



VENDOR SPOTLIGHT

LOYAL SONS



The founding brothers of Loyal Leaf CBD, Brian and Brent Janaky.

The Twins Who Upended Their Lives to Help a Father With MS

by Joy Blackburn,
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Recently, I was invited to join an MSA Zoom meeting where Brian Janaky would discuss the Loyal Leaf CBD product line with our members. I had never used cannabis or cannabis-based products, and I'd long held a skeptical view of the Colorado marijuana industry. I went into the meeting prepared to defend both my mind and wallet from a new-age snake-oil huckster.

Boy, did I get that wrong!

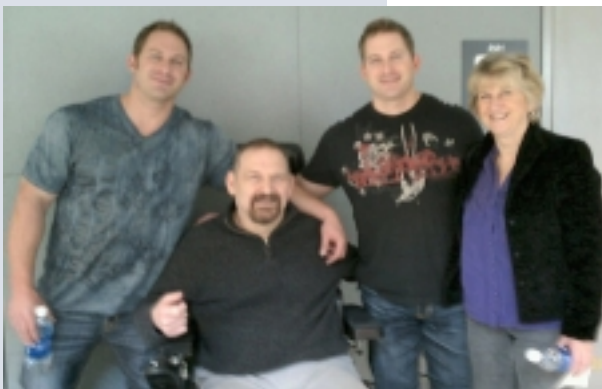
It was the largest Zoom group I'd ever seen, and fully half the attendees were already fans who had heard the Janaky twins speak before. Their noisy enthusiasm clashed joyfully with Brian's low-key presentation, which was scientific and data-dense. He answered questions with disarming candor. He took no orders, he pedaled no discounts, and he stayed late to make sure no question was left unanswered. The only "sales people" there were current Loyal Leaf customers who interrupted Brian to praise specific products. The experience was professional and eye-opening, and I enjoyed it with a fat slice of humble pie.

How did a serious scientist like Brian Janaky wind up hawking CBD oil? It's a wonderful American story of hope, heartache, hard work, and love.

The Janaky boys were raised in the Midwest by Rita and Dean Janaky, a couple of optimistic go-getters who passed these traits on to their sons. Rita was the director of the Small Business Development Center at the University of Wisconsin. She understood the free market and groomed entrepreneurs for a living. Dean was the successful salesman of large, industrial air compressors. He had a talent for putting cus-



Dean Janaky and granddaughter Callie, Christmas 2019



Brian, Dean, Brent and Rita in 2012, heading to New York for Dean's balloon angioplasty to help battle his MS.

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tomers at ease as they considered his high-ticket product line. He was so good at it, that he was able to continue even as multiple sclerosis began taking a toll on him, starting in his early 30s.

By the time Brian and Brent were in college, however, Dean was using a wheelchair. In the way of the Janakys, Dean remained optimistic and forward-looking as he researched MS therapies.

The twins graduated with degrees in Human Biology, and they landed laboratory research jobs at separate clinical diagnostic firms in California. They later went on to get their MBAs. Importantly, what they learned in these FDA-regulated facilities would form the cornerstone of Loyal Leaf's operations, and would serve to set their company apart from its often fly-by-night competitors.

Dean and Rita left Wisconsin for Colorado where the weather was easier on Dean's condition. They connected with Nikki and were quickly brought into the MSA family. Meanwhile, career moves brought both sons to Colorado Springs. Brent took a job as Director of Operations at a medical device manufacturer, and Brian launched a medical supply company where he then served as Director of Operations. With the family now together in the same town, the twins resumed visiting their parents frequently.



Above: The Janakys reunite in Colorado.



Left: Brian and Brent in their clinical lab. Below: Loyal Leaf CBD's product line.



Loyal Leaf CBD oils don't come from marijuana; they come from hemp, a related plant which has significantly lower levels of THC than marijuana. This allows Loyal Leaf oils to provide pain relief without the intoxicating effects of marijuana.

On one such visit, Dean told his sons about the latest experimental therapy he was trying: CBD oil. He told them it worked phenomenally well when it worked, but that sometimes it didn't work at all; the efficacy of a single product varied widely, even within the same brand.

Brian and Brent looked at each other. In that moment, all the pieces of their lives converged to put them on a path that would seem predestined. They would use their knowledge of science, chemistry, FDA regulatory law, operations, and new business formation to develop and market the CBD products their father needed in his battle with MS.

Loyal Leaf is a unique CBD oil company, because the Janaky brothers are among the elite few who produce their oils and rubs to FDA standards. If you don't think that makes a difference, you should stop by the next time one of the Janakys gives a talk. Listen to what they do and why they do it. Hear the enthusiastic praise from their loyal customers.

And... look for me. I might be sitting in the front row sporting a big foam finger. 🌟

Loyal Leaf CBD can be found at www.loyalleafcbd.com