

**MJBiz™**

# Science SYMPOSIUM



# Sensory Analysis: Aroma at Every Scale



**Drew Hull**

**Head of Regulatory Affairs and Cannabis Strategy**

**True Terpenes**



## Why Sensory?



**For each their own**





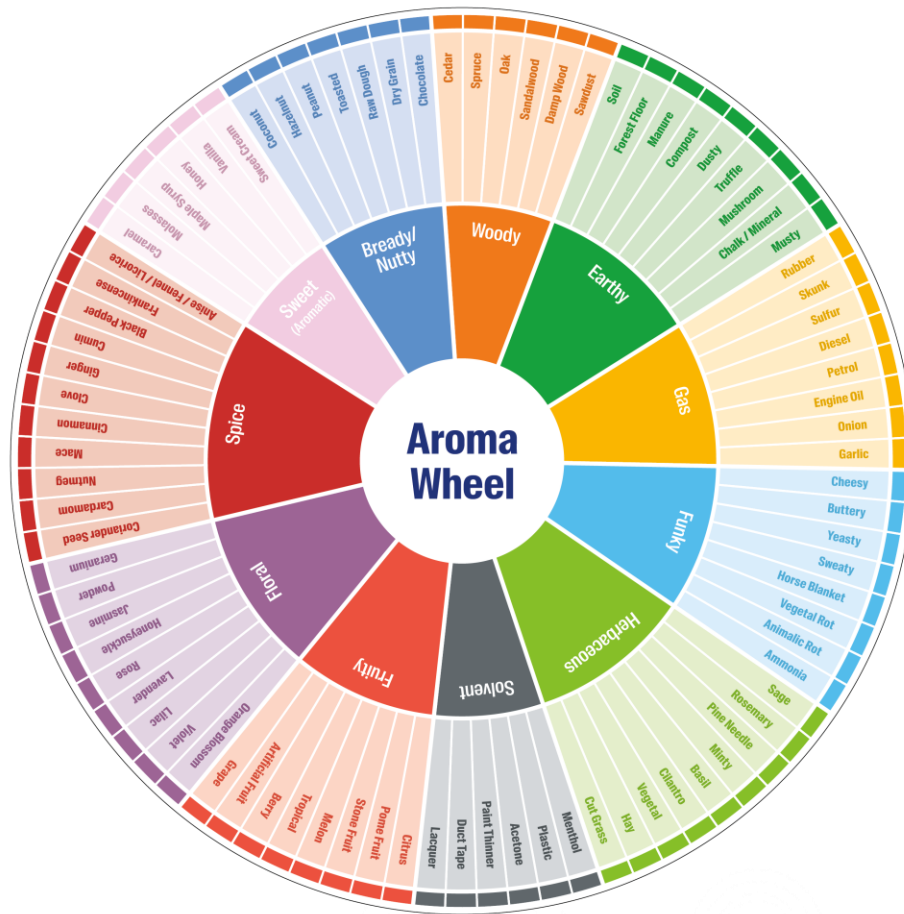
**Small Scale**



## Medium Scale



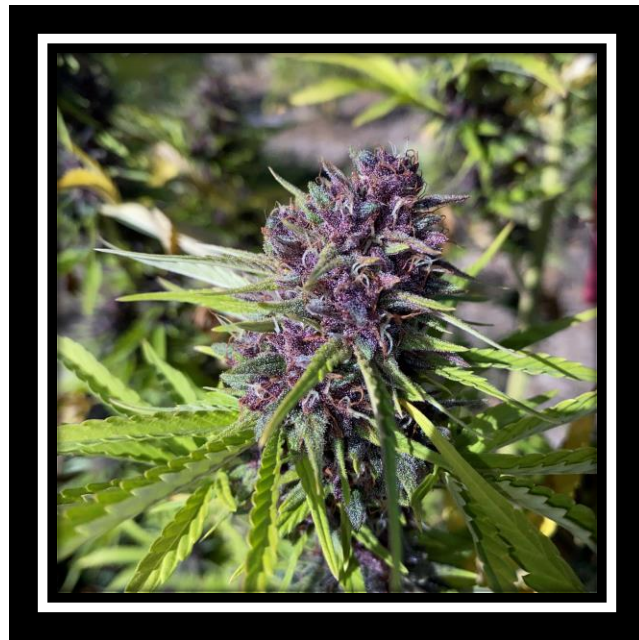


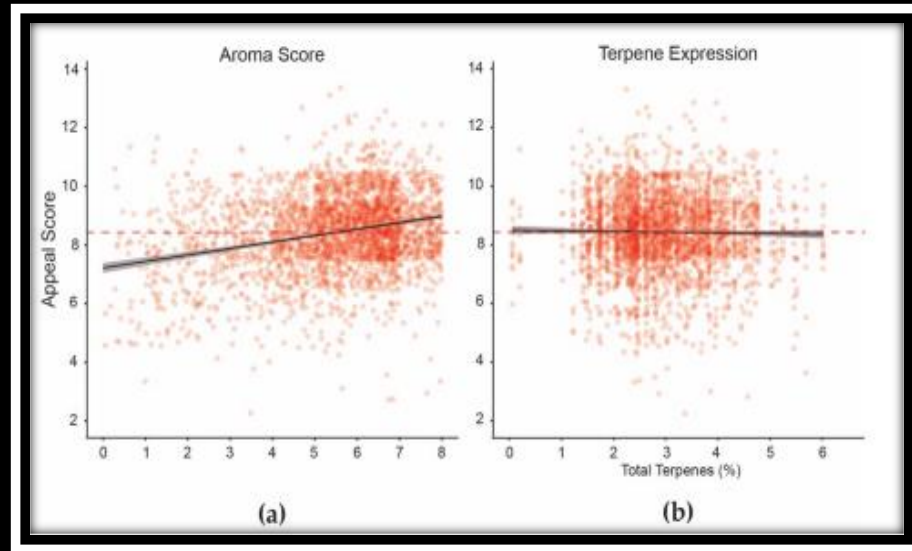
