



## **CBDistillery™ shhh+ Distilled Deep Sleep Gummies Deliver Better Sleep, Improved Quality of Life**

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### **New Study Shows that CBD, Hemp-Derived THC and Cannabinol (CBN) Work Synergistically to Improve Sleep**

DENVER, April 23, 2024 (GLOBE NEWSWIRE) – Balanced Health Botanicals' (a wholly-owned subsidiary of Village Farms International (NASDAQ: VFF)) CBDistillery™ one of the best-selling CBD brands in the United States, today announced that its shhh+ Distilled [THC + CBN Deep Sleep Gummies](#) help users to achieve better-quality rest, fall back to sleep during the night and wake up feeling refreshed.

The 31-day Pathfinder study, conducted by CBDistillery™ in partnership with MoreBetter's (dba [Releaf App™](#)) highly rated tracking technology, analyzed the ways in which gummies containing hemp-derived CBD, Delta-9 tetrahydrocannabinol (THC), and cannabinol (CBN) can improve sleep. The results showed that participants who regularly took one shhh+ Distilled Deep Sleep gummy per night found it easier to stay asleep throughout the night while also reporting improved quality of sleep throughout the study.

Additional insights include:

- 98% shared that CBDistillery™'s shhh+ Distilled Deep Sleep Gummies had only a positive impact on their quality of life;
- 91% would recommend CBDistillery™'s shhh+ Distilled Deep Sleep Gummies to others;
- 79% found it was easier to fall back asleep after waking up during the night after using CBDistillery's shhh+ Distilled Deep Sleep Gummies compared to when they did not take it;
- 77% stated CBDistillery™'s shhh+ Distilled Deep Sleep Gummies performed better than any other sleep aid product previously used; and,
- 74% woke up feeling more refreshed after using CBDistillery™'s shhh+ Distilled Deep Sleep Gummies.

"Our ongoing partnership with MoreBetter is a testament to our dedication to educating consumers about the dynamic landscape of the CBD industry. We look forward to continuing this journey and sharing more insights with our community," said Bill Stoufer, President of Balanced Health Botanicals.

"It's great to see an industry leader like CBDistillery™ continue to invest in collecting real world data from consumers on product performance to better understand how their products work, and provide transparency to their community," said Tyler Dautrich, COO at MoreBetter. "We look forward to continuing to enable CBDistillery™ to better engage with their community and produce data-backed content."

For more information about the Deep Sleep Pathfinder Mission conducted by CBDistillery™ using MoreBetter's technology stack, and future upcoming Pathfinder Missions, please visit [cbdistillery.com/sleep-study/](https://cbdistillery.com/sleep-study/).

### **About Balanced Health Botanicals and CBDistillery™**

Balanced Health Botanicals™ is a family of hemp-derived CBD brands that includes flag-ship brand CBDistillery™. CBDistillery™ was founded in Denver in 2016 to pursue a rapidly growing and predominantly untapped market. It has since evolved into one of the largest CBD brands, sold in retailers nationwide, solidifying CBDistillery™ as the leaders behind the #CBDMOVEMENT. CBDistillery™'s mission is to be the premier CBD education resource and to provide the masses with easy access to hemp-derived CBD products, the latest industry research and verified customer testimonials. Distilling, the process of extracting plant compounds and vital nutrients to improve life naturally, is at the core of everything CBDistillery™ does. CBDistillery™ has made significant investments in its infrastructure, from rigorous product testing to pure and potent products, so that consumers have the power in their hands to live life distilled. Balanced Health Botanicals is a wholly owned subsidiary of Village Farms International (NASDAQ:VFF)

### **About MoreBetter**

MoreBetter (dba Releaf App) is a data insights Software-as-a-Service provider and Contract Research Organization (CRO) supported by patent-pending technology that collects real world evidence-based outcomes from cannabis & hemp consumers to benefit businesses, medical professionals, researchers, government organizations, and affiliated stakeholders in the cannabis supply chain. MoreBetter uses information collected in Releaf App to provide data-backed insights on seed-to-outcome trends that inform industry best practices and improve the consumer experience.

### **About Village Farms International**

Village Farms leverages decades of experience as a large-scale, Controlled Environment Agriculture-based, vertically integrated supplier for

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high-value, high-growth plant-based Consumer Packaged Goods opportunities, with a strong foundation as a leading fresh produce supplier to grocery and large-format retailers throughout the U.S. and Canada, and new high-growth opportunities in the cannabis and CBD categories in North America, the Netherlands and selected markets internationally.

The Company's wholly-owned Canadian subsidiary, Pure Sunfarms, is one of the single largest cannabis operations in the world, the lowest-cost greenhouse producer and one of Canada's best-selling brands. The Company also owns 70% of Québec-based, Rose LifeScience, a leading third-party cannabis products commercialization expert in the Province of Québec. Village Farms ranks as the #2 producer nationally in Canada.

In the U.S., wholly-owned Balanced Health Botanicals is one of the leading CBD brands and e-commerce platforms in the country. Subject to compliance with all applicable US federal and state laws and stock exchange rules, Village Farms plans to enter the US high-THC cannabis market via multiple strategies, leveraging one of the largest greenhouse operations in the country (more than 5.5 million square feet in West Texas), as well as the operational and product expertise gained through Pure Sunfarms' cannabis success in Canada.

Internationally, Village Farms is targeting selected, nascent, legal cannabis and CBD opportunities with significant medium- and long-term potential, with an initial focus on the Asia-Pacific region and Europe. In the Netherlands, it is the only North American producer to hold one of ten cannabis licenses in this limited license country.

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