
ooze®
BRAND GUIDE

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Mission & Values

We are on a mission to bring our customers incredible products they can trust at a price they can afford. We understand that everyone has a unique relationship with cannabis, and it's our goal to design approachable, intentional products that fit seamlessly into every type of user's lifestyle. We strive to empower individuals to enjoy their substances discretely and confidently.



Purpose

Ooze is changing the game with higher-quality products that create safer, more enjoyable experiences. We believe Ooze belongs in every hand, because the Ooze Life is for everyone. Whether it's someone's very first experience, or they've been doing it for years, we provide tools that are transformational in design, so the imagination expands with every hit.

Personality, Voice & Tone

The Ooze personality is like your cool older cousin, or that fun guy at the party who seems to know everyone. We educate without making you feel dumb, we're always excited to show you something new, and we'll always invite you to the smoke session. We are approachable and goofy, and always concerned that everyone is having a good time.

VOICE

We speak clearly and to the point. No run-on sentences. Keep it short, sweet and digestible.

We love stoner lingo but only where it seamlessly fits without making it unintelligible for newbies and non-users. Don't be afraid to crack a joke; it's okay to be corny or sarcastic.

TONE

Genuine, confident, informative, direct, informal, sarcastic, self-deprecating, silly

The exact tone depends on where the copy is going:

PRODUCT PAGES / COLLECTIONS:

Email: Subject lines are the wackiest outlet. Borderline click-bait performs the best, leading with curiosity, puns, and questions that make the customer think "what could be in this email?". This is a safe space for emojis. Once inside the email, we take it more seriously with straightforward details.

Emails are 1-2 sections: Main graphic with minimal copy + CTA button, a blurb of 2-3 sentences detailing the point of the email with a CTA, then maybe a second graphic driving the campaign home (relevant bundles, product reviews, or buy now pay later)

Blogs: Conversational with full explanations that aren't rushed. Like you're explaining something to a friend.

SMS: This is where we are the most careful with our wording. SHAFT restrictions prevent any weed-related term (even edibles will flag). Straightforward messaging outlining a promotion or new product here. Emojis take up valuable characters so we typically avoid them here. The "silliest" part of these texts is usually the random free shipping code word.

Social: Confident, dry wit, never desperate for engagement. See social guide for more details.

FAQs: Plainspoken and efficient. We don't mince words here and get right to the point. Minimal stoner lingo, answer the question and don't over-explain.

SPELLING & GRAMMAR

Use PROPER GRAMMAR! We are casual, not illiterate. Please use commas and close your sentences if you don't use an emoji.

That being said, don't use AP style or try to sound like you're writing an English paper. Write how you speak, and if you aren't sure if it has the correct tone, say it out loud. If it sounds clunky, cut some fluff out and try again.

Slang and stoner lingo fit right into our brand vocabulary, but don't try to write in "stoner code". Emojis are great for social captions, email subject lines and other short forms of communication. Don't overdo it, and make sure your paragraphs don't look sloppy. Clean up your punctuation and use emojis thoughtfully.

This, Not That

- **Plain language, *not fancy.*** Go with the simpler option.
- **Chill, *not cold.*** We're warm and approachable without being too eager or try-hard.
- **Confident, *not arrogant.*** We know our stuff through and through, but we all had to start somewhere. Don't talk down to those less experienced or try to show off.
- **Causal, *not careless.*** We give a shit! Conversational language and slang are great, but we still care and don't blow questions off.
- **Educational, *not promotional.*** Especially for blogs, we're explaining concepts and sliding in links where applicable.
  - **Product links should integrate naturally, *not be blatant call-outs throughout a blog.*** Mention a product by name if it's a perfect example or add a link to a more general term where it makes sense (linking a TSP 2.0 to a general "vape pen" mention).
- **Active voice *over passive voice, always.*** No one wants to read boring copy.

WHAT OOZE IS NOT

- **Not a hype brand.** While we do put out some limited-edition products, we typically avoid pushy countdown timers and urgency copy like "limited time only" in editorial content. This works for certain campaigns, but not longterm content.
- **Not a beginner brand talking down to beginners.** Our readers are capable adults who simply haven't learned these specific things yet.
- **Not a try-hard brand.** If a joke feels forced, cut it. Forced humor is worse than no humor!
- **Not a wellness brand.** Cut the over-explained benefits and don't use clinical language – that's boring anyways. Don't hedge with disclaimers unless legally required. We come from an angle as "fun" in your life will make it better. We're not here to make real health claims other than laughter, relaxation, and joy are good.

EXTRAS

- Don't force using slang. Say a sentence out loud if you think it might sound goofy.
- Never lead a paragraph with a product push.
- We love using analogies in blogs to explain more complicated concepts. Simple explanations without dumbing things down work best.



Social Media Guide

Can you HEAR ME?!

Ooze is a fun-first brand dedicated to having good time while clearly setting ourselves from the rest with innovative devices that will always deliver a reliable experience.

Basically, we're allowed to goof off because we've done the work: provided a wide range of category-killing batteries, e-rigs, and more with unique designs you can't get anywhere else. After all, who said batteries had to be boring?

TO PUT IT SIMPLY OOZE IS:

- *Upbeat*
- *Helpful*
- *Knowledgeable*
- *Silly*
- *Familiar (besties)*
- *Trendy*

It is important all voices on social media reflect this.

