



# High Falls Hemp

NEW YORK

FEED YOUR SPIRIT  
STRENGTH AND SOUL

---

[highfallshempny.com](http://highfallshempny.com)



# HELLO FROM HIGH FALLS!

**The CBD wellness revolution starts here at  
High Falls Hemp | NY ... where seed meets soul**

Our distinct “seed to soul” philosophy originates from our family owned-farm in Upstate New York and is driven by our mission to craft the purest hemp-derived CBD-infused supplements, tinctures, and topical care products to promote your health and wellness.

## SHOW SPECIAL

---

WE'RE OFFERING A  
**20% DISCOUNT**  
ON ANY ONLINE PURCHASE

---

- Placed before **JULY 31, 2019**
- Use this code at checkout **CWCBE20**



## OUR STORY

### **Feed your spirit, strength and soul.**

For millennia, humans have been cultivating hemp. The miraculous cannabis plant is the source of multiple extracts and compounds that possess natural, curative properties. Among them is Cannabidiol, or CBD – the medicinal, hemp-derived oil that holds the key to unlocking the body’s endocannabinoid system. In every drop lies the power to ease anxiety, alleviate sleeplessness, relieve pain, and reduce inflammation...naturally.

A few years ago, retired Wall Street executive Rick Weissman was searching for a natural cure for his severe knee pain. Decades of wear and tear in the chaos of New York City had taken its toll. Leary of addictive opioids, Rick found his holy grail: CBD. He knew he was onto something – something so powerful it would revolutionize how stress, insomnia and pain are managed. Together with his wife, Tricia, they founded HIGH FALLS HEMP | NY in the bucolic Hudson Valley town of High Falls, New York – two hours from the hustle and bustle of the City.

Rick’s dream of a hemp wellness revolution begins in High Falls. High Falls is a magical place. The iconic waterfall at the heart of the town is the heartbeat, the lifeblood, of verdant valleys and vast, dense forests – a purity so palpable, it was ideal for creating the finest hemp-derived CBD products. The very heartbeat of HIGH FALLS HEMP | NY is its iconic Hempery– the cabin turned state-of-the-art laboratory where the seeds germinate and blossom into hemp plants. The Hempery is where the magic happens, where the journey begins. Through our distinct “seed to soul” philosophy, the mission of HIGH FALLS HEMP | NY is to craft the purest CBD-infused supplements, tinctures and topical care products.

**The hemp wellness revolution is upon us.**



# MEET OUR FOUNDERS TRICIA AND RICK WEISSMAN

---

Over the last six years, Rick and his wife, Tricia Horst, gained experience with light agriculture in the High Falls, New York area.

---

## RICK WEISSMAN

President, High Falls Agriculture

Rick Weissman and his wife Tricia founded High Falls Hemp | NY in 2018 and High Falls Agriculture the year prior. Rick has focused on both businesses full time since their inception.

Over the last six years Rick and his wife Tricia, gained experience with light agriculture on their High Falls farm. The experience gleaned from the endeavor has given Tricia and Rick an appreciation for the local environment - as well as the obstacles which need to be overcome when farming in New York State. Today, Rick manages the marketing and Tricia the farming of their budding CBD business which boasts 18 acres of hemp farms in five locations.

Since 2016, Rick has served in the role of Managing Director in charge of investor relations for Auriga Capital Management, and has been a Managing Director at Other Side Capital (OSC) since September 2016. At OSC, Rick has focused on investing in legal hemp and marijuana ventures, during which time he learned the economics of the hemp/CBD and marijuana businesses. OSC stopped pursuing these types of investments at the end of 2017.

Rick is a 30+ year veteran of the bond business and has been Managing Director of Institutional Mortgage and Asset Backed Sales at the following firms: Gleacher Securities (2008-2013), RBS Greenwich Capital Markets (1994-2008), Nomura Securities (1989-1994) and LF





Rothschild and Co (1986-1989). At Nomura Securities, Rick was in charge of a 50-person institutional MBS sales group and headed their mortgage backed securities strategy group. Prior to Nomura, Rick was also a hedging strategist and trader, as a Senior Vice President at Powers Research, an interest rate risk management firm (1981-1986).

Rick holds an MBA from the Johnson School of Management at Cornell University (1981) with a major in Finance and Accounting and a Bachelor of Science in Economics from the Wharton School at the University of Pennsylvania (1978) with majors in Finance and Marketing.

## TRICIA A. HORST

### Chief Operating Officer, High Falls Agriculture

Tricia Horst along with her husband, Rick Weissman, founded High Falls Hemp | NY in 2018 and High Falls Agriculture the year prior. Tricia is the Chief Operating Officer for High Falls Agriculture, overseeing operations and handling various aspects of the management of the growing operation and pitching in as a laborer whenever necessary.

