

CBD Sereni-Tea

HOW KIRRA LIFE IS BRINGING INNER PEACE TO SOUTHERN CALIFORNIA AND BEYOND—ONE SIP AT A TIME

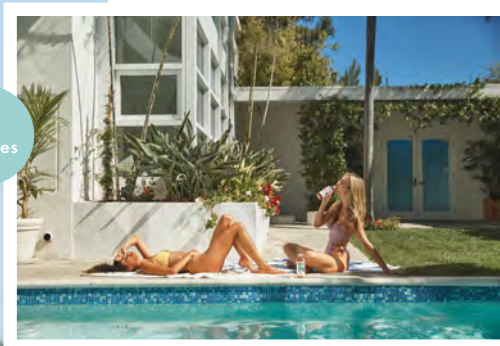
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Co-founded by power couple Jerrod Clancy and Amanda Li Paige, Kirra Life is a tea crafted from bright tastes, health-forward ingredients and a relaxing special ingredient—25 milligrams of CBD. The result? A line of beverages embodying flavors from the duo's childhood memories that transports the drinker to a simpler, sunnier state of mind.

Ironically, the brand, which is so focused on inner peace, was birthed from chaos. When Clancy, an Aussie transplant, resigned from his job in LA, it opened him up to seeking opportunities he was excited about—but he needed to move quickly before his visa expired. While some would scramble and settle, Clancy was patient and used his time to pursue his passions.



Los Angeles



HOMETOWN HEART

Each flavor is inspired by places from where the husband-and-wife duo is from, particularly Paige's childhood in Hawaii and Clancy's memories of Australia and South Africa.

Clancy's original favorite was the hibiscus rooibos, he says that the lilikoi guava has won him over.

COMING UP NEXT

Kirra Life plans on rolling out a new lemongrass-inspired tea, and keep an eye out for Little Lunch Cafe, opening in Venice later this year!

FLAVA-FAVES

Paige is all about their lychee green tea jasmine, and while

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—Amanda Li Paige



By marrying his knowledge of CBD and the beverage industry with their love of tea, Clancy created a product that both he and Paige would want to drink themselves. "As far as delivery methods for CBD go, tea is what resonated the most with both of us—we both love drinking tea," Clancy says. "And our hemp, in particular, is nanosized, which basically means that it's been formulated to enter the body through your bloodstream instead of through your stomach." This results in drinkers getting 95% of the CBD versus 70% from non-nanosized CBD.

The pair's keen eye for quality doesn't end

with Kirra Life's hemp extract; it's also evident in the brand's flavors and ingredients. The brand's teas are only sourced from wholesalers in the US, and each ingredient is approved by Paige, who has experience in the wellness industry.

"I always say this brand is our baby in some sense—it's like our relationship turned into a brand," Paige says. And what was born over the couple's stovetop is more than a tea; it's an experience. "When you drink this, we want you to have that moment of stillness no matter where you are," Paige continues. "Let your mind be on vacation...have that moment of ease." ■