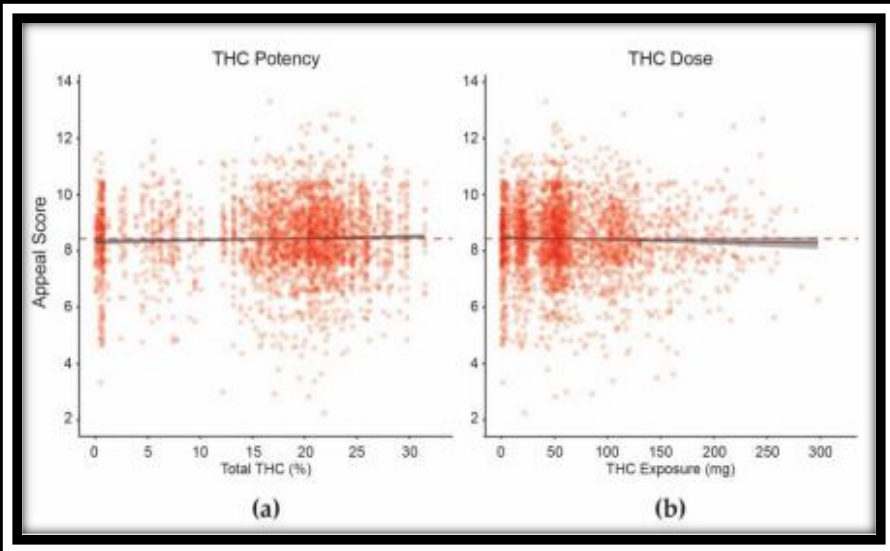






**Large Scale**





Plumb, J.; Demirel, S.; Sackett, J.L.; Russo, E.B.; Wilson-Poe, A.R. The Nose Knows: Aroma, but Not THC Mediates the Subjective Effects of Smoked and Vaporized Cannabis Flower. *Psychoactives* 2022, 1, 70-86. <https://doi.org/10.3390/psychoactives1020008>

# Thank you!



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