Tricia grew up on farms in southwestern Ohio, which her family farmed and where she was very involved in the family farming operations. Tricia had a long, illustrious career as a photo model, and actor which began at the age of five. Over the years, Tricia has represented iconic American brands, including Coppertone, Covergirl, Clairol and Saks Fifth Avenue and walked famous runways all over the world. Tricia's career included modeling for DeBeers Diamonds and many international campaigns in print, TV commercials, TV shows and Feature Films

In the early 1980s, Tricia bought the property in High Falls, New York which is now the base of farming operations for High Falls Hemp NY. Over the last six years Tricia and her husband, Rick, gained experience with light agriculture on their High Falls farm. The experience gleaned from the endeavor has given Tricia and Rick an appreciation for the local environment - as well as the obstacles which need to be overcome when farming in New York state. Today, Rick manages the marketing and Tricia the farming of their budding CBD business which boasts 18 acres of hemp farms in five locations.





# A NEW YORK CBD COMPANY AND HEMP FARM

Hemp-derived CBD is currently positioned for an unprecedented period of dramatic growth. In a recent survey of 3,000 people, 77% were aware of CBD in some sense, while more than 40% understood the product and its wellness benefits. CBD awareness is rapidly on the rise, current estimates predict that the market value of CBD could exceed \$16 billion by 2025.

---

## **AS NEW YORKERS, WE'RE PROUD OF OUR ROOTS!**

As native New Yorkers and licensees of the NY State Department of Agriculture and Markets, we offer a trusted NY based source for hemp-derived CBD. High Falls Extracts is a family owned CBD company with our base of farming operations in High Falls, NY. Our company was originally started by our founders after they experienced the health benefits of CBD.

## **QUALITY PROCESSES**

### **FARMING**

We grow hemp using organic farming practices and in accordance with the rigorous standards of NY State to ensure the quality of the end product.

### **EXTRACTION**

Our extraction method consists of CO2 and food grade ethanol. Our hemp extracts are heated and filtered to create a clean, pure and potent end product.

### **PROCESSING**

The Hemp distillate is then combined with organic, refined hemp seed oil. The results is a light yellow, very clear and clean tasting tincture.

### **QUALITY TESTING**

All product batches are individually tested by a third-party ISO certified lab to confirm Cannabinoid content as well as to confirm the absence of heavy metals or pesticides.

### **EDUCATION**

Becoming a leader in this amazing new industry comes with understanding the importance of educating consumers in a responsible way...this is a big part of our mission.



# OUR CBD PRODUCTS

Our products are all natural, vegan, non-GMO, gluten-free, and cruelty free. All labeling is legally vetted to comply with FDA and NY State regulations. Our products are all natural, vegan, non-GMO, gluten-free, and cruelty free. All labeling is legally vetted to comply with FDA and NY State regulations.

Hemp-derived CBD is currently positioned for an unprecedented period of dramatic growth. In a recent survey of 3,000 people, 77% were aware of CBD in some sense, while more than 40% understood the product and its wellness benefits. CBD awareness is rapidly on the rise, current estimates predict that the market value of CBD could exceed \$16 billion by 2025.



#### **CBD TINCTURE (300MG, 750MG, 1500MG)**

Our premium full-spectrum extract contains high levels of CBD with refined hemp seed oil as the carrier agent with no additives or artificial flavorings (THC is 0.3% or less).

- 30ml/1 oz. bottles
- 300mg per bottle / 10mg per dropper
- 750mg per bottle / 25mg per dropper
- 1500mg per bottle / 50mg per dropper

#### **CBD ISOLATE TINCTURE (1500MG)**

A premium extract consisting of organic hemp seed oil infused with CBD isolate (0% THC). A good option for those who cannot tolerate any THC or who may be subject to random drug testing.

- 1500mg per bottle / 50mg per dropper



#### **PET TINCTURE (250MG)**

Our full-spectrum extract designed for Dogs and Cats, contains high levels of CBD with refined hemp seed oil as the carrier agent with no additives or artificial flavorings (THC is 0.3% or less).

- 250mg per bottle/8.3mg per dropper

#### **CBD LOTION (500MG, 1000MG)**

A soothing aloe based lotion infused with 250mg of CBD isolate per ounce and complemented by calendula and avocado oils. This a non-greasy formula meant for multiple uses.

- 500mg / 2 Fl. oz.
- 1000mg / 4 Fl. oz.



#### **SOFTGELS (300MG, 750MG)**

Our premium capsules include a full-spectrum hemp extract high in CBD blend (0.3% THC or less) with refined coconut oil, purified water, and other additional ingredients.

- 300mg per bottle / 10mg per capsule
- 750mg per bottle / 25mg per capsule



## PRESS INQUIRIES

---

**VALENTINA OSORIO**

Valentina@Nisonco.com  
609-214-4993

