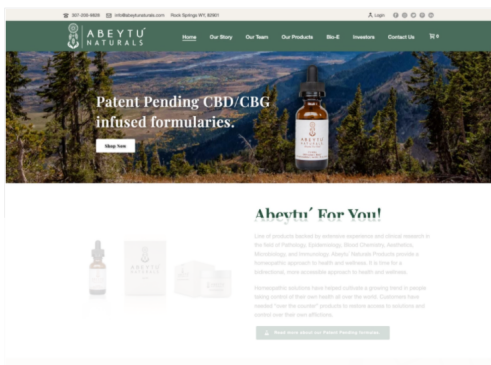




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Abeytu' Naturals



EXTENSIONS USED

- All Products for WooCommerce Subscriptions
- Jetpack
- ShipStation Integration
- Square for WooCommerce
- WooCommerce AvaTax

CATEGORY

CBD

COUNTRY

United States (US)

VISIT WEBSITE

<https://www.abeytunaturals.com/>

Abeytu' Naturals provides a homeopathic approach to health and wellness with its CBD/CBG-infused formulraries.

Products such as their **CV Well Immuno-Boosting Tincture** contain immune-supportive micronutrients and endocannabinoid, bio-enhanced for maximum effectiveness. This patent-pending formulation reportedly allows for “5x-20x enhanced effectiveness” through duration and absorption.

CEO Maria Crisler has extensive experience in multiple scientific fields, including Clinical Microbiology and Immunology. In addition to management activities at Abeytu' Naturals, Maria engages in clinical product design and creation.

Maria had become frustrated with insurance roadblocks and the cost of healthcare in general while working with self-pay patients with easily treatable afflictions. She met interventional radiologist (and future **Abeytu' Naturals** co-founder) Dr. Emma DiPonio while working together in Wyoming in 2014.

Slowly assembling a **team of experts**, the business started with a single patent submitted June 7, 2019 – Abeytu' Naturals was born.

“The most challenging [part] has been funding and working within our legal constraints in this industry,” explains Maria. “The other issue is educating the consumer without overwhelming [them]. CBD is still considered taboo in some circles, even though government studies that demonstrate clear benefits without adverse effects exist by the hundreds.”

“You need to have a mission, a passion for people, a strong belief in your product, and what you are doing with it.”

She’s well aware of the ever-changing restrictions for **CBD businesses**, and the inherent challenges this uncertainty brings. Becoming a prominent player in an emerging market is no easy task and not for the faint-hearted. “This is not an industry you can simply count on the glass always being half full. [It’s] constantly evolving and legal advice is a must. **You need to have a mission**, a passion for people, a strong belief in your product, and what you are doing with it.”

When the time came to set up an online storefront, Abeytu' Naturals’ forward-thinking approach led them to select WooCommerce to power their business.

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“We started with WooCommerce based on pricing and accessibility/diversity of its programming capability,” says Maria. “We planned to have a very complex network of ambassador integration, taxation, retail shopping, accounting, manufacturing, and shipping, and [so we] needed a solution capable of that type of demand for complexity.”

“We love the Square/WooCommerce combination because of the duplicate tracking of sales and ease of refund for customers who accidentally order too much or too little. [These notifications] as to the exact time of sales and sales deposits are very helpful. It’s important that we always have access to real-time information.”

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This **WooCommerce integration with Square** also stands them in good stead for their future plans, which include expanding into the retail space.

“We’ll be adding a product development department early-to-mid 2021, with hopes of creating a small number of boutique Abeytu' Naturals brick and mortar shops in strategic locations throughout the U.S. These shops will open by 2022 and will include exclusive men’s and women’s workout/yoga/active dress wear and specialty items.”

It’s clear that Abeytu' Naturals are passionate, driven, and dedicated to expanding their scientifically-based footprint in the CBD industry.

“We will work tirelessly to keep delivering a high-quality product to all customers.”