

PURIST

AN ADVENTURE
IN WELLNESS



ALL NATURAL
NAOMI
WATTS

TOASTING THE SEASON

More than four years after the legalization of cannabis in Colorado, there's buzz about an all-natural, tobacco-free cannabis cigarette. BY CHARLOTTE DEFAZIO

It's designed to mimic the effect of one glass of champagne, minus the hangover. Meet Toast, the first professionally manufactured cannabis cigarette, which contains a tobacco-free cannabis blend of curated strains, both low in THC (the euphoria-inducing chemical compound) and high in CBD (cannabis' calming compound).

"We wanted to design a strain, product and experience that both compliments and enhances social occasions or

gatherings," says Toast's CEO and co-founder Punit Seth. "A pack of Slices (their name for a single cigarette) is meant for sharing with friends or family, much like sharing a bottle of wine or fine scotch." The Slice can be recognized by its regal purple-colored filter and gold butterfly insignia perfectly packaged into size-varied boxes. Available in two-packs (\$20), five-packs (\$45) and 10-packs (\$85) at select authorized dispensaries in Colorado. wetoast.com

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