

FOR IMMEDIATE RELEASE

Three Strangers, A Beach, and a Quarter-Century Collision: How a Friendship Sparked a Revolution in Cannabis

An innovator, a creator, and a producer walk into a bar....and walk out with GIRLWEED and a Databud for life.

BLAINE, WA — June 6, 2026 — Twenty-five years ago on a beach in Mexico, Dave Erickson met the woman who would become the mother of the creative force behind GIRLWEED.

It sounds like the setup to a myth because, in a way, it is.

Dave entered the cannabis world five years ago, manufacturing cutting-edge vape tech, learning from growers, visiting labs, working on production lines, and talking to budtenders and retailers, only to grow increasingly frustrated. For all the passion, ritual, and chemistry, He found himself thinking ***“There is no way for my body to talk back to the plant.”***

So he decided to fix it. What emerged is far more than another cannabis brand. It is a new feedback loop between human experience and cannabis chemistry.

It was not easy. The **obstacles were everywhere**: razor-thin margins, a new "deal of the day" around every corner, regulations stacked on regulations, and an industry already stretched thin. If a solution was going to survive in cannabis, Dave realized, it had to **deliver enormous value**, take essentially no time, and cost nothing. It also had to be easy on the environment and provide real value to budtenders.

His first insight was how much **“Cannabinoise”** there is in the conversation. A typical first store encounter goes like this:

“Flower, vape or gummy? What strain do you want? What flavor? Here’s a good brand.”

Understandable, but **cannabis is chemistry**, and a surprising amount of what people think they know about it is wrong. Dave spent two years grinding on the problem, and along the way, met the second piece of the puzzle.

Noah: The Producer Who Made It Real

Noah Dotson shared Dave's appetite for doing something genuinely new, and the two began working on how to make databud work for producers, budtenders, retailers and customers. They also shared a hard truth: *nobody gets excited about scanning a code to log data.*

For Databud to work, it had to be cheap and easy for producers and launch on top of a product people loved; something with incredible taste, real value, and packaging impossible to ignore.

Deeply rooted in the Washington cannabis community, Noah brought the industry relationships, deep understanding of the production process, a knack for creating great tasting products and the on-the-ground instinct the project needed to move from idea through a seamless production process and onto a shelf. The technology was coming together. The product worked, but it still needed some **pizzazz**.

Grace: The Vision That Made It Click

The **pizzazz** arrived at a dinner in Los Angeles this past October. Dave was reconnecting with his old friend from the Mexican beach and her daughter, **Grace Wethor**, who hadn't even been born when the two first met.

Grace is already a **genuine creative force**: she's written bestselling books, made movies, landed magazine covers, delivered TED talks, and launched a lobbying movement. What she sets her mind to tends to happen. When Dave asked what was next, her answer caught him off guard — she **wanted to launch a cannabis brand**.

"My first instinct was to talk her out of it," Dave said. "But as she described her vision, it just clicked." An original brand with a real point of view. Eye-grabbing packaging. Knockout flavors. And beneath it all, a way for people to finally understand **how their bodies relate with the plant**.

Dave introduced Grace to Noah. They clicked. All three clicked. Over the next six months, they built something none of them could have made alone, and today, **New Standard Labs** is proud to announce the arrival of **GIRLWEED** and **Databud**.

GIRLWEED: Cannabis Through A Different Lens – Style Meets Substance

GIRLWEED launches with a line of botanical-infused gummies: flavors such as Strawberry with Cacao, Peach with Lion's Mane and Mango with Chamomile, all crafted without gluten, dairy, artificial flavors or artificial dyes. The lineup also includes naturally flavored vapes and 100% flower pre-rolls, all in packaging built to stand out on any shelf. It's a Washington product, made by a Washington producer, designed to feel good in your body. **And it lets your body talk back to it.**

Databud: Now your body *can* talk back to the plant

Every GIRLWEED product carries a Databud QR code. Scan it and in **seven taps** you tell Databud how the product made you feel: in your **head**, your **body**, and your **mood**.

Databud matches what you report against the **actual lab-tested chemistry** of the exact batch in your hand and **a conversation** between body and plant begins. Do it a dozen times and patterns surface: **which chemistry agrees with you**, which doesn't, what works in the daytime versus the evening.

