

# Spread health and wellness through the transformative power of CBD.

Become a Franchise-Owner  
with America's fastest growing  
CBD Franchise.



American  
Shaman™



FRANCHISE SYSTEM, LLC.



## Our Story

When his uncle was diagnosed with stage 4 lung cancer, Vince Sanders discovered how CBD can help the human body achieve physical and mental balance — a discovery that would change his life.

Vince developed a breakthrough proprietary method for producing CBD oil from ethically sourced, high-quality hemp. Soon health food stores, clinics, and spas saw the life-altering potential of his products and began offering them to customers. In 2016, Sanders opened his first CBD American Shaman store in Kansas City, MO.

Sanders' dream to help others had gone far, but the need was still great. He believed the best way to help people across the nation was franchising. In 2018, CBD American Shaman became the first-ever CBD franchise in history. With more than 300 stores and counting, CBD American Shaman is one of America's fastest growing CBD franchises.



***This is our story. And yours.***

**Grow your personal portfolio with a proven investment in a fast-growing industry, while spreading health and wellbeing to thousands of people across this nation.**

**Join our team and launch your CBD American Shaman Franchise.**



**"At our core, American Shaman Franchise System grew out of a desire to provide people the highest-quality CBD possible, and give franchisees who share our values the opportunity to become part of our growth, and own their own CBD franchise."**

*Vince Sanders, Founder and CEO*





# What is CBD?

CBD is a compound derived from all-natural, high-quality industrial hemp that is known to bring relief to the body and mind. The nonpsychoactive compound promotes health and wellness and is designed as an agricultural commodity.

CBD is federally legal in all 50 states. With the passing of the Agricultural Improvement Act of 2018 (Farm Bill), hemp was permanently removed from the Controlled Substance Act (CSA), and is created as an agricultural commodity.

However, the CBD industry is unregulated, and many retailers get their CBD from white-label manufacturers. As a result, many CBD products on the market are manufactured with few quality standards, and do not contain the amount of CBD advertised on the labels. Our quality and consistency, along with the excellent bioavailability of our CBD American Shaman products, separates us from the rest.



**CHAD LECLAIRE**

**Franchise Owner**

*Fort Worth, TX*

"After almost giving up on CBD, I tried American Shaman and felt the results instantly. I knew something about this company was different. After much research, we opened our doors in March of 2019 and have led our market ever since."

## Why We're the Best Investment in CBD

- All-natural, high-quality, industrial hemp grown on our own farms
- Proprietary formula that ensures maximum absorption of CBD
- America's best CBD franchise
- Affordable franchise fee
- Low start-up costs
- High rate of return customers

## What We Believe

- Help people achieve the life-transforming health & wellness benefits of CBD
- Maintain the highest standards of integrity and ethics in business and operations
- Offer a more financially accessible franchise opportunity than others
- Stay on the cutting edge of trends in health and wellness
- Teach our franchise owners how to grow their business



# What Makes CBD American Shaman Better?

From Seed To Shelf, our proven proprietary process delivers exceptional CBD that is superior in every way.

## LEADING THE INDUSTRY IN ADVANCED TECHNOLOGY AND PRODUCT QUALITY

- We grow most of our hemp on our own farms from the rich soil of Montana, Kansas, and Kentucky.
- Our proprietary nanotechnology breaks down the particles to ensure maximum absorption — making our CBD faster-acting and longer-lasting.
- Unlike many other CBD brands, customers usually feel an effect in minutes, not hours.
- Cutting-edge CBD products, including CBN, CBG, and more than 180 SKUs.

## LEADING THE INDUSTRY IN RESEARCH AND PRODUCT DEVELOPMENT

- Our onsite lab biochemists ensure the quality of our products, and develop new products too.
- Our Chief Medical Researcher Dr. Robert Kaufmann is a practicing physician, professor emeritus at Southern Illinois University of Medicine, and is certified in Obstetrics & Gynecology, Maternal-Fetal Medicine, and Allergy & Immunology.
- From batch testing, to onsite testing, to independent 3rd party testing, we test our products throughout the process. Customers can even view lab reports online.

