

ENHANCE YOUR HEALTH AND WELLBEING AT HEMP APOTHEKE

By Anya Sebastian



HEMP APOTHEKE HAS BEEN OPEN for about a year and a half, but 'the new kid on the block' was recently voted second best hemp store in Santa Fe in the Reporter's annual 'Best of...' readers' poll. "We couldn't believe it," says owner Gyana Basse, "and of course we were thrilled. Reputations are primarily built here by word of mouth, so that makes the result even more gratifying."

What is it about Hemp Apotheke that sets it apart from the other hemp stores in town and not only draws people in, but inspires them to become regular customers? "More than anything else, people are hungry for information," says Basse. "CBD has suddenly gone mainstream, but it's a complex subject and can be very confusing. Hemp is not the same as marijuana, and THC is quite different from CBD. People not only need help to understand what they're dealing with; they also want to know how it can help with their own particular problems."

Not too many family doctors out there have had much experience with CBD, so education and customer service are the store's top priorities. A significant part of each day is spent educating customers about CBD; what it is, what it can do and what form and dosage would be most effective for addressing the root issue. "We are interested in dealing with the root cause rather than the symptoms by asking, 'Why is this happening?'" explains Basse. "Everyone who works here is very knowledgeable about hemp and what CBD can and can't do, and we also work in conjunction with doctors to honor drug interactions."

The range of products that can be found at Hemp Apotheke is varied and impressive, from locally made soaps to tinctures, lotions, massage oils, vape pens and cartridges, CBD cigarettes, pet treats, CBD-infused skin care, coffee,



Owner Gyana Basse



tea and exceptionally good fruit-flavored gummies, made in-house. Every product line carries a 'certificate of authenticity' to confirm that it comes from a trusted source, and every batch is third party tested by an independent lab to guarantee maximum efficacy by demonstrating purity and freedom from contaminants.

Although Hemp Apotheke is an independent, woman-owned business, it's closely allied with its next-door neighbor, Aromaland, which has been around for more than 30 years and has acquired an international reputation for the best quality therapeutic-grade essential oils. That collaboration has now resulted in a line of CBD-infused products under the label, 'The Essence of Well Being.' Tinctures, lotions and topicals are all made in-house and all body care products are available in bulk and at wholesale prices. Anyone wishing to add a personal touch can take advantage of the 'mixology' option and choose a favorite scent from a range of Aromaland essential oils to add to their products.

Hemp Apotheke's overall mission is to enhance health and wellbeing through the use of hemp, herbs and essential oils, thus contributing to a healthier community and a healthier planet. "These natural products have many uses," says Basse, "from pain relief and stress reduction, to restoring homeostasis to the nervous system. They can bring balance to the environment by replacing our chemical dependence with natural options. We all need help to restore that balance, both externally and internally."

Any customers of Hemp Apotheke who mention this article will be entitled to a free gift. ■



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