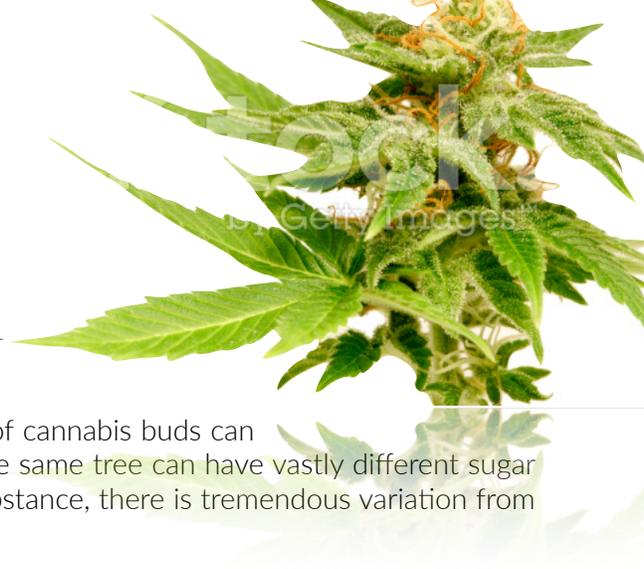


One bud does not a plant make.



FACT: Cannabis is a natural product, which means that the potency of cannabis buds can vary widely within the same plant. Similar to how two apples from the same tree can have vastly different sugar content, the same holds true for cannabis. Because it is a natural substance, there is tremendous variation from bud to bud, and even within each bud.

FACT: The variation in potency from different buds on the same plant, or between plants can be HUGE! Some buds could be **10%**, while others could be **25%**. Potency on the top of the bud can be much different from the bottom of the bud, which is why we **strongly suggest** grinding the bud into a homogenized sample to achieve maximum accuracy of test results.

FACT: Laboratory results are produced by testing only a small fraction of a batch. In bud, for example, we've been told that requirements can be anywhere from 0.5 gram per harvest, to five grams per seven pounds. While sending samples out to a lab provides a numerical potency value and ensures compliance, the measurement of such a small amount of cannabis does not accurately reflect all or even most of your harvest. It would be the equivalent of testing only 1 Advil® out of a bottle of 360 and claiming that every pill has the exact same composition and potency.

FACT: A laboratory will give results from bud *like* yours, but it's *not* the bud you just tested on the Beacon™ or Luminary™ Profiler. Can you imagine testing one leaf on a tree and surmising that all of the other leaves are exactly the same?

FACT: Sending a sample in to a lab provides potency information for *just that sample*. A consumer cannot purchase that same exact sample in your dispensary, since the lab has destroyed it. Therefore, the potency information being provided can be misleading to your customers.

TRUTH: The difference in potency results between your lab and our instrument is a result of natural variation in the plant and/or user error. Just because our instrument shows different results than what you received from your lab, does not mean the measurement is wrong. It simply means that you are measuring a different bud from the same plant, or a different part of the same bud, or the the sample preparation was compromised and affected the results.

TRUTH: Consumers have the right and deserve to know the potency of what they are ingesting. Our instruments finally allow people to see the potency of the buds that they are actually buying and not the ones that were tested. This is the strength of our approach, not it's deficit.

The Beacon™ addresses all of these problems by providing instant, accurate results utilizing a simple, clean and economical process that is both reliable and repeatable.

