

THE VISION

NeXtraction, a provider of cannabinoids, is looking to launch its first personal care brand, **Kriva**.

NeXtraction has developed a proprietary method to extract Cannabidiolic Acid, or CBDA, in a way that allows it to be highly stable and optimally absorbed into the body.

With this key ingredient at the helm, NeXtraction partners with Meiyume to launch a brand that could boost the health and wellness of consumers through enhanced recovery, elevated energy, and increased calmness of the body and mind.

THE BACKGROUND

Savvy shoppers are increasingly looking for eco-friendly products that align with their values – ones that support their health and wellbeing without sacrificing on the planet and environment. This need extends across packaging and ingredients, and brands have been looking at ways to meet consumer demands holistically.

THE SOLUTION

With the brand's ethos to bring wellness to all in mind, Meiyume provided **end-to-end turnkey support**, managing all elements of the value chain from formulation development, to packaging design and sourcing, to manufacturing and filling.

Meiyume leveraged their partnership with the Vertical Beauty Alliance and collaborated with MANA to develop, industrialize, and manufacture the Daily Wellness Body Lotion – optimized to ensure maximum efficacy of NeXtraction's key CBD/CBDA ingredient. The result is a clean formulation that is effective in reducing aches and pains and is able to calm the skin from sun inflammation.



For packaging, NeXtraction selected Meiyume's flagship Infinite Aluminium range, a sustainable option that pairs perfectly with Kriva's mission, as aluminium is 100% recyclable and retains its properties indefinitely in a true closed loop. The bottles have a smooth curvature bottom and a streamlined shape, and most importantly is fully compatible with the CBDA infused formulations. The final output of this collaboration are two key products in Kriva's initial lineup, the **Daily Wellness Lotion** and the **Everyday Massage Oil**.

RESULTS

FROM THE CUSTOMER

- ④ “Products supported by Meiyume’s end-to-end solutions and their established partnerships within the cosmetic industry have allowed us to share NeXtraction’s expertise in CBDA research and ingredient manufacturing through Kriva. For Kriva the biggest benefit has been our ability to make sure products are exceeding both cosmetic and CBD industry manufacturing and testing standards. More products using the Meiyume solution are already under development.”

– *Nicole Foss, MSN, MBA, RN, VP Of Research and Development at NeXtraction Inc.*

FROM THE CONSUMERS

- ④ Kriva has recently acquired strong brand ambassadors, such as Rudy Von Berg – a professional Triathlete ranked #10 in the world, to endorse the brand
- ④ “After suffering years of hamstring tendonitis, I was desperate to try anything that might help. I tried CBD cream a couple of years ago but without any positive results. When I shared this experience with a friend, he convinced me to give Kriva CBDA a try. After a week of rubbing the lotion into my hamstrings, my discomfort was reduced significantly. I am now riding and running more than I have in years!”
– *Happy Kriva Customer*

THE FUTURE

Meiyume continues to work with NeXtraction to develop and launch more products for the Kriva line.

With an extensive formulation and packaging library, Meiyume looks forward to sharing these innovations with meaningful brands that are upcoming in the beauty industry.