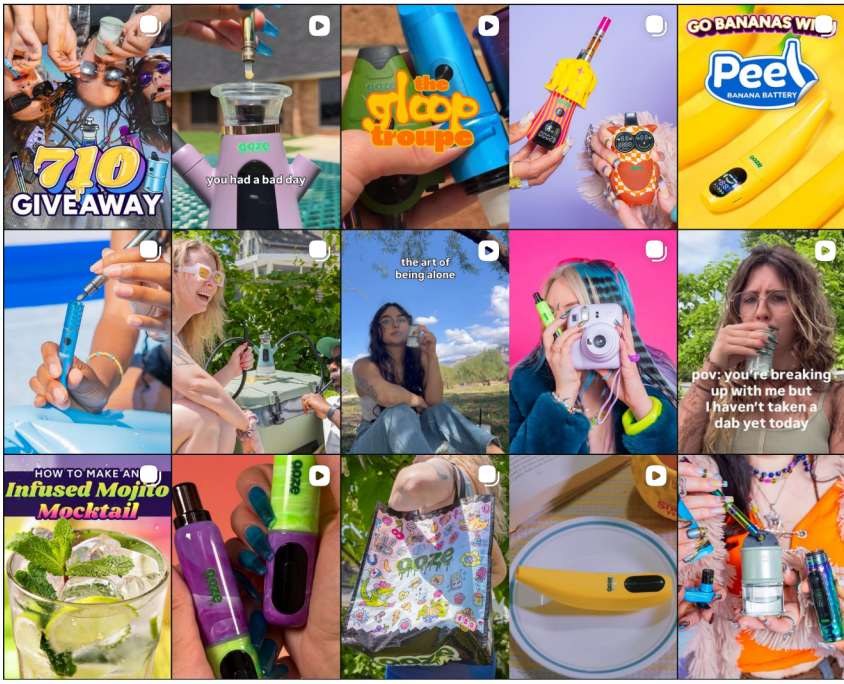
Certified Emojis

Hinting/Teasing 🧐🤔🙈🤫🤭
Happy/Excited 😊😎🤩🥳
Apologetic 😢
Ooze 💚🦠
Stoner 😷😤🥴💨💎🍯🌳

Lookin' Good!

Social media content should be a healthy mix of knowledgeable micro videos, professional studio photography, thoughtful infographics, and relatable UGC (User Generated Content)

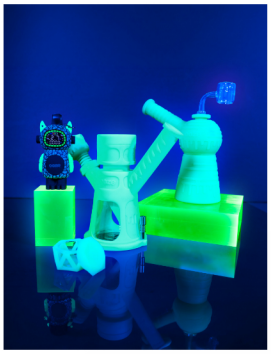
Let's go through these individually...



Studio Photography

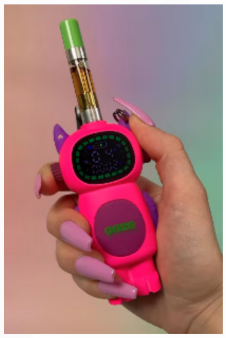
Lifestyle photography needs to be as candid as possible, showing our products in use. Stay away from over-posing, as it can come across inauthentic. Still life photos should be up close and personal, making sure to capture the juicy details!





Micro Videos






Micro videos are created in-house by the Ooze team. These include tutorials, FAQs, new product introductions, and device benefit highlights. Keeping these between 10 and 30 seconds helps retain audience attention while also providing enough context for them to take the next step (buy, learn more, visit our website)

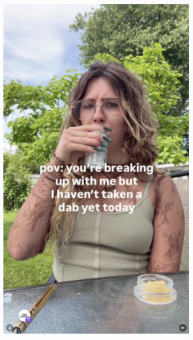
Infographics

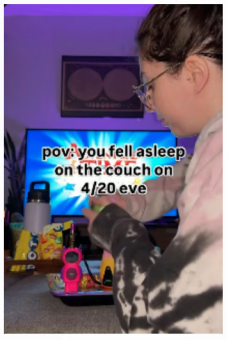
Infographics can be anywhere from 1 to 5 slides of information describing a product, process, overall cannabis knowledge, etc. Keep captions short and sweet, focusing on CTA to “swipe left”.





User Generated Content







UGC includes photos and videos that are created from a “user” perspective by fans, content creators, and influencers. Humor, product use, and TikTok trends are all fair game! Influencer Reels and content tagged to #oozelife are great examples of UGC.

Do

Keep 21+ audience in mind

- References, wording, and visuals can **NOT** be directed at teens or kids

Consider short attention spans

- They're getting shorter and shorter, you only have a few seconds before people start swiping

Evoke positive emotions in audience

- Curious, craving, amused, motivated, welcomed, etc.

Engage with all tagged content

- Like, comment, and reshare to stories

Use messages outside of selling

- Funny memes, helpful tips, overall cannabis knowledge, delicious recipes...

Tag influencer and content creators when reposting content

- Reposted content must also be re-edited in some way in order to be pushed by Instagram algorithm NEW AS OF MAY 2024

Recycle content with re-targeted captions based on platform's market

- Instagram and TikTok will be "younger" than Facebook, even YouTube

Redirect order inquiries, warranty troubleshooting, and faulty device complaints to support@oozelife.com

Do Not

Post prices, deals, or sales on Instagram feed

- Essentially no numbers
- Instagram stories and other platform's feeds are safe for this content

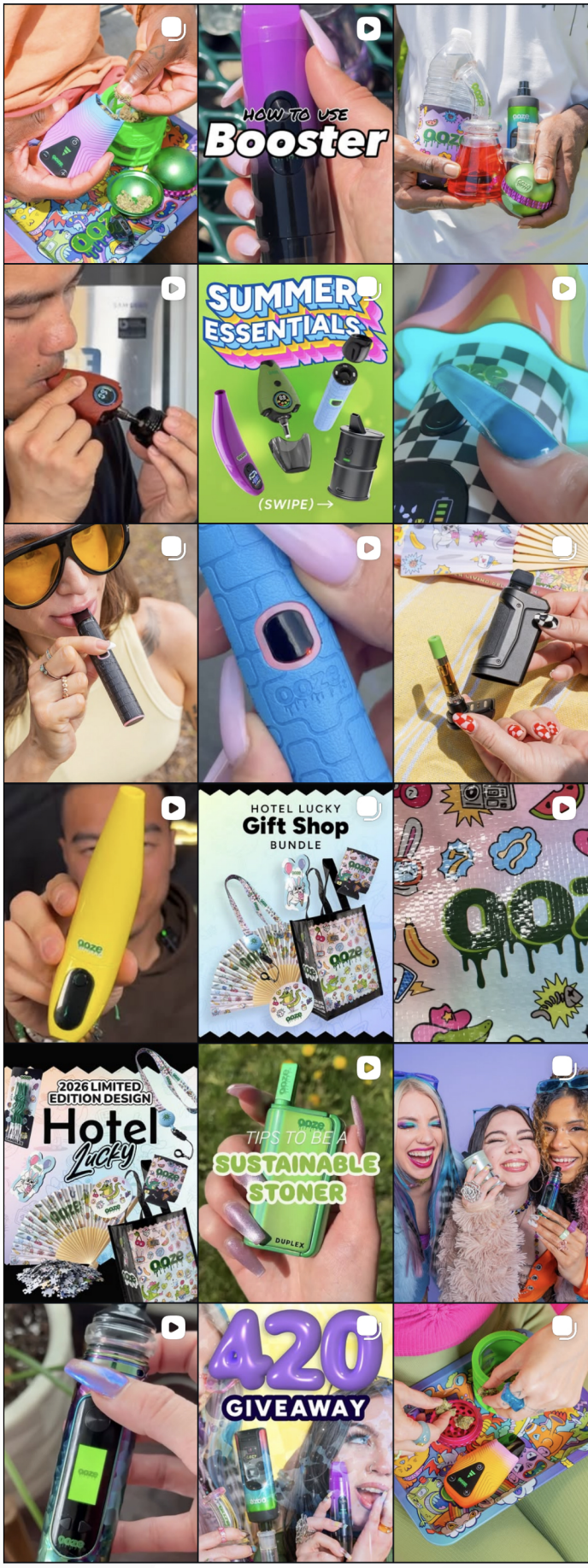
Use "hot" words flagged by platform rules and regulations

