



entice us with notifications, messages, or ask us for security updates.”

Goldleaf’s notebooks are designed to create a special experience that respects the individual and their choices with carefully crafted objects. For McElroy, the quality of his products helps to promote cannabis as a respectable tool, reinforcing his brand’s mission and ethical standards. “Cannabis isn’t for everyone, and we’re very vocal about that,” he comments, and he explains that the “clinical design” of his brand’s medical products is a way of creating a healthy distance. Besides high-grade materials and careful design, McElroy invests in research and works with a small, tight-knit team alongside several trusted contractors and collaborators to provide honest and reliable cannabis expertise. “We know that the science behind cannabis can be confusing and contradictory, and it is also constantly evolving,” McElroy notes. “That’s why we have a talented writer, archivist, and researcher on our core team to ensure our content is always up-to-date and accurate.”

Where possible, Goldleaf works with peer-reviewed or respected primary sources, and partners with specialists such as master growers, neuroscientists, or chemists, to advise and audit information. “Every Goldleaf journal or infographic has passed through the hands of multiple people,” McElroy confirms. “We fact-check diligently and rely on our integrity to stay at the cutting edge of research.”

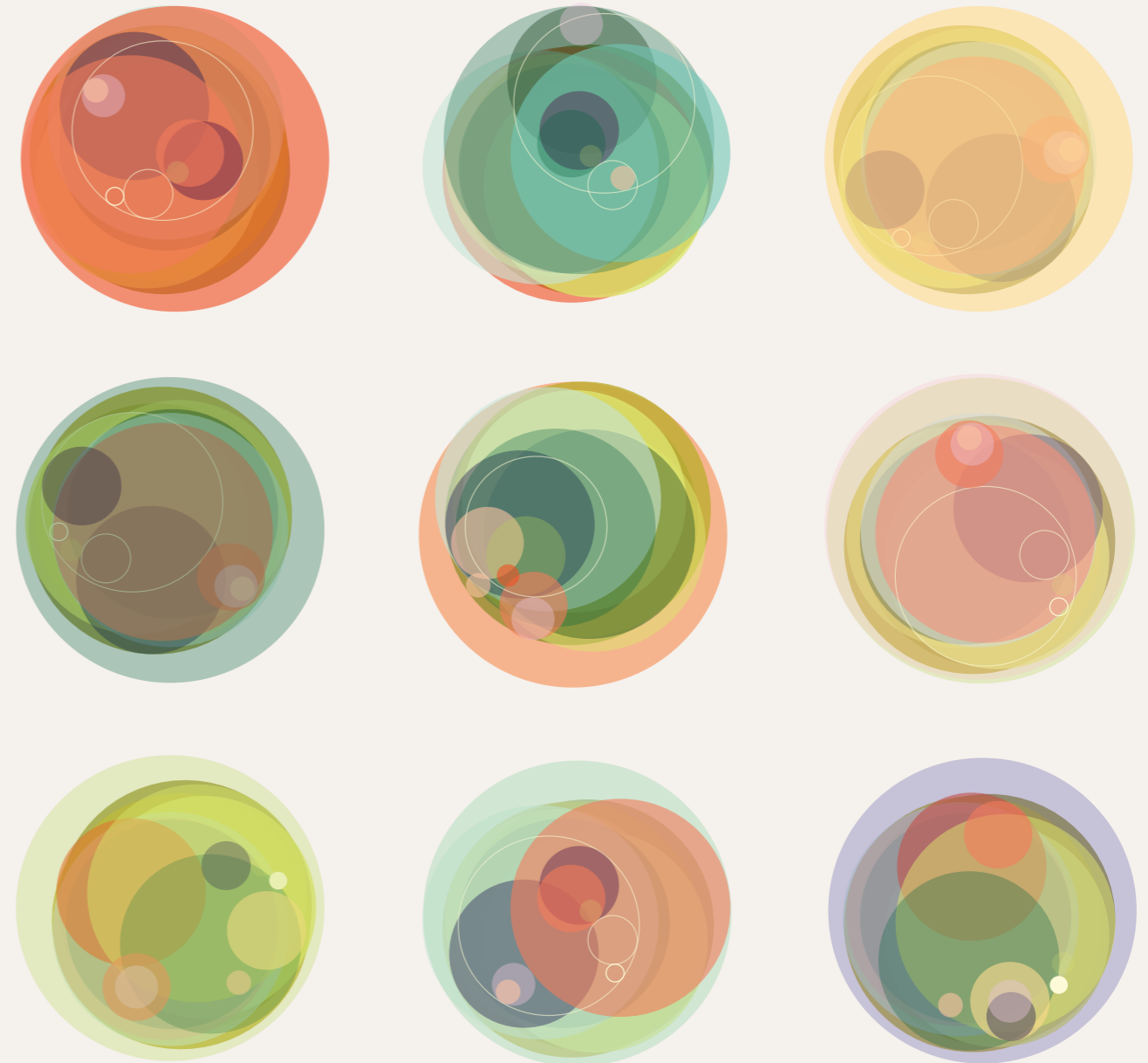
Against this background, Goldleaf has itself become a respected authority in the field of cannabis research, regularly consulting with brands, individuals, and organizations. Recently, the company collaborated with Lizzie Post of the renowned Emily Post Institute, advising the author on her latest book, *Higher Etiquette: A Guide to the World of Cannabis, from Dispensaries to Dinner Parties*, as well as submitting graphics to be used as illustrations. “I love this part of business because it lets us expand the subjects we tackle,” McElroy says. “It also allows us to explore the niche further and engage with our community. Many of our collaborations might not find a wide audience, but that’s intentional—we like zeroing in on something hyper-specific and doing a great job at making it cool.” A good example is Goldleaf’s collaboration with Potli, a small company that produces organic cannabis-infused honey and olive oil. McElroy and team focused on the concept of decarboxylation—a chemical process necessary to prepare safe and effective edibles—and created an educational infographic that makes the subject visually digestible for Potli’s customers and other curious consumers.

Currently, McElroy and his team are assisting a cannabis museum in New Zealand with experiential design exhibits, working with a breeder to create maps of landrace cultivars throughout the world. They teamed up with a physician to create a new version of their *Patient Journal* for general mental health and psychotherapy, and they are also expanding their B2B educational materials, developing fold-out pamphlets and infographics on topics like plant biology and cannabis skin-care. Fresh cultivation materials will follow soon, says McElroy, who is also keen to keep working with artists to produce more “art-led pieces,” including a series of art prints for charity.

The Cannabis Taster journal (above); Terpene Profiles visualization print (opposite)

TERPENE PROFILES

The terpene profile of cannabis is complex. It takes a discerning nose and experience to be able to detect the nuances a specific cultivar possesses. Below is a visualization of different cannabis cultivars. Notice how different notes are depicted underneath stronger, more prominent smells.



TRAIN YOUR NOSE

Most cannabis cultivars have one or two distinct notes. Often, these notes cover up the more subtle nuances contained in the terpene profile. Train your nose to be able to detect the other notes in a cultivar. What do you smell first? What else can you smell? The more you practice, the better you will become.

● LINALOOL Boiling Point: 388°	● PINENE Boiling Point: 311°	● OCIMENE Boiling Point: 122°	● HUMULENE Boiling Point: 388°	● CARYOPHYLLENE Boiling Point: 320°	● VALENCENE Boiling Point: 253°
● TERPINEOL Boiling Point: 423°	● GERANIOL Boiling Point: 446°	● LIMONENE Boiling Point: 349°	● MYRCENE Boiling Point: 334°	● TERPINOLENE Boiling Point: 220°	● BISABOLOL Boiling Point: 307°