for information and advice on how to deal with their specific issues and we always make a point of assessing their individual circumstances and concerns. That's important, because there is no magic bullet. CBD comes in different forms and different concentrations and people also respond differently, so a combination may be required, in order to be effective."

The times we are living in are quite unprecedented and heightened stress levels, together with sleep problems, are inevitably among the most common issues people are facing right now. Instead of considering these in isolation, Basse and her team of experts take a holistic approach, because products work on a cellular level, instead of focusing on just superficial symptoms. What kind of life circumstances/home/work environments are people dealing with? What do they eat, think about, feel? Do they exercise, take time for themselves?

"It's so easy to fall into a place of feeling helpless," says Basse, "and helplessness can lead into depression, which makes the situation even worse. Now that we're spending so much more time at home, this is a real opportunity to be proactive rather than reactive and open up to the idea of taking a lead in our self-care. We can start small, because even small choices we make can shift our attitude in a more positive direction."

WHAT SANTA FE IS SAYING...

I have been under extreme stress at work. After a number of referrals, I finally made it to Hemp Apotheke. I have been doing a very small amount of broad spectrum CBD and have noticed a big difference—I am much more relaxed and it has alleviated my stress headaches.

Joanie

Our 3 year-old daughter was diagnosed with attention deficit disorder. She was having trouble forming sentences and experienced anxiety so severe, it was keeping her up at night. We began using Hemp Apotheke's CBD isolate about a month ago and have already seen huge changes! Her anxiety is gone, her speech has had a 100% turnaround and she is sleeping well—consistently!

Shana & Family

I am a nurse who hasn't been sleeping through the night. I've relied on Tylenol PM, but have continued to wake up feeling hungover in the morning. I tried 2 of the Hemp Apotheke 10 milligram gummies. To my surprise, I am sleeping through the night and feeling good in the morning!

Marsha

Hemp Apotheke offers a wide range of products that can help to ease stress, alleviate sleep problems, increase energy, boost the immune system, aid relaxation and purify the environment. In addition to CBD tinctures and essential oils, they include powerful medicinal mushroom supplements, teas, coffee, chocolates, gummies, bath bombs, pet treats and air purifiers, all at the best prices in town. Also included is a range of locally-made, organic, CBD-infused skincare products.

Basse says she is especially concerned about parents and kids right now, because, as she points out, "They are really having some of the hardest time adapting to these unreal and unnatural circumstances and it's the parents who are having to hold it all together. Caring for the care-givers will create a higher quality of life for everyone, because they will then have the energy to pass it on to others." Judging by the testimonials she receives, Basse is definitely onto something.

Since it is considered an essential business, Hemp Apotheke will definitely be open throughout the winter, from Monday to Saturday, 10:00am to 6:00pm. The website is currently being updated, so that items can be ordered online, with phone consultations available, if required. Curbside pickup is also an option. ■

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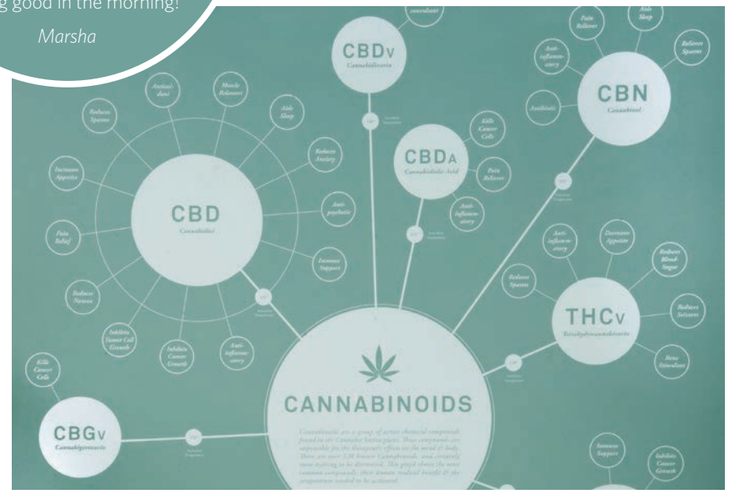
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