- Ex. dab, weed, bong, cannabis, marijuana, vape

Confuse audience with long, wordy, captions

Use GIFs, filters, or text that distracts from message or sacrifices content quality

- Less is more!



Guide to Giveaways

Who doesn't love FREE STUFF?

Giveaways are one of the biggest ways to gain new followers, spike engagement during times of account or algorithmic restrictions, and thank our followers for living the Ooze Life!

Past experiences show...

- Running giveaways for at least two days give audiences a chance to see the post and take their chance to enter
- Multiple "winners" and prizes make audiences feel like there's a higher chance to win, therefore convincing them to enter when they may not have otherwise
- Carousels, usually known as "dumps", work best as each slide is shown to followers over a period of time if they do not engage

It's important to remember...

- Disclaimers must be used at the bottom of the post caption
  - Must 21+ to enter and live within the US
- Too many giveaways work against us
  - They become less special and anticipitory, leading to less followers and engagement per giveaway



Reels should start by hooking the user with clear text that makes the giveaway obvious.

Showing key features of each prize and ending with a short, sweet, CTA to "enter now" should get people to take that next step and enter!

GIVEAWAY POST BREAKDOWN



Audiences don't have time to assume, which makes it critical the first slide of a carousel or "dump" clearly communicates this post is a giveaway

Slides following the thumbnail are to be used to feature the prize(s) each winner will receive. These should be ordered from "last" place to "first" place, hopefully convincincing audiences to swipe through the entire post.



PERSONA #1



AOV: $40-45

Jason

Age	25-34
Occupation	Trade/Rocket Mortgage
Location	Metro/Rural Areas

Favorite Brands

Miller High Life, Xbox Cloud Gaming, PlayStation, Kick, Draft Kings, YouTube

BIOGRAPHY

Jason is always down for a good time. He'll throw any trick, host the hangout, and he always has a good one-liner ready. He's also dependable, stranded at 3 a.m.? He'll come to get you with a smile and joint ready to light.

IDEAL EXPERIENCE

Durable, easy to use products, with a long battery life. Even better if it can be taken on the go. Convenience matters. Willing to pay a bit more for quality.

WEARS

- Will not leave the house without his lanyard
- Cargo Shorts
- Hey Dude Shoes (birks or thongs)
- Short sleeve button down, at least two buttons deep.
- Would rock a bucket hat

Upcoming Product

Titan, maybe Trigger. He loves the Ripley and might be convinced to purchase his own after trying it. Jason is price sensitive.

Likely to send referral codes for discounts



PERSONA #2



AOV: $60

Emma

Age	22-30
Occupation	Consulting/Tech
Location	Metro Areas/Suburbs

Favorite Brands

DoorDash, Amazon.com, Marshalls, alo, Sprouts Farmers Market, H Mart, HomeGoods, TJ Maxx, Substack

BIOGRAPHY

Emma is plugged in. She has a close group of friends she keeps up with, they like to try the latest trends and brands. She doesn't have a ton of extra money to spend so she expects something nice when she does. Reviews and her friend's opinions influence her purchasing choices. (TLDR; social currency drives purchases)

IDEAL EXPERIENCE

Wants cute, easy to use, and functional products. Loves a discount. Anything sustainable or reusable is a plus. Wants the newest, trendiest, thing. Most likely to utilize buy now, pay later services over starting a subscription.

WEARS

- Big pants, little shirt
- Loves an oversized cardigan or sweater
- White Air Forces or Nike Blazers • Fun sunglasses







PERSONA #3

AOV: $50-80? $80+?



Ron

Age	40+
Occupation	Business Owner, Sales Veteran, or Regional F&B or Automotive Higher Up.
Location	Suburbs, small towns, metro areas

Favorite Brands

SAMSUNG, NFL, Facebook, Delta SkyMiles, The Home Depot, WWE, Costco Wholesale, The Henry Ford, Carhartt, F1, American Pickers, amazon.com

BIOGRAPHY

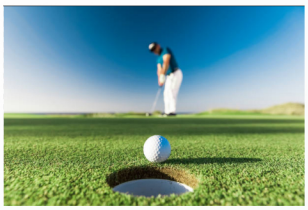
Is either an empty nester or is getting ready to be. They have always led an active life and have no plans of slowing down. Is likely navigating their cannabis journey with extra factors like prior stigma, their jobs, or other reasons. Loves a loyalty program, more likely to take care of their products.

IDEAL EXPERIENCE

Wants something fun but also expects quality. Doesn't want to be overwhelmed by features. Fan of the classics but open to trying new things. Appreciates discretion.

WEARS

- Snap-back hat or flat-brim hat
- Quarter zip jackets / sweatshirts
- Flannels, sometimes open with band tees underneath
- DENIM (pants / jorts)
- Lowkey sneakerhead
- Will rock a cut-off graphic tee





PERSONA #4

AOV: $55-60



Harper

Age	25- 38, ageless
Occupation	Remote accounting, tech, copywriting, consulting
Location	Metro areas, suburbs, and small towns

Favorite Brands

YouTube, Xbox Cloud Gaming, Trader Joe's, NZXT, YMH Studios, Twitch, Grand Theft Auto VI, Discord, Netflix

BIOGRAPHY

Harper is a homebody. Their ideal Friday night involves cooking their favorite meal at home before sitting in front of a PC to play endless hours of games with friends. Harper knows their stuff, making them a source of information for friends and family. They always buy top tier products and are happy to teach others why they should do the same. Loves an inside joke and deep meme culture.

