

CURÓ

THE WORLD'S FIRST
PREMIUM CURED CANNABIS BRAND

EXCLUSIVE FOR THE CANNASSEUR

DEFINITIONS

CURÓ • The world's first cured cannabis brand. The word is a portmanteau of the English word, *Cured*, and the Spanish word well-known to cigar connoisseurs, *Puro*.

CURED • Cannabis improved by a post-harvest drying and storage process resulting in an *enhanced cannabinoid profile, potency, taste, smoothness, and fragrance*. As with the finest scotch, wines, cigars, and other premium quality cured products, your *Curó* will continue to cure, and thus improve, if stored in ideal conditions.

CONNOISSEUR • A discerning person especially *competent to pass critical judgments* in art, or in matters of taste.

CANNASSEUR • A discerning person especially *competent to pass critical judgments in the art of enjoying cannabis*.

A CONNOISSEUR'S METHOD FOR ENHANCING THE CURÓ EXPERIENCE

APPRECIATE SLOWLY • In our oft-rushed modern world, dedicate a moment of your life to *Curó* when it can completely occupy your time and enrich it.

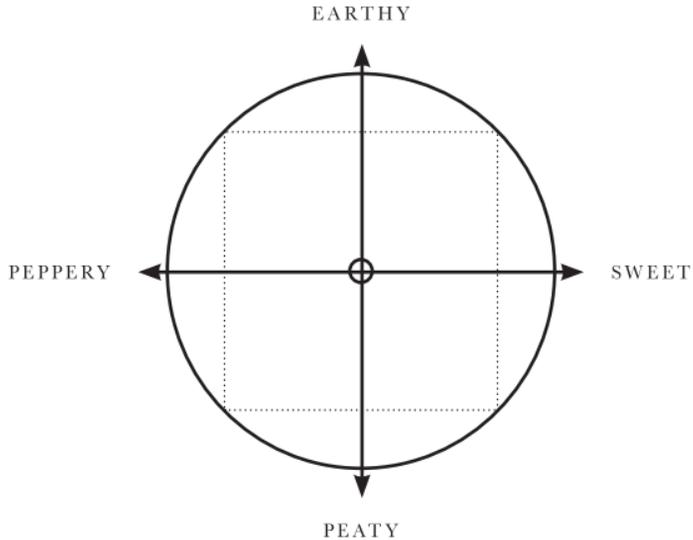
STIMULATE THE SENSES • Gently squeeze or break the *Curó* bud to release its terpenes and take in the subtle, complex aromas. Observe the golden hues and feel the finely aged textures.

DRY PULL • Draw on your *unlit*, rolled *Curó* to taste its refined flavour profile; ranging from floral and sweet to peppery and musky, much like fine scotch.

WHEN LIGHTING • Hold the foot (end) of the rolled *Curó* a centimetre from the flame and rotate for an even burn.

SMOKE SOFTLY, NOBLY, PEACEFULLY • Slowly drawing in the smoke will maximize smoothness and pleasure. A hasty draw increases heat and diminishes the quality of the smoke. Roll the smoke in your mouth savouring *Curó's* unique flavour characteristics; often earthy, peaty, spicy, sweet.

FLAVOUR/TASTE/AROMA MATRIX



JUST LIKE WITH SCOTCH,
CURED CANNIBIS FLAVOURS & AROMAS EVOLVE OVER TIME

CHOOSING YOUR CURÓ: A GENERAL GUIDE

GRADE	COLOR	TIME CURING	NOTES
<i>Oscuro</i>	brown	2+ years	Powerful, deep, earthy taste. Extremely rare.
<i>Maduro</i>	reddish brown	1.6 years	Subtle, refined fragrance. Mature flavour, high sugar content.
<i>Maduro colorado</i>	light-brown	1 year	Leathery texture. Full-bodied, very smooth smoke. Significantly decreased chlorophyll. Very potent.
<i>Colorado</i>	yellow-brown	8-10 months	Mature, nuanced flavours evoked. Often earthy, peaty, spicy, sweet.

CHOOSING YOUR CURÓ: A GENERAL GUIDE

GRADE	COLOR	TIME CURING	NOTES
<i>Colorado claro</i>	golden yellow	7-8 months	Chlorophyll diminishing. Noticeably smoother and sweeter. Enhanced aromatic bouquet.
<i>Claro</i>	chartreuse	4-6 months	The first stage of the curing process. Simple, pungent aroma; low sugar content. More potent than a 4A.
4A	green	not cured	High in chlorophyll and starches. "Plant-like" taste. Least smooth smoke, relatively mild potency.

CARE & MAINTENANCE

GLASS JARS • Select glass jars with a rubber, airtight seal.

Glass physically protects the bud while avoiding the static electric charge that builds up in plastic and pulls trichomes from the bud.

LIGHT • Avoid exposure to direct sunlight as it damages cannabinoids and lowers potency.

AIR • Keep airtight as extended exposure to air dries the bud resulting in a faster burn, increased heat and harsher smoke. Exposure to oxygen degrades THC and *terpene* content.

MOISTURE • Correct bud moisture creates cooler, smoother smoke. Avoid excessively moist bud as it can be difficult to light and is more susceptible to mold, especially in warm environments.

OUR GUARANTEE

Curó is triple tested to guarantee mold-free and chemical-free cannabis at time of purchase. Follow *Care & Maintenance* guidelines to ensure that quality is preserved. Please report any quality concerns immediately to allow accurate product analysis and a prompt, satisfactory resolution.

NOTE: Every person has a unique biochemistry and each *Curó* bud differs in cannabinoid profile, flavour, and fragrance, thus subjective experiences will inevitably vary. Experiment to find what works best for you.

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BY COMPASSION IN MOTION
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