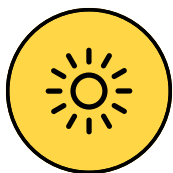


## The Puro Difference

# The science behind Puro

Puro's cannabis is grown under the New Zealand sun in one of the most unique growing environments on the planet. Every part of our process is guided by nature and refined through world-class research to produce premium organic medicinal cannabis.



### Puro sun

With nearly 2,800 sunshine hours each year and peak summer UV levels up to 40% higher than equivalent northern hemisphere latitudes, Marlborough delivers a light environment no grow room can replicate. This natural solar energy drives photosynthesis while encouraging terpene and flavonoid production that defines our products' distinctive characteristics.

### The science of sunlight

Columbia University's Professor of Material Science Colin Nuckolls is one of the world's leading scientific voices on cannabis chemistry and visited our farm this season.

Colin's work has shown that sunlight fundamentally transforms the cannabis plant in ways artificial light cannot replicate. His research shows:

- Full-spectrum sunlight activates photochemical pathways that increase terpene diversity and secondary metabolites.
- Sun-grown cannabis consistently expresses broader chemical profiles with more nuanced aromatics and more of the compounds that patients value.
- Sunlight exposure over the plant's full life cycle produces distinctive potency and richer cannabinoid expression.

Nuckolls et al, Comparison of the Cannabinoid and Terpene Profiles in Commercial Cannabis from Natural and Artificial Cultivation. 2023

*"Sun-grown cannabis expresses a broader spectrum of compounds, more terpenes, more nuance, more of the chemistry people value."*



After visiting Puro's farm, Nuckolls went further:

*"If I had to pick a place in the world to grow sun-grown cannabis, this would be it."*



## Puro land

Our rich, chocolate-cake textured soil is alive with beneficial organisms that feed our plants naturally, supporting root health, nutrient cycling, and clean, resilient crops. We don't add anything artificial.



## Puro air

Marlborough's pristine coastal air does more than keep conditions clean. Iodine-rich sea spray helps prevent powdery mildew and other fungal issues while cool Pacific winds, warm days and cool nights build unique terpene expression similar to California's Humboldt County.



## Puro cultivars

Backed by a \$13 million New Zealand Government R&D grant Puro has trialled more than 200 cultivars across genetics, cultivation, processing and breeding. From that programme we've selected cultivars purpose-bred for our environment and sustainable methods now available to the worldwide cannabis market.



## Puro live-dried

Puro's live-drying process preserves the highest proportion of the terpenes and cannabinoids present in the living plant. The result is fresher, brighter flavour and aroma, broader chemical profiles and a more authentic expression of the plant as it was grown.



### Nature's finest medicine. Every time.

Our science-led approach and world-class growing environment produce organic cannabis with higher terpene complexity, cleaner profiles and consistent cannabinoid expression. It is what medicinal cannabis should be.



Find out more at  
[puronz.co](http://puronz.co)