WEARS

- Loves an ironic graphic tee
- Thrift store fiend
- Will wear multiple patterns at once
- Any type of hat is possible
- They're just wearing shoes, they showed up one day and no one knows what they are
- Known to wear an elaborate jacket

Likely to start a subscription for maintenance products



PERSONA #5



Lindsey

AOV: $30 - $50?

Age	27-36
Occupation	Nurse, SAH Mom, MLM Survivor, or Dance Studio Owner
Location	Suburbs

Favorite Brands

Instagram, amazon.com, TikTok, owala., The Secret Lives of Mormon Wives, Love Is Blind, Chick-fil-A, Coffee Convos Podcast, Dutch Bros Coffee

BIOGRAPHY

Lindsey is an elder Millennial or Gen X mom who is super basic in an earnest, unashamed way. She waits for Pumpkin Spice season all year and loves animal prints and Claire's colors. She was the target audience for Jersey Shore but now makes mocktails in her Stanley Tumbler. She listens to Top 40 and new country music, but loves her early 00's rap. She has subscribed to FabFitFun and Ipsy, so she's likely to start up a subscription for her cleaning supplies.

IDEAL EXPERIENCE

LOVES a flavored disposable because the're cute and fun but she doesn't have to store another battery or charger somewhere her kids might find it when she's done. She's into edibles for their discreteness and lack of smell but they intimidate her.

WEARS

- Skinny jeans
- That hunter green jacket with the waist strings
- Loves a bootie
- Owns 1 million nice black tees and bodysuits
- Super into matching sets, loungewear and athleisure
- Hair is either done in beach waves or in a messy bun



Will always click on a Tokins email and gets excited about how many points she has, but never remembers to redeem







PERSONA #6



Avery

AOV: $45-50

Age	21 - 30 years old
Occupation	Marketing, advertising, content creating
Location	Metro Areas and Suburbs

Favorite Brands

Instagram, Red Bull, KICK, Kilby Block Party, SoundCloud, Canon, If Books Could Kill, Outside Lands

BIOGRAPHY

Avery is known as the creative one in their group. They thrive being able to pursue their passions including content creating, volunteering for LGBTQ organizations, and supporting their local music scene. Unlike most people their age, they can't be tricked by marketing schemes due to their experience in the advertising world.

IDEAL EXPERIENCE

LOVES a flavored disposable because the're cute and fun but she doesn't have to store another battery or charger somewhere her kids might find it when she's done. She's into edibles for their discreteness and lack of smell but they intimidate her.

WEARS

- Cargo pants
- Platform Dr. Martens or Converse
- Not afraid to commit fully to a risque outfit
- Can accessorize with anything
- Always changing up their hair
- Loves to layer









ALTERNATE LOGO*

ALTERNATE LOGO*

*Use these only when the primary Ooze logo isn't visible on the design/background color in use









Logo Do's & Don'ts

FORMATTING GUIDELINES

- Do not edit, change, distort, recolor or reconfigure the Ooze logo.
- The logo must contrast as much as possible with the background
- Ideally the background should be white or light in tone.
- In some circumstances the logo can have a light green stroke added. If adding a light green stroke, be sure to fill any awkward negative shapes inside the letters.
- Registration mark must always be included.

PRIMARY COLORS

HEX CODE #80BC00

HEX CODE #006937

HEX CODE #E8FE6F

HEX CODE #6FD6FD

HEX CODE #5CC6B3

HEX CODE #7B34F0

HEX CODE #FF6FA5

HEX CODE #F1696A

HEX CODE #FF7D4D

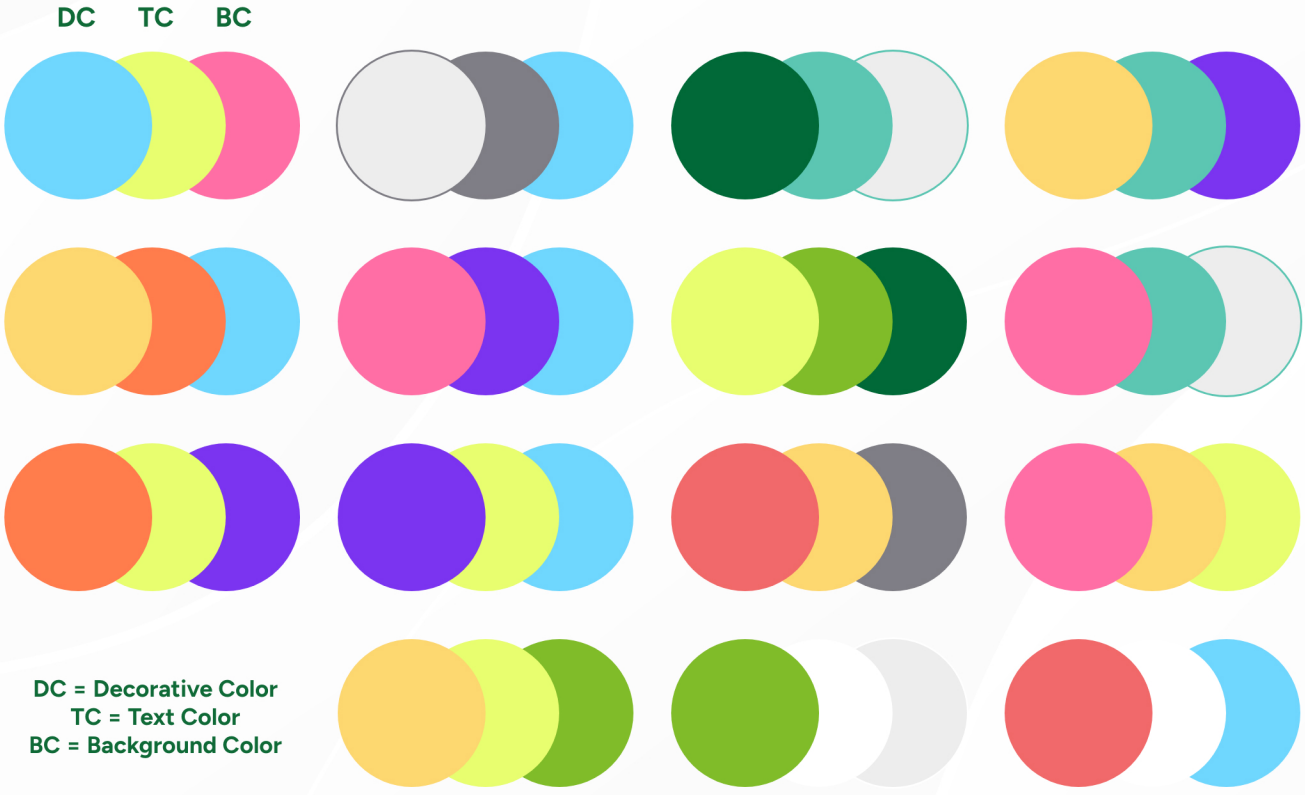
HEX CODE #FDD76F

HEX CODE #FFFFFF

HEX CODE #EDEDED

HEX CODE #7F7D85

SUGGESTED COLOR PAIRINGS/THEMES



DC = Decorative Color
TC = Text Color
BC = Background Color

Montserrat Black

THIS IS A HEADLINE EXAMPLE.

