



## TOAST™ THE HOLIDAYS WITH TOAST CANNABIS, BOVEDA'S LATEST PARTNER



Call Colorful Colorado home or heading to Aspen, Steamboat or Telluride for some shredding this winter?

There's a new way to MJ. This year, **Toast™** rolled out the first professionally manufactured cannabis cigarette—the **Slice™**. Whether you're a cannabis devotee or dabbler, a Slice is a convenient and responsible way to socially enjoy your flower.

### WHAT'S IN A CANNABIS SLICE?

Each Slice of Toast contains a proprietary, all-natural, tobacco-free 100% cannabis blend. A slow-burning hemp paper tube and specially designed filter refine and smooth the smoke and allow for an even burn.

### HOW WILL I FEEL AFTER A SLICE?

Slice strains are low in THC (euphoria) and high in CBD (active calm). One puff of a Slice is like a sip of a cocktail and an entire Slice is equivalent to a full drink. The measured potency in a Slice lets you moderate marijuana just like you'd count your cocktails. (FYI: Toast advises not to mix these enjoyables.)

### **Slice removes the "what ifs" of recreational cannabis.**

With a Slice, you know what you're smoking, how much you're consuming and how you'll feel afterward. A single Slice equals a single serving for you and you alone. Looking for a *joint* experience? Share the pack with friends and family.



BOVEDA'S 2-WAY HUMIDITY CONTROL PROTECTS SLICE'S PROPRIETARY BLEND OF CANNABIS, HEMP PAPER AND FILTER.

### WHAT SETS TOAST APART?

Cannabis is becoming a big business. In 2016 alone, the U.S. saw \$6.7 billion of legal cannabis sales, and in 2017, the state of California is expected to reach that number by itself, meaning there is huge and very fast paced growth in this budding industry. And because of that, more and more producers are rushing into the market developing and selling heavily potent, mind-altering marijuana.

Toast had a more refined vision for cannabis—a highly curated strain that's measured and dosed, ultimately providing predictable potency. A Slice gives a marijuana novice peace of mind and a cannabis connoisseur a new, haute way to indulge the hobby.

To preserve the promised effects, Toast packages its Slices with Boveda, the global leader in 2-way humidity control. Marijuana is like any other plant. The minute it's clipped, it starts to dry out. And when it dries out, it loses its potency. Boveda ensures that the last Slice in a pack is as fresh as the first. Boveda adds and absorbs moisture to lock in a precise relative humidity (RH) level that's perfect for cannabis. Perfect for Slices.

### WHERE CAN I BUY TOAST?

Currently Slices are only available in select Colorado dispensaries. So check out a Slice if you live there, pick up some if you're visiting. (Tourists reminder: it's illegal to transport cannabis out of Colorado, even in the form of a Slice.)

For more information about Toast, please visit [www.WeToast.com](http://www.WeToast.com). Must be 21 years of age or older.