## LEADING THE INDUSTRY IN ACCREDITATION

- We were awarded the US Hemp Authority Certified Seal, demonstrating we embody the highest standards, best practices, and self-regulation in our industry.
- More than 2,000 CBD companies are registered with the U.S. Patent and Trademark Office — less than 2% (40 companies) have earned the coveted US Hemp Authority Seal. We are one of the few.







### BRIDGET SHEILS

#### Franchise Owner

Arvada, CO

"I was scared to death! I knew how well CBD had worked for my family and I, however, in a recreational marijuana state, how would the public respond?! Turns out, I was blown away by the support from my community and my customers' testimonials on how CBD had also changed their lives."



### BRANDON ZOELLER

#### Franchise Owner

Lawrence, KS

"Being a small business owner means I'm in control of my future and my destiny. As long as I help enough people get what they want out of life, I will get what I want out of life. This journey has been completely life-changing for my wife and me and we can't thank Vince and the American Shaman Corporation enough."



### JENNIFER DIAZ

#### Multi-Franchise Owner

Lubbock, TX

"I've always been an entrepreneur, wanting a better life for my kids and myself. After visiting an American Shaman location and talking with a friend, who already owned a store, in May of 2018, I jumped with both feet in the water & opened my store. This has been the best decision for my family and myself!"

