



**FOR IMMEDIATE RELEASE**

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## **NEO Alternatives Announces International Distribution for *Root 66* with SKD, Bringing High-Quality CBD Products to Central and South America**

*Root 66 features organic hemp-derived CBD products that adhere to NEO's "seed to home" ethos; all products are third party tested and validated in the U.S.*

BOSTON, MA (December 9, 2019) – [NEO Alternatives](#), a U.S.-based company reshaping the hemp-derived CBD health and wellness category, today announces the start of their international distribution partnership for its hemp-derived CBD brand, [Root 66](#), with Seven Kings Distribution.

Seven Kings Distribution (SKD) was founded with the principle of representing the finest and most unique nature-in-a-bottle products that positively impact everyday well-being. They currently distribute United States Department of Agriculture (USDA) and European Union (EU) certified organic superfoods, like Moringa, throughout Central America, Mexico and Europe. SKD has a network of global distribution channels, currently with offices in Costa Rica and Mexico, with U.S. and Colombia to follow in 2020.

“It’s a great honor for us to be able to represent NEO Alternatives and their *Root 66* brand internationally,” said Rick Reyes, Co-Founder and President of SKD. “Collectively, we intend to earn the trust of many individuals and their families that are seeking to take back control over their well-being with products that are both effective and in harmony with Mother Nature.”

*Root 66* will be the first hemp-derived CBD brand SKD partners with, as they are seeing significant product demand in Mexico and Central America for high quality, zero THC, hemp-derived CBD products.

“Like *Root 66*, Seven Kings Distribution is known for its commitment to quality and value, so there was an immediate synergy,” said Kevin DiSano, President, Consumer Products with NEO

Alternatives. “Given the growing demand for hemp-based products in the region, we’re excited to partner with SKD to enhance and expand our retail footprint.”

Each tincture in the *Root 66* product lineup is organic, vegan, gluten-free, pesticide-free and non-GMO, with each product being third-party tested for efficacy and quality standards. The brand’s state-of-the-art agriculture and production methods are also sustainable, ethical, and eco-sensitive, echoing *Root 66*’s brand motto of feeling better and being better through self-care.

For more information on *Root 66*, please visit: <https://root66brand.com/>

To schedule an interview with a senior member of the *Root 66* or NEO Alternatives team, please contact Adam McCollum (adam@arm-communications.com / (917) 399-7770).

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#### **About Root 66**

Root 66 is steadfast in their commitment to providing top quality, highly effective and affordable natural Hemp Oil products. From seed-to-home, the Root 66 hemp oil extract is ethically sourced in the US. Their state-of-the-art agriculture and production methods are sustainable, eco-sensitive, and validated through 3<sup>rd</sup> party testing ensuring full transparency. All Root 66 products are natural, vegan, gluten-free, pesticide-free, and contain only non-GMO organic ingredients. For more information, please visit: <https://root66brand.com/>

#### **About NEO Alternatives**

NEO Alternatives (NEO) is an innovative health and wellness company focused on redefining and elevating the CBD ecosphere. As a trailblazer and category disruptor, NEO’s portfolio of superior, premium-grade consumer brands and production facilities are at the forefront of defining the future of the cannabis and hemp industry. All NEO brands and products follow state-of-the-art agricultural practices while the company’s endeavors are also designed around strict protocols mandating the highest standards in production. These mandates include organic sourcing that follows sustainable, ethical, and eco-sensitive procedures; using natural and effective ingredients while also employing third-party testing and validation. NEO’s management team is comprised of industry leaders from the worlds of CBD, advertising, marketing, branding, finance and sales. For more information, please visit: [www.neoalts.com](http://www.neoalts.com)

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*FDA Disclaimer: These products and statements have not been evaluated by the Food & Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.*