96 Font Size

Montserrat Medium

This is a body copy example. — **48** Font Size

Nunito Black

THIS IS A HEADLINE EXAMPLE.

96 Font Size

Nunito Medium

This is a body copy example. — **48** Font Size

SIZE & SPACING

60 px

HEADLINE — **86** Font Size

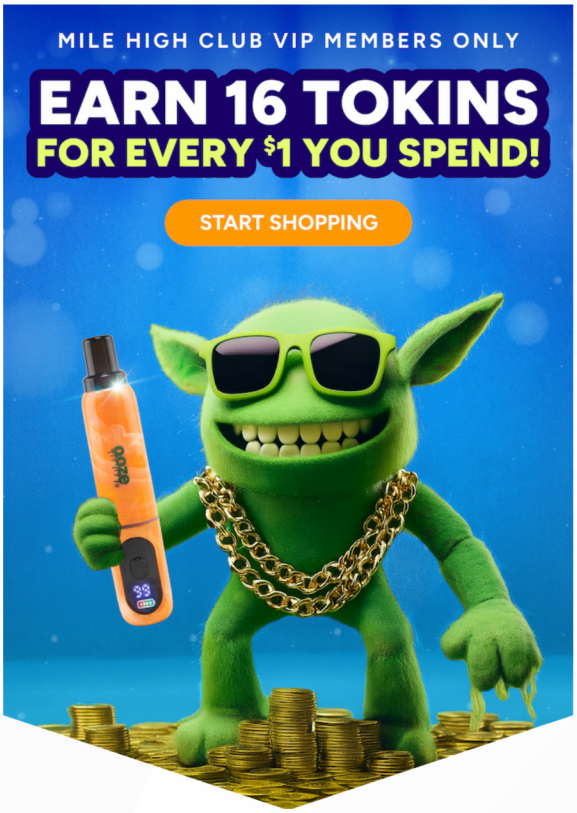
Sub headline lorem ipsum dolor sit amet. — **43** Font Size

Vertical distances in increments of **20px**, do not exceed **120px** in digital.

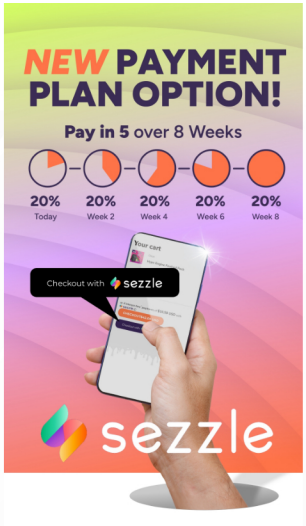
Digital horizontal distances in increments of **105px**. Based on 12 columns on a 1260px

Additionally, **1/3 of 1260 is 420.**









Figtree

Primary Typeface: **Figtree**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat v pharetra justo metus.

Secondary Typeface: **Figtree**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat v pharetra justo metus quis lorem. Morbi nec magna a mi venenatis finibus id ut nulla. Nulla quis lobortis quam.

Primary

Regular - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Italic - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold Italic - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black Italic - abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUPERSCRIPT

Percentages and **Currency** as superscript

$42.99

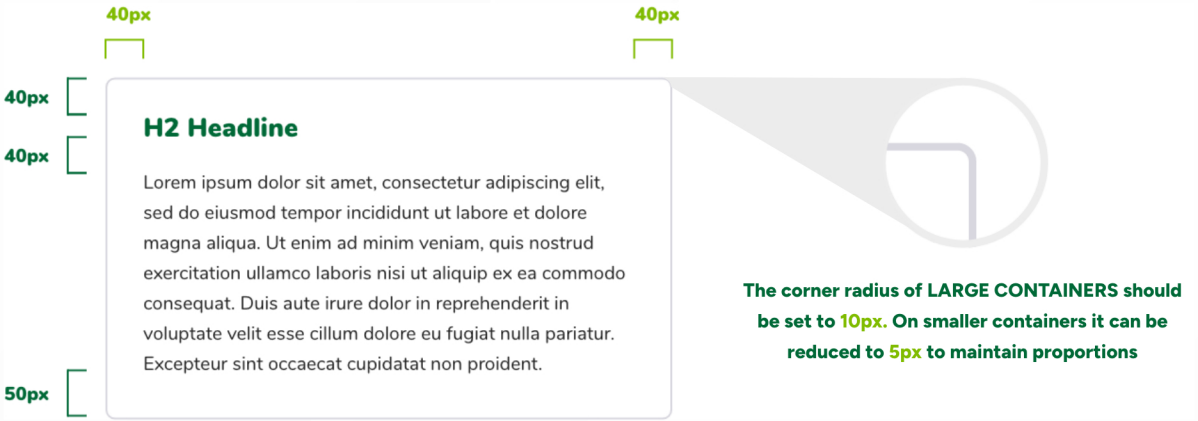
52%

BULLET POINTS

40 px — Bullet — 50 Font Size

Bullet

30 px



H2 Headline

The Ooze Tanker Battery is a heavy duty 510 thread vaporizer that goes to work to protect your delicate oil cartridges. The Tanker is equipped with a thermal chamber that provides a barrier around the cartridge, and insulates over here.

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H2 Headline

- The Ooze Tanker Battery is a heavy duty 510 thread
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- The Ooze Tanker Battery is a heavy duty 510 thread

H2 Headline

The Ooze Tanker Battery is a heavy duty 510 thread vaporizer that goes to work to protect your delicate oil cartridges. The Tanker is equipped with a thermal chamber that provides a barrier around the cartridge, and insulates over here.

Flex Temp - "Flexible Temperature" means that this device offers variable voltage. You can change the 4-5 voltage levels by clicking the button 3x or using the dial, depending on the device. v

Prep Mode - A gentle heat cycle (15-20 seconds) for 510s activated by clicking the button twice. This clears cartridge clogs between sessions.

