

Essential

Tools to Help you Feel Better

WTF is Wellness?

what "wellness" means to our favorite people, experts and friends

The Art of Choosing Joy

from the choices we make to the products we take

Products for Pain

natural products for pain relief that *actually* work

Drinks Fit for a Party

adaptogenic mocktails and pick-me-up cocktails

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POPLar™

use code **FEELBETTER15** for
15% off your first purchase on
www.shop-poplar.com

the Poplar

PROMISE

Yes, there are hundreds, probably *hundreds of thousands* of companies selling “wellness” products - but, we promise, we are different. We only sell products, brands, and services that pass our test - that adhere to ***The Poplar Promise***. Everything we offer, everything listed in this beautiful catalog meets the following eight criteria:

- 🌿 **Clean, Green + Natural**
Only includes approved good-for-us ingredients.
- 📦 **Active**
Clearly identifies active ingredients and product potency.
- ❄️ **Proven**
Has been illustrated - anecdotally and, where appropriate, 3rd party certified and expert approved .
- 🌱 **Ethical**
Champions ethical human and environmental capital.
- ✅ **Tested**
Approved by best-in-class certifying bodies for finished products.
- ★ **Quality**
Appeals to all the senses; feels, smells, tastes and looks good.
- ♻️ **Sustainable**
Utilizes minimal, recyclable and refillable packaging.
- 🔄 **Equitable**
Prioritizes diversity and inclusion, as we envision this as part of the regenerative model.

We are on a mission to highlight the best products and services to help you feel better because, let’s face facts, real life can be hard.

Think of us as your in-the-know friend that just gets you.

#ElevatetheStandard | www.shop-poplar.com

How to Shop this Book

Use code **FEELBETTER15** for 15% off your first purchase!

Welcome to the first ever catalog for well-being! The following pages are designed to help you easily identify what you need to feel better. So sit back, relax, and let your eyes enjoy this much-needed screen break.

And then - when you're ready to buy some goodies, you have lots of options :)

WAYS TO PURCHASE:

VISIT www.shop-poplar.com, fill your cart, and check out

EMAIL your picks to shop@shop-poplar.com

CALL 1.888.770.3167 and a representative will assist you

TEXT "shop" to **917.655.5018**

DELIVERY same day in **NYC**



A Note From Us to You

Here, at Poplar, our mission is to help you improve your well-being. We believe that feeling good should be simple. And the tools we use to feel good should be easy to access, easy to use, and easy to understand.

There are so many contrasting standards in the health and wellness industries today, symptoms of a broken system - a system that overcomplicates the offering and diminishes the individual; a system that erases the natural ingredients, legacies and traditions of self-care practiced for thousands of years. We have had enough. Have you?

Pain, stress and sleep (or lack thereof) are plaguing more than 50 million Americans.* It's unnecessary - and quite honestly - unacceptable. There are powerful natural tools we can utilize to address the core of these ailments - from arnica to mushrooms, cannabis to lavender, and so much more. We want to share them with you. We also understand there is no one-size-fits-all - so we offer gratis consults.

Think of us as your new modern drugstore - all-natural and clean, with accessible price points, and guidance from real people and experts alike. Let's face facts. Life can be hard - especially these days. We are here to help you feel better. We believe we all deserve better.

With all we've got,

Blair + Beryl

Blair & Beryl
Poplar Co-Founders

P.S. If this sounds personal - it is. We are business owners AND moms/ wives/ sisters/ citizens. We would never sell something we don't personally believe in. The heart of this business is family - welcome to the fold.

* 50 million American adults have chronic pain, a third of Americans are living with extreme stress, sleep-related problems affect 50 to 70 million Americans





Credit: @romanyrose



Credit: Geneviève Locas

THE ART OF CHOOSING JOY

How to feel happy - yes, even on bad weather days

As a coach, Ananda offers gentle empowerment, affirmation and inspiration. CJ (Cynthia Joy) Ananda Page, named “Joy” by her mother Linda Page, shares with us the art of choosing joy.

“JOY is a state of Being. It resides within us from the moment we are born and stays with us until we die. It may not always be recognized or felt, but it’s always present. It is not something we seek outside of us, but something we embrace and accept as a part of us. AND JOY is a state of Mind! Joy comes from accepting the present moment exactly as it is. On our path to health, happiness and wholeness, our work is in finding the perfection within EVERYTHING...even when the mind’s desires and fears make it difficult to recognize the perfection.

Tapping into this requires a conscious state of mind, which is only found with practice and guidance. With patience, practice and perseverance, we are able to consciously affect our mental state. We are able to use our mind to change our mind. We have the power to choose joy!

The key is...practice...practice...practice!

The following are ways in which we can consciously practice CHOOSING JOY:

- 1 When something doesn’t go your way, practice finding gratitude and say ‘thank you.’
- 2 When feeling anxious about the future, practice looking for joy along the way.
- 3 When our mind is spiraling into undesirable thought patterns, practice mindfulness, and use intention to return to the present moment.
- 4 When feeling overwhelmed, take small steps focused on what can be controlled now.
- 5 Feeling frustrated about a past experience? Look for lessons and potential growth.

Do these practices to feel happy and good, and never feel bad when you are not in a joyous place. When you notice that you are not in a state of Joy, don’t condemn yourself for not being joyful, but do practice the above to get back to joy as quickly as possible. This is what it means to choose joy.”

