

From: "jeffrey E." <jeevacation@gmail.com>
To: Ken Jordan <[REDACTED]>
Subject: Re: Intros
Date: Wed, 10 Aug 2016 23:27:31 +0000

Thanks , am interested to hear more . However , retail is detail . I can't see the current inventory, space arrangement resulting in profit . Not enough items , not easily read , too many categories . Food , drinks , dessert i.e. Supermarket , restaurant , wifi cafe , meeting , bar, health , bath , signs need to be larger ,mpeople don't like to move

On Wednesday, August 10, 2016, Ken Jordan <ken@evolver.net> wrote:

Hi Jeffrey,

It was great to show you The Alchemist's Kitchen on Monday, and share how we see things developing in the area of "environmental medicine." Our approach is indeed retail oriented, as you mentioned. But for us, retail offers a strategic approach for entering a much larger space. There's now a paradigm shift in how people experience their health in relationship to plants and the planet. Approaching this through retail, both in physical space and online, gives us a way to meet people where they are at today, and enables us to gauge how best to move them ahead on the "environmental medicine" path.

In parallel to what we're doing in the store, we're seeing more practitioners, like Bear, who are proscribing herbal remedies to their patients. And more scientific research into the efficacy of whole plant remedies for health and wellness.

This shift is largely cultural, inspired by a change in perspective about how people choose to live a meaningful life. Education and community are a big part of it. That's why at Evolver we give so much attention to workshops, events, online learning and publishing.

The mainstreaming of psychedelics and the legalization of cannabis are also key parts of this overall trend.

If [REDACTED] like to explore this territory more deeply, I could bring together some interesting people for you to speak with.

Best regards,

Ken

On Sun, Aug 7, 2016 at 12:07 AM, Ken Jordan <[REDACTED]> wrote:

Gino, thank you for bringing us all together yesterday for a fun and fascinating conversation.

Jeffrey, it was great to connect. I look forward to showing you The Alchemist's Kitchen on Monday. Please let me know what time is best for you - we're open from 8:00 to 6:00, and have an event that starts at 7:00 [REDACTED]. Address: 21 East 1st street, between Bowery and 2nd Ave.

There are 2 recent New Yorker articles about psychedelics that you might find interesting:

Michael Pollan on new research into psychedelics as medicine:
[URL to come]<http://www.newyorker.com/magazine/2015/02/09/trip-treatment>

Erowid.org, the online community of psychedelic researchers and explorers:
<http://www.newyorker.com/magazine/2015/11/23/the-trip-planners>

Cheers,

Ken

On Sat, Aug 6, 2016 at 7:53 AM, Gino Yu <[REDACTED]> wrote:

Hi Jeffrey,
I've cc'd Bear and Ken to this mail.

Bear:

<http://www.circleofhealthonline.com/gettingtoknowbearwalker.html>

Ken:

<http://www.thealchemistskitchen.com> (enjoy your visit on Monday!)

<http://www.evolver.net>

<http://realitysandwich.com>

Follow ups:

Bear:

Remedies for Jeffrey's genetic diet condition

Design a fun but meaningful experiment (e.g., Mice on DMT)

Ken:

Host Jeffrey's visit to Alchemists Kitchen

Send Jeffrey some websites mentioned in the meeting

Jeffrey:

Please let us know what the best strategy would be to develop the Environmental Medicine meme. The current meaning is focused on environmental changes on health: https://en.wikipedia.org/wiki/Environmental_medicine.

If you want to go deeper into this from an Indian wisdom traditions perspective, there is also Ayurveda which Deepak can tell you more about:

Ayurveda:

<https://www.youtube.com/watch?v=VgJJlceH-vA>

Example of Western commercialisation of Ayurvedic knowledge:

http://www.aveda.com/index.tpl?&cm_mmc=Paid_Search--Google--Brand_TM--aveda

Here are the two movies I was going to send on a memory stick:

<https://www.youtube.com/watch?v=LtT6Xkk-kzk>

<https://www.youtube.com/watch?v=iLEiHeAMBWU>

gino

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Ken Jordan

EVOLVER, Content Director/Publisher

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Ken Jordan

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