Safe Sesh - Safe sesh is programmed in the device to shut off after a certain amount of time to avoid overheating extracts. Depending on the device, Safe Sesh lasts 15-20 seconds.

Pulse Wave Technology - Pulse Wave provides confidence in your connection with vibration. Pulse Wave will trigger once when you power your device on and off. It will trigger twice when there is a successful connection to a charger, cartridge, or other compatible attachment.

Auto Off - This feature shuts your device off automatically after 10 to 12 minutes of inactivity. This extends the battery life between charges and eliminates the risk of the button being accidentally pressed in a pocket or bag.

Auto Draw - Simply inhale to take a hit without pressing the button. Check specific manual for details; the Twist Slim Pen 2.0, Duplex 2, and Moves are auto draw devices.

C-Core - The C-Core is our proprietary ceramic technology used in our C-Core line of vaporizers. The C-Core is the heating element in these devices. We use a special ceramic formula that provides faster heat and better flavors for an overall smarter vape.

Onyx Atomizer - The Onyx Atomizer is the C-Core heating component in our C-Core concentrate devices. The Titan, Ripley, Booster, Electro Barrel, Beacon, and Duplex 2 all feature the Onyx Atomizer. It is a deep bucket with an Azul ceramic core dish in the bottom.

Nano-Glazed Atomizer - The Nano-Glazed Atomizer is the heating pod in our C-Core dry herb vapes, the Verge and the Brink. Both have 0.5g capacity with a ceramic formula that uses 3 methods of heat (convection, conduction, and far infrared energy) to evenly vaporize your flower.

XL Nectar Tip - The XL Nectar Tip is the nectar straw version of the Onyx Atomizer! Instead of loading your dabs into a bucket, the tip attaches to the outside of your device and turns the entire thing into a straw that you dip into your jar of concentrates. It features a large azul ceramic heating plate with airflow holes around the sides.

Manual Mode - Press and hold the button to heat your device and take your hit; also referenced as "button-draw" for 510 batteries. For C-Core extract vapes, this is one option for heating the atomizer to take a dab.

Sesh Mode - Sesh Mode is the other way to use a C-Core concentrate device. Click the button twice to activate Sesh Mode and the device will heat for 15 seconds without having to hold down the button.

IntelliThread Technology - IntelliThread Technology can immediately detect the type of accessory you screw into your device (like an oil cartridge, Onyx Atomizer, etc). This allows the device to automatically match the coil resistance of the accessory for maximum airflow. Cartridges often have a higher resistance than the Onyx Atomizer, so this lets your device provide the same big, delicious clouds no matter how you're using it. IntelliThreads are currently used in the Duplex 2.

True Fast Charge - The device charges much faster than a standard battery, going from 0-100% in just 20 minutes. The Quad 2 has this feature, available through the type-c port only.