Sometimes finding the space to create a practice can be supported with other beautiful tools. We have asked Nola Ganem, founder of *One World Cacao*, and source of our beautiful *Mood + Energy Lifting Sipping Chocolate + Cacao Powder* product to share about cacao as a joy enhancer - a tool to boost anandamide, “The word Anandamide originates from the Sanskrit word ‘Ananda’ meaning ‘bliss’ and as far as my knowledge goes... cacao is the only superfood to naturally contain anandamide! Anandamide, is the master molecule of our hormonal system. When activated, anandamide releases a wave of hormones that bring feelings of euphoria, connection, bonding, love, joy, clarity and intimacy.”

AN IDEAL DAY IN THE LIFE

with Holistic Lifestyle Expert,
Nicholas Pratley



I loooooove sleeping in and waking up naturally. No alarm, no technology. I shower, make *MUD\WTR™ Body + Brain Energizing Chai Tea*, and go for a walk in nature.

I come home, meditate and read a book. I’m obsessed with starting and ending my meditations with a spray of *VERTÉ Hydrating Rose Facial Spritz* - it’s magic.

Then, lunch with a friend, perhaps a dose of *Stress Relief + Happiness Tonic*, and then let the rest of the day take me wherever. Planning to be totally unplanned. The best.

And of course wellness travels with me always, right now I’m loving *Plant People Full Body Support Daily CBD Tincture*.



Body + Brain Energizing Chai Tea
MUDWTR1 | \$50



Hydrating Rose Facial Spritz
VERRFS1 | \$42



Stress Relief + Happiness Tonic
ANISHT1 | \$23



Full Body Support Daily CBD Tincture
PLAFBT1 | \$69

TO DO

“Here’s the deal, we have about 80,000 thoughts a day.” says Nicholas Pratley, a talented *Holistic Lifestyle Expert*. “So, we might as well try to make some of them positive.” He recommends 5 minutes of *A Rise to Joy Meditation* - perfect for beginners and advanced alike.

The first thing to remember is: don’t worry, a busy mind is natural, in fact it is your most powerful asset. Every single time you notice a thought or distraction and use it, it’s a gift that’s helping your meditation muscle get stronger, leading you back to your natural state... joy. **Second thing:** you cannot get it wrong, seriously. There’s nothing to get right. Joy is a natural state that lives within you, and so we are simply slowing down for a few minutes, to let what’s natural, rise. Now, the how to:

- 1
- Find a quiet spot and sit in whatever position feels good to you - in a chair, on the floor, even the bath is great!
- 2
- Now, gently roll the shoulders back and lift your heart. Take 3 deep breaths and let a gentle HAAA sound out on the exhale.
- 3
- Then do 10 deep heart breaths. This is slow, in and out of the mouth, again letting a gentle HAAA sound out on the exhale. Just like the name of the breath suggests, this is designed to, quite literally, open the centre of your energetic system, your heart.
- 4
- Next, simply relax - listen to the sound and feeling of your breath and let go into any sensations you feel in the body. Those sensations are merely reminding you that your heart and the cells of your body are opening. So simply let go - into that opening and feel joy rise.
- 5
- I recommend doing this for at least 5 minutes... set a timer or just stay in the bliss of joy as long as you like!



One-of-a-Kind Meditation Cushion
POPMC1 | \$250

TO BUY

Joy...Sex.... It’s not hard to see the connection. A bedroom essential, this oil-based lubricant is a natural way to add silky glide to all your adventures (solo or with a partner). Enhance intimacy with the soothing and activating effects of CBD delivered directly to the most intimate areas. This luscious oil is light, non-greasy, and gently moisturizing.



Stimulating + Soothing Vaginal Lubricant
FORSSL1 | \$48

TO LEARN

30-minute introductory personalized and private session with a real life *Sex Therapy Expert* Marya Hecht. Sharing extensive knowledge of the body and tools on how to build healthy relationships, Marya can guide you into a routine and provide tools to suit your personalized needs.

Let’s Talk About Sex: Expert Session
MARST1 | \$45



WINTER BLUES:

EFFECTIVE TOOLS TO POWER THROUGH

Seasonal effectiveness disorder is real. Depression is on the rise. Frankly, there is just some very real b.s. we are up against these days and we all deal with it differently. The numbing effects of prescriptions tend to mute many subtleties of life, the subtleties that help guide our decisions, even good ones; whereas the gentle effects of more natural options are designed to elevate your state of joy, allowing the *not-so-good* to be forgotten. Pretty cool!



An Elevated Workout Bar
EQUBAR4 | \$129

WORK IT OUT

What if the tool to get your heart pumping and your blood flowing was literally right in front of you? This beauty can sit on your coffee table as a work of art AND the constant reminder to just do a few reps. Endorphin release from exercise enhances your mood.



Detox Infrared Sauna Blanket
HIGHSB1 | \$499

SWEAT IT OUT

As if detoxifying with a good sweat session wasn’t enough, try delivering nutrients to muscles and boosting your metabolic rate with a personal infrared sauna. Studies also show mood boosting, pleasure inducing dopamine and serotonin are released in a single session.

Protective Chocolatey Antioxidant Coffee Alternative
RASAC1 | \$28



PERFECTLY GIFTABLE

DRINK IT UP

Packed with adaptogens and antioxidants for an all day pick-me-up, this coffee alternative is a cacao blend that keeps your mind sharp, your energy elevated, and your joy receptors happy.

