



ZumGarden Creator Brief

LIFESTYLE INTEGRATION MICRODOSING





ZumGarden Dosing Approach

- ✓ Personalized Integrated Lifestyle Microdosing
- ✓ Medicine expert crafted doses with rigorous testing
- ✓ Variety of products that cater to intention setting for our whole community garden
- ✓ Assisted integration process to help you get started and to ensure optimal results



We are big believers in personalized microdosing and we hope you are too.

Despite approaches to microdosing that have become more popular in recent years, ultimately, your approach to microdosing should be what works best for your lifestyle. Whether it's dosing before exercising to find more energy, while on a nature walk to help you take it all in, to connect more with a lover, or substituting a microdose for a tequila shot during a night out on the town, it's all about finding what works best for you!



New to Microdosing? No problem.

Consuming crumb-size amounts of psychedelics – not to get high but to feel more focused and creative and present – is emerging as mainstream. As plant medicine afiandos, we are excited to explore this journey with you.



Storytelling Together

Our mission is to help Zumers find what microdosing integration works best for them. As a creator with our team, we will focus on storytelling around your microdosing experience and the benefits you have to share with your community.



Feel good stories from our customers



Heather - Dialed

“Great Product! I felt sharp and focused, I have used before meetings and it helped me to really showed up confidently.”

”



Mo - Micro Milk

“Tried an Arouse capsule today and experienced the most amazing intimate ! No joke. The best.”

”



Mark - Lucid

“This product is absolutely amazing. I experienced a calm euphoria and gentle happiness whenever I take it. Love.”

”



Mirabella - Party

“The Party capsules are amazing! All of my friends took them. We had so much fun and danced all night. It was the best night ever.”

”



How It Works



Choose the product best for you

Choose from capsules, stacks including nootropics, chocolates and our best selling Micro Milk. Yes, we'll help guide you!



Integrate into your life

Our blends are designed to help you enhance your daily experiences



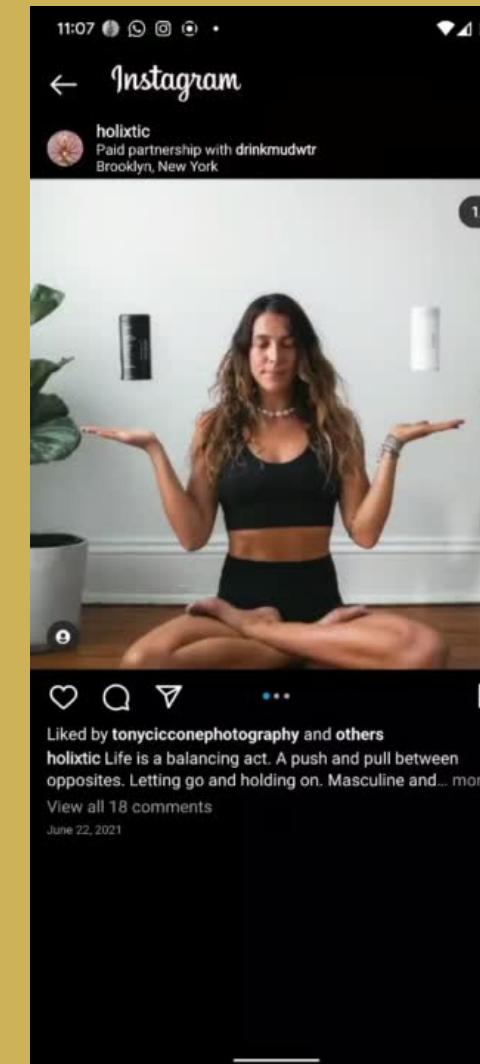
Share authentically

You will receive a unique promo code for an exclusive offer for your community.





Content Thought Starters





Key Messages



Focus on "Integration"

Take advantage of ZumGarden's different lifestyle blends to creatively capture content that best fits your brand and community.



Unpack your experience

One of the many beautiful benefits of microdosing is each of us have a unique experience. Share how you felt during your microdose and after.



Include the variety of ZumGarden products

Important to mention how ZumGarden's strains and stacks (combination of psilocybin mushrooms with other strains or nootropics) are expertly crafted for any experience.



Highlight how we assist on your journey

Our plant medicine expert Zumers are along for the ride. Direct chat, email and community support are available to all our customers.

Content Guidelines



Packaging should be clear & visible

Make sure to showcase the packaging clearly. Does not need to feel "forced".



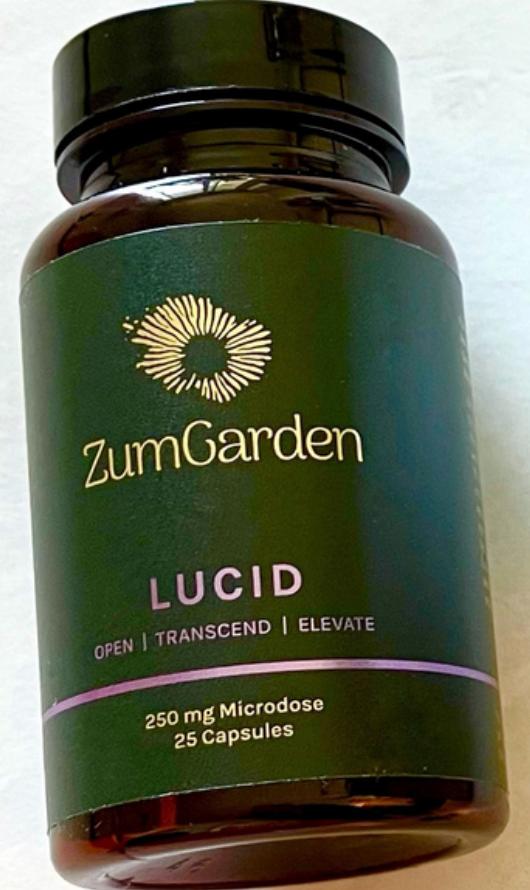
Use "Dose" instead of "Microdose"

Instagram and TikTok can sporadically flag the word "Microdose", use "Dose" instead.



Tag @ZumGarden

When talking about ZumGarden in your content make sure ZumGarden is one word.





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