ICONOGRAPHY

For Full Listing: https://ooze.life/4dBWE0e

<#> COLOR OPTIONS

0.5 GRAM CAPACITY

510 THREAD

AIRTIGHT SEAL

AUTO OFF

BATTERY INDICATOR

BOROSILICATE GLASS

CERAMIC TIP

COMPACT

CONCEALS 510s

COTTON SWAB

DAB RIG

DAB TOOL

DIGITAL SCREEN

DUAL CHARGING PORTS

EASY CLEANING

EASY TO USE

ELECTRIC DAB TOOL

FLEX TEMP

FOR CONCENTRATE

HEAVY METAL FREE

INTELLI-THREAD

LED LIGHT

MICRO USB CHARGER

NANO GLAZED CHAMBER

NECTAR STRAW

NO TORCH NEEDED

PASS THROUGH CHARGING

PREP MODE

PROTECTS TERPENES

PULSE WAVE

RAPID CHARGE

REMOVABLE WATER CHAMBER

SESH MODE

SILICONE BASE

SMART CHARGER

SMELL PROOF

SMELL PROOF LINING

SUB-OHM

TECH GRIP

THERMAL CHAMBER

TWIST DIAL

VISUAL CHAMBER

WARRANTY PROGRAM

WATER PIPE

WATER PIPE ADAPTER

XL NECTAR STRAW TIP

500 mAh

NEW

ooze

SMALL BATCH

FLASH FROZEN

LIVE RESIN

THCA DIAMONDS

RICH TERPY EXTRACT

SPINNER CARB CAP JAR

TOBACCO FREE

NO PESTICIDES

ROLLED BY HAND

AUTO DRAW

AIRFLOW CONTROL

NEW PACKAGING

HOOKAH HOSE

CART CONNECT

TYPE-C CHARGER

NEW C-CORE TECHNOLOGY

SMOOTH FLAVOR

OPTIMAL AIRFLOW

2 AZUL CERAMIC C-CORE DISHES

ABSORBENT CERAMIC

NO TORCH NEEDED

Flare DRY HERB VAPORIZER

STRAW MOUTHPIECE

TRAVELER SERIES

TONS OF POCKETS

TOOL STORAGE

STORAGE

4 STORAGE SLOTS

STAY LOWKEY

QUAD FLEX TEMP BATTERY

NO-ROLL SHAPE

ooze resölution

100CT PACK

SCRUBBER DOTS

CUTS THROUGH RESIN

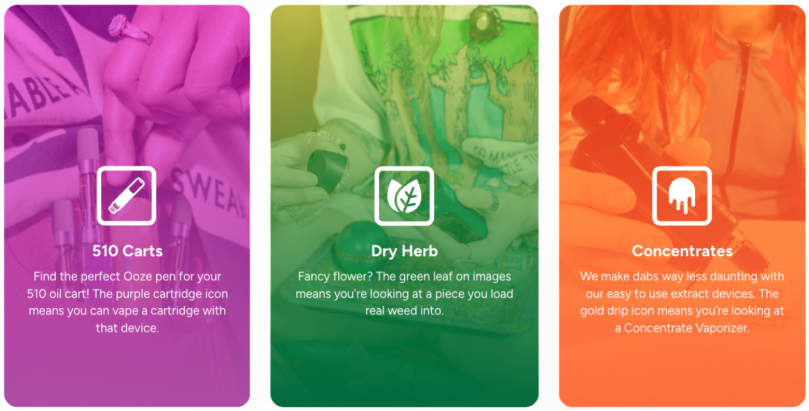
CITRUS SCENT

NON-TOXIC

DUPLEX DUAL EXTRACT VAPORIZER

TRIGGER BUTTON

Wayfinding Icons



510 Carts

Dry Herb

Concentrates



510 Carts

Dry Herb

Concentrates

Concentrates & 510 Carts

510 Carts

Dry Herb

Concentrates

Concentrates & 510 Carts

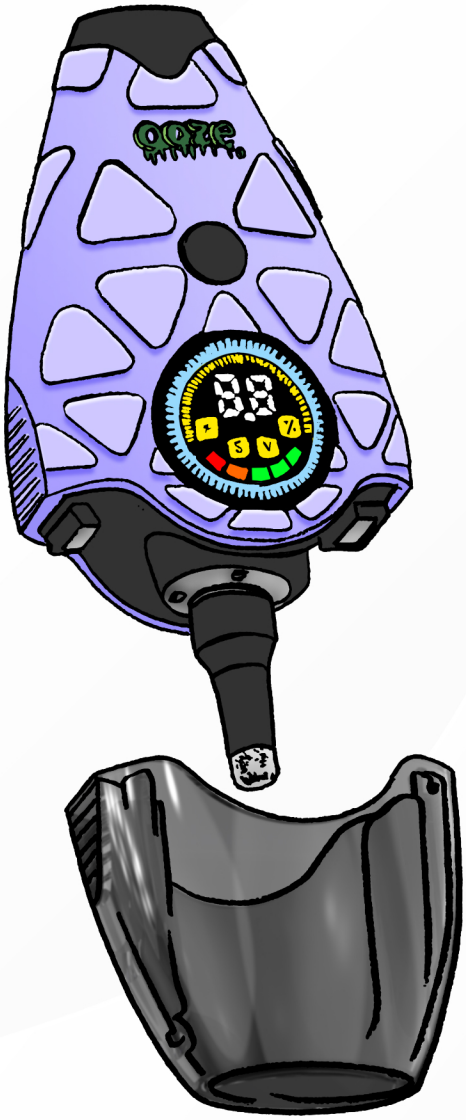
This device is for Concentrates

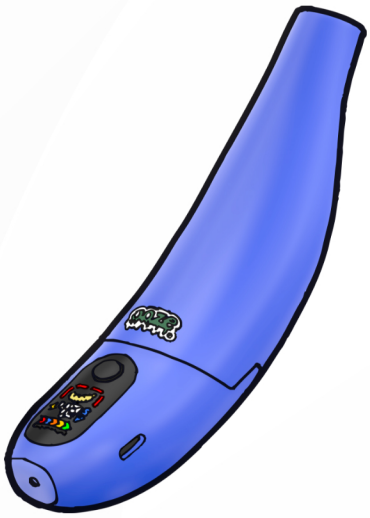
This device is for Dry Herb

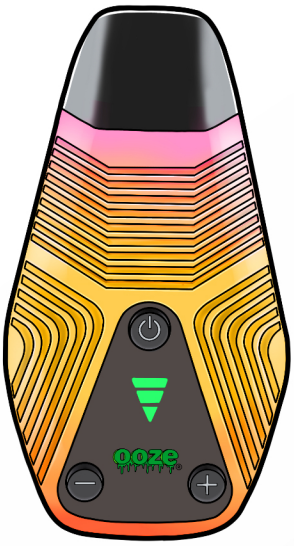
This device is for 510 Carts

This device is for Concentrates and 510 Carts

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Quad 2 Display & Unit



Hivo Display & Unit



Hoot Unit



Hover Unit



Peel Unit



Pinch Unit



Bolt Charger

Electro Barrel Unit


TOKINS REFERRAL PROGRAM
GIVE SOME GET SOME!
1 Login to your Ooze account & find your referral link
2 Enter your friend's email to send them a $10 OFF coupon
3 They make a purchase using the referral coupon
4 You receive a $10 OFF coupon to use on your next order!


Make a THC-Infused Mocktail!
Canna-Basil Strawberry Lemonade
MAKES ONE PITCHER
Ingredients:
4 cups water
1 cup lemon juice
10 strawberries, tops removed
1/3 cup fresh basil leaves
THC Tincture (your preferred dose)
¾ cup sugar (or add more for a sweeter drink!)
Directions:
1. Add strawberries and basil to a pitcher and muddle together.
2. Add lemon juice, sugar, and water. Stir to combine.*
3. Add cannabis tincture and stir again.
4. Serve over ice, garnished with a basil leaf, strawberry, and lemon wedge.
5. Enjoy!
*Tip: Mix the sugar into warm water first so it dissolves easier. Let it cool in the fridge before adding it all together!
Scan for more THC Drinks!


SUBSCRIBE & SAVE 15%
CLEANING SWABS
FRESH ATOMIZERS
GLASS CLEANER


What Temperature Should You Set Your Vape To?
510 BATTERIES
Start low! 2.0V (or the lowest setting on your pen) is ideal for most carts.
Lower temp = better flavor
Higher temps can burn the coil on the base of your cartridge. This will make the rest of the oil in there taste bad!
For best overall results, save high temps for 1-2 big hits per session, then dial it back down.
510 BATTERIES LEARN MORE
DRY HERB VAPES
1st thing to know: dry herb vapes produce VAPOR, not smoke like a bong or joint, so clouds aren't as visible.
Start with the lowest temperature and see how you like the taste of the terpenes.
As you increase temperature, terpene flavor decreases. It will turn into a more "generic dry herb vape" flavor, rather than strain-specific.
DRY HERB VAPES LEARN MORE


NEW! NEW! NEW! NEW! NEW! NEW! NEW!
Pay in 5* Available with sezzle
20% Today
20% Week 2
20% Week 4
20% Week 6
20% Week 8
Make your money work for you!
You can now split your Ooze order into 4 OR 5 payments when you check out with Sezzle.
*Pay in 4 over 6 weeks is still available, now the choice is up to you!
sezzle LEARN MORE


How to Make Chocolate Chip Weed Cookies
Ingredients:
1/2 cup regular coconut oil (not infused)
1/4 cup THC-infused coconut oil
3/4 cup brown sugar
3/4 cup granulated sugar
2 tsp vanilla extract
2 eggs
2 1/2 cups all-purpose flour
1 tsp baking soda
1/2 tsp course sea salt
2 cups chocolate chips or chunks
Directions:
1. Preheat oven to 375°F.
2. Add dry ingredients to a bowl and set aside.
3. Add melted coconut oil, both sugars, and vanilla into bowl, then whisk to combine.
4. Add eggs and mix well.
5. Fold in dry ingredients with a rubber spatula.
6. Fold in chocolate chips.
7. Scoop 2 tablespoons onto cookie sheet.
8. Bake for 10-11 minutes.
9. Let cool on a cookie rack for at least 5 minutes & enjoy!
Scan for more Recipes!