Drinks Fit for a Party

LET'S RETHINK OUR FESTIVE LIBATIONS

Alcohol puts our bodies through the ringer - dehydrating us, interrupting our sleep, and triggering sugar cravings.

Now, we're not here to tell you to go totally cold turkey - we still love a celebratory pop of a bottle and clink of a glass. But rather than reaching for booze by default when you're craving a "me" moment or are catching up with old friends, why not try a cup of something simple, plant-based, and delicious.



Dirty but Grounded (Mocktail)

Ingredients:

Cocktail shaker full of ice
1/2 tbsp Body + Brain Energizing Chai Tea
1/2 tbsp Mood + Energy Lifting Sipping Chocolate + Cacao Powder
3 oz nut milk of your choice
Honey, maple syrup or other sweetener to taste
Cinnamon and cayenne garnish mixture
1 dose Mini Balancing CBD Sublingual Oil (Optional)

Directions

In a small pot, add *Body + Brain Energizing Chai Tea* and *Mood + Energy Lifting Sipping Chocolate + Cacao Powder* to milk. Heat and stir vigorously until completely dissolved. Add sweetener to taste and remove mixture from heat. Whisk one more time and then pour the mixture into the shaker filled with ice. Shake vigorously. Strain into a martini glass and garnish with cinnamon and cayenne mixture and *CBD Oil* (optional).

The Mezcal Marg

Ingredients:

Cocktail shaker full of ice
2 ounces mezcal
1 ounce fresh lime juice
3/4 ounce agave syrup
4 mint leaves plus additional leaves for garnish
1 dose Mini Balancing CBD Sublingual Oil (Optional)

Directions

Fill a cocktail shaker or mason jar with a lid with ice. Add the mezcal, lime juice, agave, and mint leaves. Shake vigorously. Strain into a coupe glass. Top with *CBD Oil* (optional). Garnish with a mint leaf.

Fun Note: Mint contains myrcene, a terpene known for enhancing or modulating the effects and potency of other terpenes.



Feel Good Bevy Mix

POPK1 | \$95

Set includes: Mood + Energy Lifting Sipping Chocolate + Cacao Powder, 3 Single Serve Rasa Coffee Alternatives, Mini Balancing CBD Sublingual Oil, 5 Single Serve Body + Brain Energizing Chai Tea Packets

POPLAR defining the essential toolkit to help you feel better. **Shop now** at www.shop-poplar.com

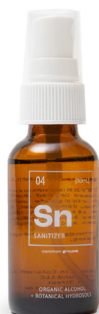
ELEVATED ETIQUETTE

GIFTABLES

UNDER \$50



**Boost Energy +
Stamina Gummy**
SUPEG1 | \$30



**Rinse Free Hand
Wash + Sanitizer**
COMHS1 | \$12



**Immune
Boosting Honey**
CALIRC1 | \$32



**Recipes + Self
Care Secrets with CBD**
VERRW1 | \$17

WHAT YOU NEED TO KNOW

Lizzie Post, author of **Higher Etiquette** and host of the **Awesome Etiquette** podcast, weighs in on cannabis etiquette during the pandemic:

Right now, it's easy to commit a faux pas when interacting with others. Our stress can lead to rudeness which leads to stress. To cope, many lean into our friend cannabis... ahhh, relaxing and motivating, cannabis has been a lifesaver for many during these trying times. Yet, cannabis culture is rooted in sharing and now we find ourselves exercising "puff DON'T pass" while we social distance. Here's how to adjust some classic cannabis etiquette during the age of COVID-19.

PUFF, PUFF, PASS

Traditionally, when sharing a joint, you hand it back to your buddy after taking a toke or two. While social distancing, you want to advocate for personals, so remind your friend to bring their own pipe, pen or own joint, so that you all enjoy your session without spreading germs.

SAVING FRESH GREEN

Before the pandemic, lighting only a small portion of a packed bowl to leave fresh green for each person to hit, was one of the most known pieces of cannabis etiquette. Now, it's safer to break your bud up and pack individual bowls for those you session with, rather than one bowl that's passed. This allows you to share a strain safely. Having extra bowls on hand for friends who stop by without their pipe is a great idea for any host!

Stay Kind,
Lizzie

POPLAR™ defining the essential toolkit to help you feel better. **Shop now** at www.shop-poplar.com

HIGH VIBES

A gift set for the classiest "consumers"

This Limited Edition **High Vibes Gift Set** is the perfect gift for your classiest cannabis-loving friend. There is nothing better than indulging with etiquette and intentionality.

Set includes: Matte Black Matches, Smokable Instant Stress Release, *Higher Etiquette* Book by Lizzie Post, Dirty Gingerbread Scented Candle, Vintage Ashtray

POPHV1 | \$145



Calm + Destress Gummy
SUPCG1 | \$25

SUPERNATURAL

INGREDIENTS AS TOOLS TO BOOST YOUR IMMUNITY
Highlights from an interview with Poplar's Expert Herbalist, Rachelle Robinette

Photo credit: Yudi Ella

TIPS FROM AN HERBALIST

What does the word “herbalism” evoke for you? Many people misidentify herbalism as the study of teas, wildflowers, essential oils and botanical eau de parfums. But truthfully, medicinal plants (over 50,000 worldwide) can be employed preventatively to supplement a healthy lifestyle. Especially during the uncertainty of COVID-19, why not improve your immunity and well-being?