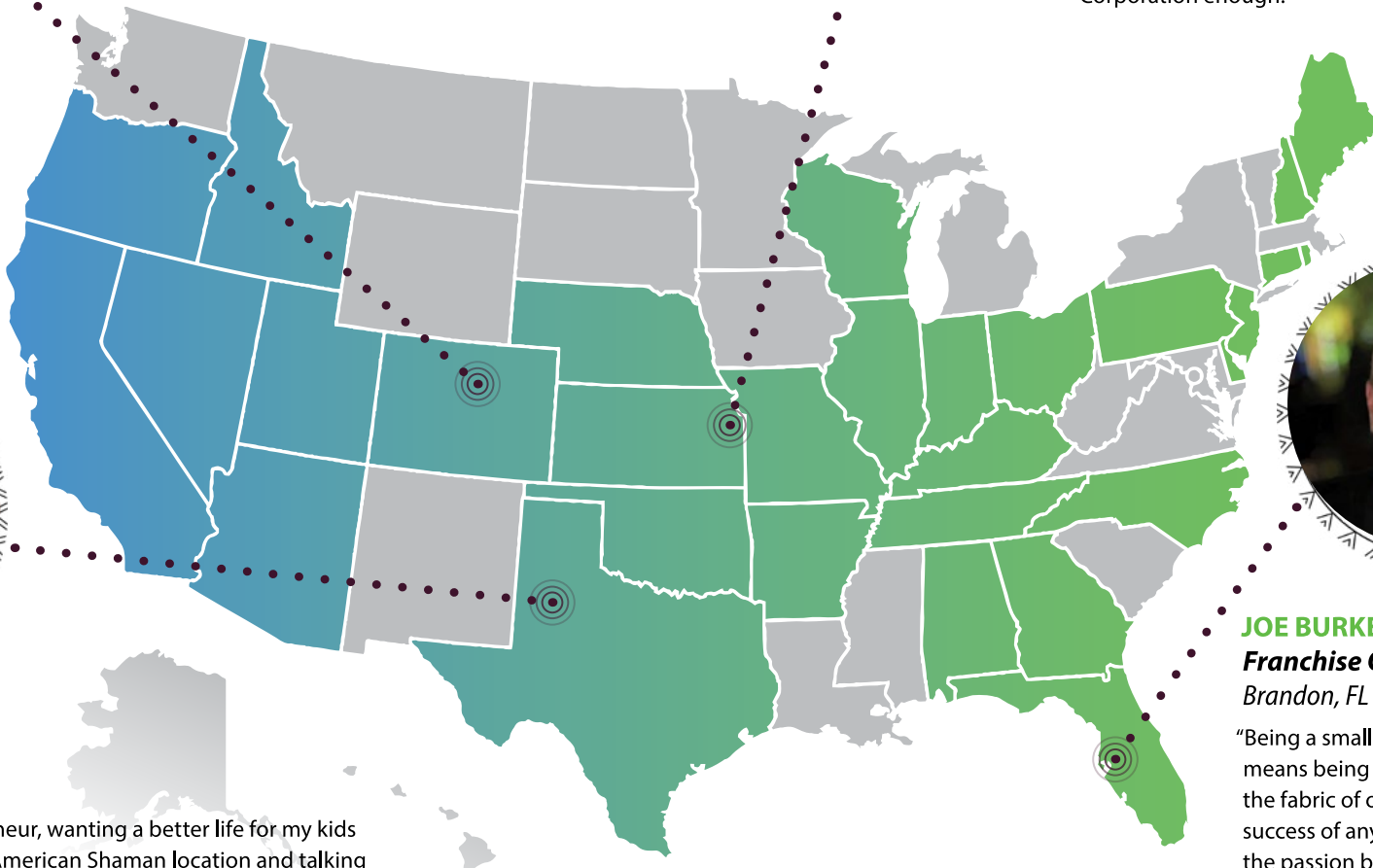


### JOE BURKE

#### Franchise Owner

Brandon, FL

"Being a small business owner means being an integral part of the fabric of our communities. The success of any small business is the passion behind the owner. Our passion is to help others achieve their dream of a healthy mind, body, and spirit."



# How We Support You

As a franchise owner, you are not simply an investor — you are a critical part of our mission to spread the healing benefits of CBD to as many people as possible. We are not only proud to support you in every way possible; our continued success depends on yours.

## A BUSINESS OF YOUR OWN

You will own and control most of your business, plus receive support, training and resources to ensure success.

## AN AFFORDABLE INVESTMENT IN A GROWING COMPANY

Take advantage of our affordable franchise fee and the low start-up costs. Join our 300-plus stores and counting, one of America's fastest growing CBD franchises.

## PRE-OPENING TRAINING

Join fellow franchisees during a five-day corporate training in Kansas City, MO. Discover our process for creating a fantastic customer experience that attracts and retains loyal customers.

## ONGOING SUPPORT

Get answers to your questions and support for your challenges during weekly Zoom calls. You'll also get access to our online database of digital marketing tools and templates.

## CBD AMERICAN SHAMAN BRAND

As a leading force in CBD, our name means quality in our industry. You will be part of an established business that was one of the first to bring the benefits of CBD to the market, and continues to lead the way.



## GROWTH OPPORTUNITY

According to a recent study, only 14% of Americans use CBD, while 35% know nothing about it. This is a tremendous opportunity for growth in a new, exciting market.

## CONFIDENTIAL OPERATIONS MANUAL

Get a comprehensive guide detailing the specific information you will need to operate your franchise successfully, including daily operations, marketing, sales, business functions, forms, and more.

## MARKETING AND ADVERTISING

Our American Shaman Franchise Association is a franchisee-run marketing co-op that leverages all of our stores to provide the most cost-effective advertising in single-store and multi-store markets. Our marketing partners will help you customize advertising for your local area and co-op markets.

## PROFESSIONAL SERVICES

You will have the on-going support of our Chief Medical Officer to assist and educate you. You will also have the on-going support of our in-house legal counsel, including Hemp and Contract Attorneys.

## GROW YOUR BUSINESS

The wholesale affiliate program allows you to expand your business network without the financial investment of opening more stores.

# Become a Franchise-Owner with CBD American Shaman

## Getting Started

Do you think CBD American Shaman Franchise is the right opportunity for you? Contact our Franchise Development Team for support throughout the onboarding process, from application to grand opening.

## Contact Us

**American Shaman Franchise System LLC**  
1501 Iron Street  
Kansas City, MO 64116  
(855) 427-2233

Or visit us at [AmericanShamanFranchise.com](https://AmericanShamanFranchise.com)  
to request more information.



This Franchise is currently only offered to residents of certain states. The information contained in this brochure concerning the Franchise should not be considered as an offer to sell or the solicitation of an offer to buy a Franchise to the residents of any other states, including those states in which registration of the Franchise is required and is not directed to any person in any such states by or on behalf of American Shaman Franchise Systems LLC or anyone acting with Franchisor's knowledge. No Franchise will be offered or sold to a resident of any such states in which registration of the Franchise is required, by or on behalf of the Franchisor, until the Franchise offering has been registered and declared effective. We have complied with applicable disclosure requirements in any such states. The Franchise Disclosure Documents, as registered in such states, have been delivered to the offeree before the sale and in compliance with such state's Franchise laws.