Use Your TOKIN REWARDS POINTS for
FREE REPLACEMENT PARTS!
Brink Screens 5pk 700
Duplex 2 XL Tips 2pk 2,400
Duet Base 1,200
Trigger Atomizer 2pk 2,600
Verge Water Pipe Adapter 1,400
Ripley King Size Atomizer 2pk 2,600
Duplex 2 / Booster / Beacon Electro Barrel Atomizer 2,000
Titan Atommizer 2pk 3,800
Log in now to see how many points you have!


Reindeer Cannabis Christmas Cookie!
Ingredients:
1 cup cannabutter, softened
1 cup white sugar
1 cup smooth peanut butter
2 eggs
1 teaspoon vanilla extract
½ teaspoon salt
3 cups all-purpose flour
2 teaspoons baking soda
72 small pretzel twists
½ cup chocolate chips
Directions:
1. Preheat oven to 375°F (190°C).
2. Mix cannabutter, sugar, peanut butter, eggs, vanilla extract, and salt together in a bowl until smooth and creamy.
3. Stir flour and baking soda into the mixture until well combined.
4. Roll dough into 36 balls. Flatten each ball and shape into an upside-down triangle.
5. Decorate your reindeer by pressing pretzels into the two top corners for antlers, two chocolate chips in the center for eyes, and once chocolate chip below for the nose.
6. Arrange cookies on baking sheets and bake until golden brown, about 10-15 minutes.
Scan for more Recipes!

Main Image



Item Breakdown



Social Components









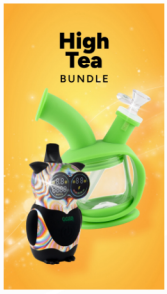












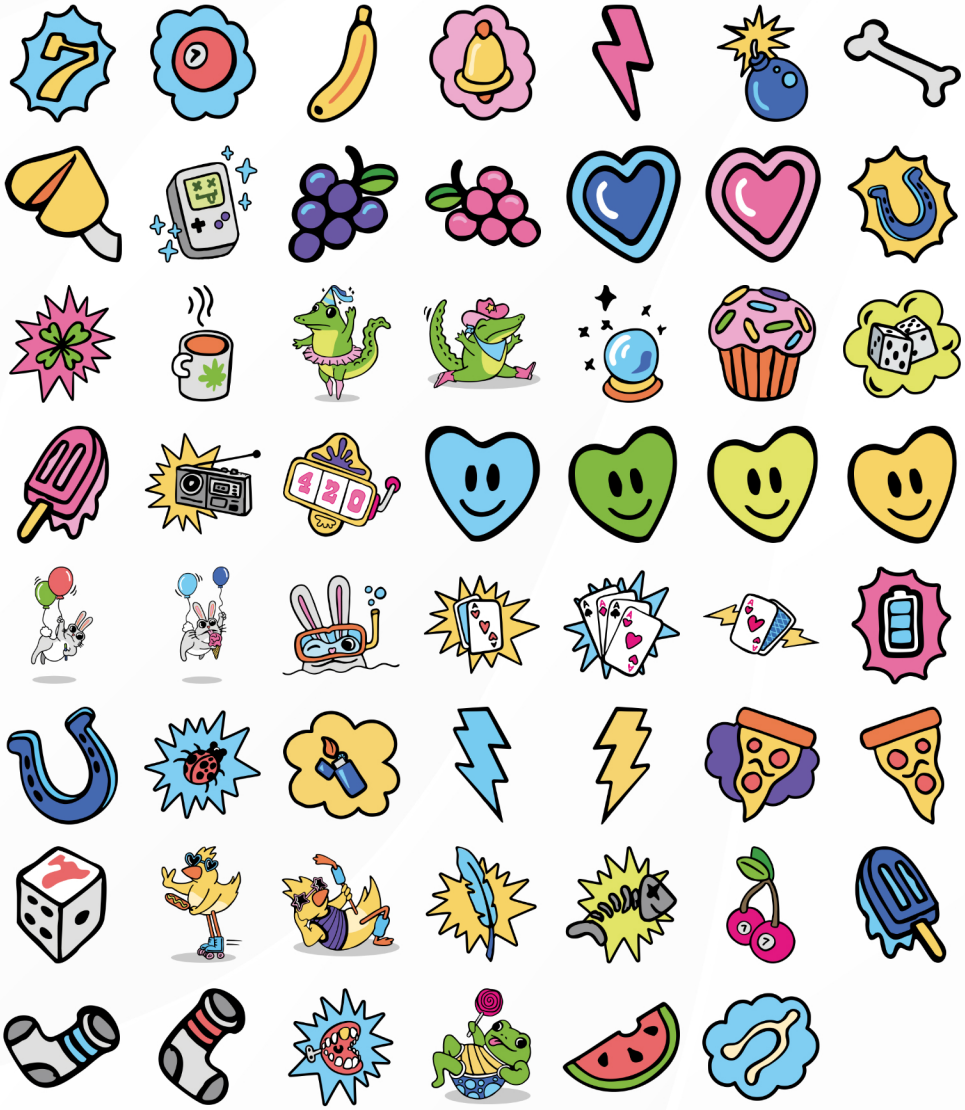


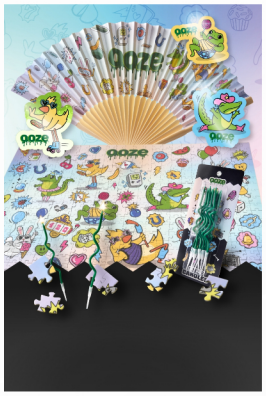


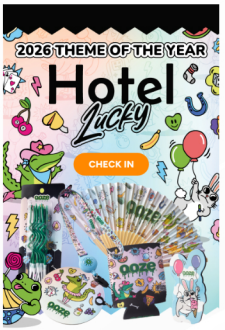




Digital Endpoints















Customer Review Layout

TAKE THEIR WORD FOR IT

"Absolutely love my bot!!! It's cute and eye catching. I now own 3 and I always take one everywhere I go!!"

★★★★★

- Danna R.