Herbalist, Rachelle Robinette is also the Founder of *Supernatural HRBLS Gummies* (sold at Poplar) and a Poplar expert. She has extensive knowledge of how to utilize therapeutic plants as tools for balancing the body, and has run into several consistent gamechangers. *“As important as personalization is, there are some herbs and supplements that I recommend to almost every client. These essentials have been proven over thousands of years with global use.”*

For a personalized and deeper dive with Rachelle herself:

Personalized Plant Immunity + Balance: Expert Session | RACPPS1 | \$50



PROBIOTICS

A queasy stomach and emotional eating are natural responses to, well...2020. Friendly gut bacteria are tiny helpers found in probiotics that help with belly fat and digestion. They also offer both anxiety and immune support.

ASHWAGANDHA

Stress compromises your immune system and increases levels of the stress hormone, cortisol. Ashwagandha is an ancient adaptogenic herb that not only reduces cortisol levels and fatigue, but also aids with digestion. Limit your vulnerability to stress with ashwagandha.

MEDICINAL MUSHROOMS

Have fun with fungi! *Reishi* and *lingzhi* in particular have a historical legacy of treating infections. The beta-glucans found in reishi stimulate the immune system and destroy incoming pathogens. Not bad for a mushroom.

RACHELLE'S IMMUNITY PICKS



Immunity Optimizing Tincture
WOOMM1 | \$36



Herbal Stress Management Tablets
WTHNRW1 | \$45



Digestive Balancing Coffee
FOURPC1 | \$20

POPLAR™ defining the essential toolkit to help you feel better. **Shop now** at www.shop-poplar.com



As a serial cannabis entrepreneur, **April Pride** is committed to helping women navigate legal weed, most recently as co-founder of *The High Guide* and host of its podcast, *How to Do the Pot*. The show covers the cannabis-related topics women Google most - and pain is at the top of the list. Each episode ends with the “High Five!” - pun intended. Here, April counts down her top five facts about cannabis and pain.

- 1 **Cannabis has 20x the anti-inflammatory power of aspirin**, with minimal side effects.
- 2 In the body, **CBD reduces inflammation at its source** - often taking care of related chronic pain.
- 3 THC disrupts the pain signal to your brain, **relieving acute pain**.
- 4 Choose a topical for pain based on your goal - **CBD to reduce inflammation** or with **THC for immediate pain relief**.
- 5 Second to smoking, **sublingual tinctures offer pain relief faster** than other ways you may ingest cannabis.

CBD PRODUCTS FOR PAIN



APRIL'S PICK

Powerful Sport Sublingual CBD Oil

VERPST1 | \$30

An extra strength full-spectrum hemp CBD oil is a sublingual with quick onset. Designed for relief of inflammation, with an energy and mood boosting botanical profile of fresh citrus, this is the perfect pre- and post-fitness pick up.

APRIL'S PICK

Sport + Pain Relief Salve

VERPSB1 | \$25

Rich in magnesium, arnica and CBD, this triple complementary plant action sport salve is great for relief of physical and topical discomfort. Menthol-free, this balm is safe for all over and won't irritate your eyes, superficial scrapes or minor burns.



Targeted Pain Relief Stick

TONCR1 | \$30

Combining pure CBD with a soothing blend of essential oils to target joint pain and chronic inflammation, this formula is intended to soothe and relieve inflammation and stubborn pain. Designed with a roll-on applicator for targeted application.



APRIL PRIDE
Cannabis Entrepreneur



Restorative Superfood Latte

GOLDTL1 | \$29

A traditional turmeric latte in a powdered blend that includes essential superfoods to support glowing skin, debloating and immunity.

Head Discomfort + Tension Relief Capsules

HILHR1 | \$15

Made from ingredients that are clinically proven to relieve tension (white willow bark, magnesium and boswellia), this capsule is great for occasional head discomfort.

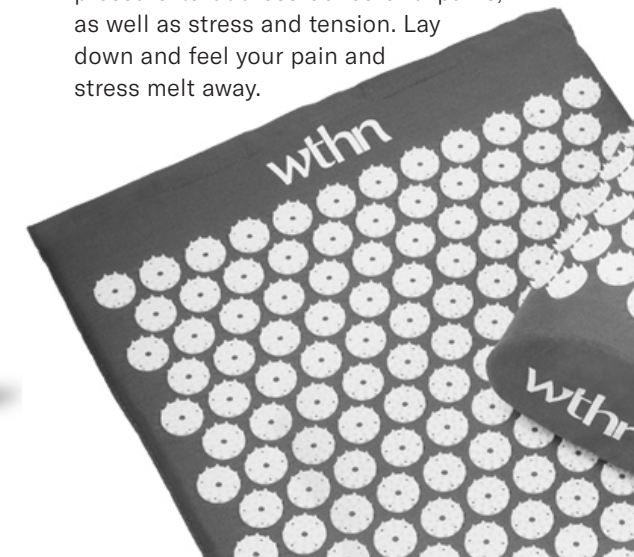


MORE PRODUCTS FOR PAIN

Energy Releasing Acupressure

WTHNER1 | \$65

This mat and roller utilize ancient Eastern mind and body principles of acupressure to address aches and pains, as well as stress and tension. Lay down and feel your pain and stress melt away.