Over time, Databud begins recognizing your patterns and builds a personal profile you can carry into any dispensary and hand to a budtender, so recommendations start from **your experience instead of guesswork**. It's **free**, it's **secure**, it's **anonymous** by default, and it takes seconds. **Cannabis is deeply bio-individual**, and chemistry is only the beginning of the story.

As Dave puts it: *"If THC alone determined the experience, Everclear would be the world's favorite alcohol."*

The Databud Card: Turns Your Experiences Into A Map

The Databud Card **remembers the relationship between your body and the plant**. It's a portable, anonymous card that lets your experience travel with you. Wherever a card holder goes, they can be confident they'll walk out of the dispensary with something that agrees with them. **No more wasted money** on bumper products that either don't work or set you off.

Databud Trusted Advisor Program: Budtender Recognition

Databud set out to provide **budtenders** with **better tools** to serve customers. And to do so while keeping the customer's identity and usage information safe and anonymous. **Budtenders are the human bridge** between cannabis and the people trying to understand it, they deserve recognition for their expertise and customer commitment.

Databud's Trusted Advisor Program does just that, and it works in one direction only: the customer chooses the budtender. From inside their Databud account, **a customer can designate a budtender as their Trusted Advisor** with a one-time, QR code invitation. Once accepted, the relationship is set. The customer initiates it, controls it, and can revoke it at any time. Customers may also designate more than one Trusted Advisor.

Once the relationship is confirmed, the budtender can see the customer's patterns, what chemistry tends to work for them and what doesn't. The conversation shifts from "what are you looking for today?" to **"based on what works for you, try this."**

Databud never reveals actual identities, only screen names and **never pays anyone to recommend a product** or allows producers to pay to influence a recommendation. The relationship is consumer-to-budtender only and **based on science, not money**. It is **recognition for the people doing the work**.

GIRLWEED/Databud Recycling Program: Real Rewards For Keeping Waste Out Of The Environment

Cannabis hardware has a waste problem, most of it ends up in a drawer or a landfill, and energy-hungry AI systems are raising real environmental concerns.”

So the Databud platform is built to use the least amount of energy possible and operate in the simplest possible way to deliver useful correlations to customers. ***“The only ‘farms’ in our tech stack grow cannabis.”***

The GIRLWEED/Databud Recycling Program brings **recognition and rewards to customers** who bring devices back.

At participating dispensaries, consumers drop a finished device into a branded collection bin, scan the QR, and the return is logged on Databud. The returns are saved in the customers Databud history and they **can earn rewards like merch and recognition** through social media posts they authorize.

The program is designed for sustainability and coordinated with retail, logistics, and specialized recycling partners. **Look for the big pink box at your local dispensary!**

About New Standard Labs

You’ll find Noah Dotson at New Standard Labs in Blaine, Washington. Despite his parents both being Feds, Noah got an early start in cannabis, which led to management of a multi-million dollar grow facility at 21. He has worked literally every position in the industry and through listening to the needs of consumers, Noah has sparked a steady stream of creative innovations; landing him on the 40 Under 40 list in Marijuana Venture Magazine. Noah is the head chef and producer/licensee of GIRLWEED, operator of the GIRLWEED/Databud Recycling Program a Databud producer/participant and founder of SloGro Cured Resin. Learn more at newstandard710.com and newstandardrecycling.com

About GIRLWEED

Grace Wethor built the GIRLWEED brand on the belief that cannabis should feel more like self-care. Through chic branding, botanical-infused products, and lifestyle-driven experiences, GIRLWEED aims to make cannabis more approachable and stylish. GIRLWEED is a proud partner of Databud, helping consumers better understand their relationship with the plant through personalized experience tracking and insights. Stay current at girlweedxo.com

About Databud

Databud’s founder Dave Erickson built his first internet company in 1994. His focus is using technology to improve and enhance people’s lives. He is also the founder of PromiseHub.Org. Databud's technology is patent pending. Both Databud™ and CannabiNoise™ are trademarks of Raindrop, LLC and have applications pending. Find us at Databud.ai

Media contact: press@Databud.ai