



Cannabis Sativa

Executive Summary

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Cannabis Sativa: Pure Elucidation

Cannabis Sativa, also known in its higher classification as Hemp, is an off-the shelf herbaceous botanical containing 0.3% THC, making it a completely legal product with regards to local and international parameters.

Often confused with its notorious Cannabis counterpart; hemp does not contain any psychoactive elements, but a myriad of possibilities with regards to health, sustainable and environmentally-friendly resources, housing, and fabrics, to name but a few.

Cannabis Sativa (Pty) Ltd is a South African organisation specialising in the craft of hemp infused beverages. Established in 2014, the operation has grown into the basket that it is today, offering the largest selection of hemp infused beverages known today. Owned and operated as a family business, the members of Cannabis Sativa pride themselves on the individuality of the brand, the educational possibilities, as well as the undertaking to grow small South African businesses and empower local communities.



From the inception of ideas, the manufacture of raw materials into consumer goods, the distribution of products, the building of the brand, as well as the management of this knowledge, each of the four members brings forth an individual flair of personality to make up the various products in their entirety.

Situated in and around the Mother City, Cannabis Sativa makes use of various international-grade facilities to bring the taste and quality of craft to every consumer in an equally accessible manner. Given the lawful nature of our products, our aim is to have our products traded as far and wide as possible. The success of this intention would mean the casualisation of Cannabis; the Cannabis plant, in all its facets, is not limited to the psychoactive effects that society has led us to believe.

We live in the era of information and technology, and those that carry this technology in their pockets in their everyday lives, have instant access to the correct information. A simple search of the words “Cannabis Sativa” would, in seconds, clarify what it is that the majority of people have been misled on. We encourage questions, scepticism and strange looks coming our way, all that we ask in return is the willingness to elucidate on the matter; even if that means reaching for technology’s definitions and facts, instead of believing what seems to be a convenient and lazy truth at the time.

Our products are of the character that most people incorporate them into their daily lives without much thought; we are everyday, high-quality products with a cause.



Cannabis Sativa believes in education and upliftment, creativity and innovation, challenging the status quo, forming one’s own beliefs and opening oneself up to new ideas, opinions and possibility. But mostly, we believe in freedom of choice and responsible decision making.

Why Hemp?

Hemp is a product of the Cannabis plant.

Some of the abundant benefits that hemp has to offer:

- Hemp seed oil can assist in hormone balancing, reducing PMS and menopause symptoms
- Thanks to the high level of omega-3 fatty acids, it may lower the risk of heart disease
- Hemp seed oil relieves the pain of arthritis due to its high GLA content and ideal omega 3/6 ratios

- Given the variety of plant sterols and alcohols, hemp seed oil reduces inflammation
- The fatty acids found in hemp seed oil have been found to heal skin conditions such as eczema, psoriasis, and other rashes – it is likely due to the fatty acids affecting the immune responses in the body that promote healing
- Hemp seed oil promotes a healthy complexion, the oil is similar to the skin's natural lipids
- Hemp seed oil's GLA content supports weight loss
- Hemp seed oil is considered as a complete source of protein – it contains all essential amino acids

Even though this list does not end here, we DO NOT market our products as being able to contribute to the above in such extensive terms; we market our products as quality products, promoting education and scepticism regarding what it is that we are consuming in our daily lives and a healthier alternative to what consumers are currently being offered.

Why not CBD?

CBD or Cannabidiol is a cannabinoid and also a product of the Cannabis plant. Scientists are only beginning to understand how CBD is beneficial to the human body. There are currently around 111 known cannabinoids. Each cannabinoid can provide varying levels of health or medicinal benefits and research has shown that they all work best when combined.

Better known as the “entourage effect” We are of the opinion that more research and development should still be done before the product can be promoted with confidence. The current hype and products available are not ethical and in a myriad of grey areas, both from a legislative as well as a scientific perspective.

Product List:

- Energy Drink
- Teas
- Waters
- Alcoholic Drinks