PEACE of MIND

Stress + Anxiety Relief Through Breath

Oxygen and breath *literally* inflate your life. These keys to vitality should be cherished. Exploring breathwork during the pandemic could unlock benefits like much-needed stress and anxiety relief.

At times of stress, both physical and psychological, the rhythm of your breath becomes more pronounced. Just think back to the last time you were rushing, or went on a run, intentional or not, your breathing became labored. Consider this because breathing is an involuntary function. A vigorous hike can have you panting, but so can internal stressors.

Taking in enough oxygen in our breath is part of how we calm, relax and cool our systems. The inhalation of breath is the intake of oxygen required by your body to produce energy and regulate widespread functions, from digestion, to effective sleep, and even your body's immune system. If all of those vital systems are in part managed by the breath, while you're on "autopilot," imagine what's possible when you manually and masterfully control your breath?

Claudia Nanino, an incredible *Master Breathwork Facilitator*, gives us a starting point for working with our breath, helping us mitigate stress and anxiety. Her career is focused on traditions of practicing the breath that have spanned cultures.

She says, *"Breathwork allows us to tap into the universal life energy, revered throughout time and known by many different names such as prana (yogic), chi (Chinese), mana (Hawaiian), manitou (Native American), and so many more."*

Breathwork gives the mind a single point of focus - your breath - which helps to quiet our busy minds - often the source of stress and anxiety."

TO DO

Box Breath exercise:

"This slows down your breathing, which helps to regulate your emotions and your nervous system. Any time you slow your breath down, you are taking yourself from fight or flight, to rest and digest, signaling to the body that you are safe and that you can relax."

- 1 Inhale for 4 seconds, hold for 4 seconds
- 2 Exhale for 4 seconds and hold for 4 seconds
- 3 Repeat for 1-3 minutes

Practicing your controlled breathing, like practicing anything in life, offers the opportunity to improve."

TO BUY

The busy realities of modern life can distort our vision and disconnect us from our bodies. Beginning with the breath, let's reassess our state of being, take a step back, take a deep breath of fresh outdoor air and then evaluate.

Interested in tools and pick-me-ups? Breathe easy, here's our holy trinity of breath boosting aids.



Balancing + Grounding Tincture
WOOBG1 | \$36

Stress-reducing ingredients like ashwagandha support your ability to take deep grounding breaths.



Inhale a Clearer State of Being
MAKCL1 | \$22

Let the plant aromas of spa-quality lavender and hemp extract ground and decompress you.



Indoor/Outdoor Sinus Relief Capsule
HILSR1 | \$28

Safeguard your sinuses against pollen and dust with the protective powers of super ingredients like spirulina.



Photo credit: **Kayte Demont**

TO LEARN

"From all our experiences in our lives, we carry emotions and energy in our body. Breathwork is a simple and powerful way to heal ourselves. For some, it's the deepest meditation of their life and for others, it's a very visceral experience with physical sensations." - Claudia

Many people have had beginner's luck with breathing, but deeper self-knowledge often requires a little assistance. To empty your mind and actively meditate, we recommend booking a guided session with Claudia Nanino on our site.

Breathing for Anxiety + Stress Relief: Expert Session
CLABSS1 | \$45



HEAL WATER

ING TERS

Detoxing, Cleansing, Purifying

Traditions of Water as a Healing Tool

Existing across time and cultures, sacred waters from natural mineral springs are used for consumption to heal from the inside out, and for immersion. Using water to reclaim our connection - to anything - body, mind and spirit - we might be able to find some much-needed healing and health.

Water is a life force and a necessity not just for our bodies but for the planet as well. So it is safe to say it is essential in every way, and we can harness a bit of that to help ourselves along with tools like mineral and herbal soaks for stress and pain relief, a body brush for cleansing and natural mineral spring water for consumption.

All of the above for detoxing.



**Circulation Increasing
Dry Brush**
GILDDB1 | \$88

PERFECTLY GIFTABLE



**Detoxifying Bath
Soak**
EMPBS4 | \$12



**Soothing Recovery
Bath Soak**
VERTBS1 | \$29



**Pure Natural Mineral
Supplement Water**
(3 month subscription)
RISNW3 | \$30

BLACK GIRL WELLNESS

What you Need to Know

By Amiah Taylor

Wellness as a Black woman is an act of resistance. To quote Audre Lorde, “caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare.” I rebel and it’s like rubbing a soothing balm on all my bruised and fragile places. One way that I exercise my right to be well is skincare. The simple act of cleansing my face and fiercely loving the skin I’m in is revolutionary. Society isn’t constructed for women with phenotypically African features to fall in love with their reflections.

Black women have always dared to be alchemists. We viewed wellness with fresh eyes. Pigmented flowers and beetles became red lipstick. Fragrant lavender flowers became deodorant. We reimagined our environments as hospitals, beauty parlors, and even fertility clinics. This idea of holistic medicine is echoed by renowned African-American endocannabinologists, Drs. Jessica and Rachel Knox.

