



PAUL COHEN'S

Marijuana Hub

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CREATIVE NUTRITION (FITX)

- ▶ Creative Nutrition (FITX) is a penny stock trading at a penny. The company sells supplements including hemp tea.
- ▶ Company President James Robinson stated that FITX's supplement business has not done well.
- ▶ The Company intends to focus on the medical marijuana business.
- ▶ FITX intends to sell an energy drink, Giddy Up, into the legal cannabis market. Can it be successful?
- ▶ First, competition is intense. Creating and selling a brand is very difficult.
- ▶ Second, the energy drink business has always been a crap shoot. The game is high profile personalities, a unique product, big dollars for market entry, and trying to become one of a very few companies to hit the jackpot.
- ▶ The odds are against FITX. Whether their main product will be successful is a story to be told.
- ▶ Dispensaries revenues are primarily from bud, leaf and plant products (about 70% or so), the balance being other types of products including drinks.
- ▶ In a dispensary, the section for medical marijuana is much smaller than the candy counter for THC products.
- ▶ Their new product, Giddy Up, is a finger cross to hit it big. While we hope they do, the point of this newsletter is for investors to look at the reality of a company, supposedly well experienced in marketing other supplements, hitting it big in the medical marijuana market.
- ▶ It is a difficult business model. The odds are against this kind of product. The bet is a long shot, no different from any other energy drink inside or outside of the marijuana market, especially the legal medical marijuana market..
- ▶ FITX is a good example of a small company trying to get into a product marketing business. Few will survive. FITX may. Time will tell. So will the company's pocket book in terms of cash.