“**Medicinal plants and herbs are great teachers for us, full of wisdom, always with more to show us not only about healing ourselves, but also reconnecting to ourselves, each other and to nature.**”
Drs. Jessica and Rachel Knox

I am Cameroonian. We looked at our gardens and forests as apothecary shops. We plucked plants with anti-oxidant and anti-diabetic properties and made powders and pastes. In my culture, an individual emerges natu-

rally as the community healer. Based on their ancestral gift, they study herbs and medicinal plants and can even study and practice clairvoyance. Many Westerners think that traditional African healers are primitive witch doctors. Or that they’re the last resort for those who cannot afford modern medical care. Honestly, it’s more expensive to see them than to go to private health facilities.

Patronizing a healer isn’t about finding bargain remedies and it’s not barbaric. It’s about repairing both the tangible and intangible. Modern doctors often try to suppress symptoms and they generally treat physical ailments. Healers attempt to treat the cause of the illness, which could be social, psychological, dietary, or even spiritual.

I am also Nigerian. We saw the potential in discarded parts of fruits like banana leaves, cacao pods, and mango peels. Innovative women before me turned waste like cassava and plantain peel ash into antimicrobial black soap. We mixed together purified plant alkali and palm kernel oil and let the mixture solidify. And then we lathered our beautiful brown bodies. Age-old recipes were passed down from generation to generation for centuries.

We called the preservative-free soap Anago soap, Sabulun Solo, or Ose Dudu. Anago soap can contain shea tree bark or humectants like honey. And best of all, it’s an effective antiseptic that can treat eczema and acne. Before the Yoruba people of Nigeria created black soap, there were other African countries that invented approaches to hygiene. Five thousand years ago, Egyptians had been making lead soaps and storing them in cosmetic containers.

It’s not just ancient Africans that trailblazed and innovated in the wellness sphere. Diasporic figures like Madame CJ Walker used ingredients native to Africa such as coconut oil and violet extract to create her line of hair products. She turned to nature to create her pressing oil formula, utilizing ingredients like ox bone marrow and geranium oil. Fresh flowers being pressed as essential oils were an integral practice in African traditional medicine. The Poplar brand NFZD follows this indigenous practice with its *Melanin Rich Skin Brightening Oil* which contains sunflower oil (pictured page right). To me, Black girl wellness is a deep dive into the past, plugging into your ancestral line and discovering the historic ways of preserving and pampering yourself.

Historically speaking, Black communities have a complex relationship with wellness. The ways we seek and

define wellness are unique. We are often originators but receive little to no credit or profit for the natural wonders that we create or discover. A fact that does not sit well with the Knox sisters, who are global leaders in cannabis science and education.

“**Wellness has an ugly habit of hijacking and colonizing indigenous knowledge instead of honoring and elevating the indigenous people who have carried this valuable knowledge through generations.**”
Drs. Jessica and Rachel Knox

And it’s not just us, no minority group is spared the indignity of their culture being co-opted as a superficial trend. I have a Chinese friend, Shu, who likes to shop in Sephora. While we were in line she saw a jade roller for over thirty dollars and rolled her eyes. “That’s overpriced, I could get it for a few bucks back home. It’s been around forever and white people are acting like it’s some new thing.”

Current day wellness allows consumers to go on a sanitized shopping spree where they can incur all of the benefits and none of the politics of marginalized communities. For those who are unclear, that is cultural appropriation. It’s not innocuous or okay to absorb a culture and reject correlating history and symbolism. If you’d like to roll your face with a gua sha, learn its name and origin. If you benefit from the exotic aesthetic, and throw the rest away, you are participating in erasure.

Current day wellness broadcasts the message that it’s okay not to know the identity or origin of your wellness products. It’s okay not to know where cacao is native to or whether ethical labor was used to farm the plant. It’s okay not to know what culture your gua sha comes from

About the Doctors Knox:

Dr. Jessica Knox MD, MBA, MPH and Dr. Rachel Knox MD, MBA are sisters and thought leaders in medical care, focusing on the functional, internal cannabinoid system.



or even how the jade was sourced. But do you want to know who attributes importance to product history and origin? Do you want to know who knows? Poplar. They truly are a company that has done their homework. If you’d like to incorporate Eastern wellness rituals into your routine, an excellent tool is the *Circulation Increasing Dry Brush* by Gilded (pictured article previous). Languish in the feeling of soft skin and liven up your routine with the centuries-old practice of dry brushing. The main material is sourced from off cuts of Carrera Italian marble, a sustainable practice that diminishes waste. Exfoliate and eliminate dead skin cells and dead mindsets.

When you vote with your dollar, you incentivize brands to educate themselves and others about the cultural origins of their products, from the ingredients to the labor force. Any dollar you spend with Poplar is a vote against disconnection and disharmony in wellness. They only carry brands with synergistic, natural, and respectful business methodologies.

Be “in the know.” Here are a few Black-owned brands to support and uplift here:



Melanin Rich Skin Brightening Oil
NFZSB1 | \$45



Smokable Instant Stress Release
HALFDJ1 | \$10



Pain Alleviation Balm
BADHB1 | \$58



Dirt: Earthy Scented Marble Candle
GILDBMC1 | \$88



Jitter-Free Energy Matcha Tea
GOLDMA1 | \$29



Amiah is a freelance writer using her lens as a millennial Black woman to produce wellness and self-care content. She is also a friend and a member of *The Alliance* - Poplar’s business initiative working with womxn and BIPOC communities.

RESET, RESTORE, + REPAIR

We designed this limited-edition gift set to help you *reset, restore, and repair* from the madness. Let the products included help you restore not just your body and mind, but your sense of self and community. Each item featured is from a BIPOC-owned brand.

Balanced + Grounded: Gift Set
POBPBG1 | \$95

Set includes: Repair + Restore Chapped Skin, Dirt: Earthy Scented Travel Candle, Rejuvenating Body Scrub, Sensitive Skin Cleansing Oil, Nutrient-Dense Botanical Serum

And to put our money where our commitment is, \$2 from every **Balanced + Grounded: Gift Set** sale will go to support **The Women's Prison Association** - an organization dedicated to promoting alternatives to incarceration and helping women avoid arrest and incarceration.

Unwind GUIDE *By Barbari*

Thoughts pulling your focus in every direction? This is your mind short-circuiting. For most, unwinding is easier said than done. For those that need a step-by-step process to overcome mental overload, Barbari is here for you.

GROUND: If able, either stand or place the four corners of your feet firmly on the ground. Bonus points if you root your bare feet into some nearby soil. Maintaining a strong line from your tailbone to the crown of your head, focus on the current of energy running from the souls of your feet, up through your hips, heart, crown and down your spine.

BREATHE: Inhale through your nose for 4 seconds, hold 4 seconds, exhale out your mouth for 4 seconds. Focus on your breath as it comes in, and leaves your body. Repeat until you notice your shoulders relax away from your ears.

SCAN: Focus only on the feelings and sensations that are in specific parts of your amazing, beautiful, one-of-a-kind body. Slowly move your focus from your feet all the way to the crown of your head. What does it feel like in that part of your body? What does it feel like to be in your body?

The calming botanicals of blue lotus and lavender in Barbari's *Calming Multi-Use Herbal Blend* could be the gentle switch your brain and body craves to be its most unwound self. For a more focused, clear-headed experience try the peppermint-forward *Mind-Opening Multi-Use Herbal Blend* or the musky *Exhilarating Multi-Use Herbal Blend* to loosen up and get a bit playful.

Calming Multi-Use Herbal Blend
BARAM1 | \$23

Exhilarating Multi-Use Herbal Blend
BARCS1 | \$23

Mind-Opening Multi-Use Herbal Blend
BARMS1 | \$23



WTF IS WELLNESS?

with Jill Donnelly | Owner - *Baby and Co.*

WTF does “wellness” mean to you?

Self-love, self-care, self-empowerment, longevity, harmony, balance, awareness...

How does “wellness” play a role at *Baby and Co.*?

Self-love and self-recognition are part of any wellness routine. So naturally, as my business is an extension of myself, *Baby and Co.* is the ultimate expression of being well. Ultimately I feel that if you take care enough to nurture who you are on the inside, you will be inclined to take care and nurture the outside. *Baby and Co.* is the outside - amplifying and showcasing that inner self-love with an outward expression of care via how you present yourself.

Tell us about your Pop Up* this winter in Sun Valley, ID.

I really want to be able to showcase a local identity with a global outlook for fashion. I want to present fashion that brings out wonder, curiosity and surprise. That is a part of the *Baby and Co.* “playbook.” Now more than ever it’s important that we look through the lens of humor and joy - and this season’s collections will do that.

**Poplar popping up at Sun Valley Baby and Co. , Winter 2021*



A QUICK EYE EXERCISE

Chinese medicine has a time tested method of exercising your eye muscles. You know the sketcherly paintings of a tiny focal point off in a huge landscape? The act of focusing on the tiny details, then moving your eyes back to the canvas inches from your face, strengthens those muscles for eye health and improved vision. Try it amid an all-day computer sesh!

Equally important is protecting those beauties from blue light. With the compounded amount of time we are spending on screens these days, blue light blockers are a must.



She Wolf Blue Light Blockers
SAIBBG1 | \$250



Shine On Blue Light Blockers
SAIBBG2 | \$250

EXCLUSIVES ONLY AVAILABLE AT POPLAR

By now, you probably get it - we sell really great stuff. But we also sell products you can’t get everywhere. It just keeps getting better, right? Visit www.shop-poplar.com to shop our one-of-a-kind varieties.

JILL'S DAILY MUST-HAVES



Full Body Support Daily CBD Tincture
PLPFBT1 | \$79



Pre-Rolled Herbal Calming Blend Joints
SOULJ1 | \$46



Gently Exfoliating Cleansing Wipes
VERGCW1 | \$42



Mind + Body Stress Relief Bath Soak
VERLF1 | \$55

PERFECTLY GIFTABLE

What books are on your reading shelf?

It Chooses You - Miranda July

The Book of Delights: Essays - Ross Gay

Your current soundtrack?

Megan Thee Stallion

Orville Peck

The Internet



A Set of Day + Night Tinctures
JUNADU1 | \$74



Detoxifying Tongue Cleaner
TONGTC1 | \$25



Skin Restoration + Protection Supplement
ADVPS1 | \$80



Mood + Energy Lifting Sipping Chocolate + Cacao Powder
VERCA1 | \$22

POPLAR™ defining the essential toolkit to help you feel better. **Shop now** at www.shop-poplar.com

WTF IS WELLNESS?

with Mary Pryor

Marketer and Strategist for thingst
that make your life better.

Your go-to recipe this season? Beverage or food – cocktail or mocktail – your choice!

Mulled apple cider, collard greens (I have a recipe in the January 2015 edition of *Essence Magazine* that I highly recommend), and Captain Morgan on ice which is Detroit-style, baby!

Growing up, were there any natural ways you treated your ailments?

My maternal grandmother had a host of remedies that definitely dipped into hoodoo culture now that I think about it. And they worked. Sliced raw onions under the feet for a fever is a legit remedy.

What do you think the legacy of wellness is in the Black community?

In the US, it's a history of disruption due to propaganda and unjust policies, policies shaped by racism, white supremacy and inequality. Results of this disruption are Black legacies ended through violence, and the infusion of unhealthy drugs into our communities. I want wellness to become the new top-of-mind. We need to improve our conditions, including the removal of stigmas around wellness which are currently skewed only to support white populations.

What is “white wellness” and how do you define it?

White wellness is where privilege, gender inequality, sexism and exclusion are allowed to be marketed as the norm.

What does “Black girl wellness” mean to you?

Black girl wellness means that white people stop trying to hurt us, men protect women and hold themselves accountable and access to wellness and health aren't kept away from us due to the color of our skin and white supremacy.

What is your relationship like with medicinal plants and herbs?

My great elder ancestors relied on plants, gardening and growing in their backyard. Respectfully, I feel that I have learned a lot over the past few years by diving into herbalism, plant medicine and psychedelics for my own education and inner expansion needs.

Have any wellness rituals been passed unto you by grandparents or relatives?

I consider this clutch. Cooking is an art and act of love. My paternal and maternal ancestors (especially my maternal grandmother) were about that life.

“
Wellness is
feeling good and
feeling great
authentically with
longevity and
growth as the goal.

– Mary Pryor

Individually speaking, what do you look for in order to register a wellness product as intentional and meaningful?

Inclusive marketing, staff, outreach and care for wellness no matter what color or size.



MARY'S POPLAR PICKS



Fall + Stay
Asleep Tincture
MINST1 | \$160



Calming Multi-
Use Herbal
Blend
BARAM1 | \$23



Renewing CBD
Chocolate
Collection
CALIRC1 | \$32

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GIFTABLE

POPLAR™ defining the essential toolkit to help you feel better. **Shop now** at www.shop-poplar.com

Let's Get Down to *BUSINESS*

Lots of good sh*t in here - but here are 4 mini takeaways from deeper stories inside the catalog. Cut them out, tape them to your fridge, your desk, on your mirror - wherever you'll look every day to be reminded to take care of yourself.



Meditation

By Nicholas Pratley

*You cannot get it wrong, seriously.
There's nothing to get right.*

- 1) Sit in whatever position. Whatever position!
- 2) Roll your shoulders back and lift your heart.
- 3) Take 3 deep breaths.
- 4) Let a gentle HAAA sound out on the exhale.
- 5) Then do 10 deep, slow, gentle breaths.
- 6) Relax.
- 7) Listen to the sound and feeling of your breath.
- 8) Repeat.

*A busy mind is natural, so let's make
learning to live with it natural too.*

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Choose Joy!

By CJ Ananda Page

*The following are ways in which we can
consciously practice CHOOSING JOY:*

- 1) Not everything will go your way, say “thank you” anyway, and mean it.
- 2) Overwhelmed? Take smaller steps focused on the moment.
- 3) When you're having a low moment, remember to have some compassion for yourself.
- 4) Feeling unsupported? “Surround” yourself with like-spirited people.

The key is...practice...practice...practice!

POPLAR™

Breathwork

By Claudia Nanino

*Slow down and breathe, to help regulate
your emotions and relax.*

- 1) Inhale for 4 seconds, hold for 4 seconds.
- 2) Exhale for 4 seconds and hold for 4 seconds.
- 3) Repeat for 1-3 minutes.

*Practicing your controlled breathing, like
practicing anything in your life, gives you the
opportunity to improve in all areas.*

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To *DO*:

DRINK water

Stand up
and *STRETCH*

Spend time with
YOURSELF

PRACTICE
anti-racism

Choose *JOY*

SMILE + DANCE
More. Seriously.

POPLAR™

Must Haves

For the ‘Oh So Particular’

For the totally sleep-deprived:



Under the Tongue Sleep Spray
GOODRS1 | \$90

For the over-scheduled:



Full Spectrum High-Dose CBD Oil
COMWT1 | \$120

For the workaholic:



Herbal Brain Focus Supplement
PLACF1 | \$35

For the well dressed + stressed:



Balancing Ear-Seed Acupressure
WTHNES1 | \$45

For the dedicated hand washers:



Restorative Hand Cream
COMRBC1 | \$50

Not sure *what* you need?

There's really no one-size-fits-all here. Think of this like integrative medicine, we're not just treating an ailment, we're looking to find solutions to underlying problems. So if you have trouble sleeping, we could give you the Juna Nightcap Sleep Tincture, but wouldn't you rather fix the root of the sleeplessness? Studies show anxiety to be a major contributor to sleep challenges. Treating the symptoms just creates dependency and more imbalances. At Poplar we work to get away from that to offer solutions for the whole person in a simple and manageable way.

Gratis 15 Minute Consult

We offer gratis 15 minute consultations with our CPO, Blair Lauren Brown. She's been in cannabis and well care practices across modalities for almost 20 years, so in the session, she helps understand what customers are looking for and then guides them to the right products and tools.

VISIT Poplar's homepage, and select the "Get Started" tab to book a consult.

See something you liked?

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