

High Mall

FLY HIGH WITH URB'S
FIRST-CLASS CANNABIS
COLLECTION

844-4-LIFTED [URB.SHOP](https://urb.shop)

2024 Catalog



MILE HIGH CLUB

NO LONGER A FANTASY
P 20

ABOVE THE TURBULENCE

URB ELEVATES THE
HEMP INDUSTRY: P 10

PLUS!

A JET FUELED BY THC?!
P 6

URB 

VAPES CARTRIDGES GUMMIES PRE-ROLLS FLOWER

Ladies and gentlemen, welcome aboard.

This is your Captain speaking.

Hello Passengers,

Today, we're flying high above the monotony of life. Above the midday coffee and dull meetings. Above the binge-watching and doom-scrolling. Above the turbulence.

At Urb, we provide all passengers with a first-class cannabis experience. Because when you're sky-high, everything is better than when you're on the ground. The convos. The movies. The snacks.

We're here to make sure you have a good trip. As you blaze new trails, remember to look out the window and watch as the boredom fades further and further away.

On behalf of the entire crew at Urb, thank you for choosing to get high with us.

Sit back and enjoy the journey,

– Captain Nick Warrender

URB 

Fly high

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The tasty science behind every puff and bite



URB^o



Change is on the horizon.

Fly high



SUMMER '24



Urb 2.0

For the past decade, Urb has solidified itself as an industry leader offering unique and creative cannabinoids, catering to both cannabis connoisseurs and everyday indulgers.

But we're never on autopilot. With ever-changing regulations and lack of quality brands, we aim to fly above the turbulence. Stow your tray table, fasten your seatbelts and prepare to embark on a journey into the new world of Urb.

Providing a First-Class Experience

We sell things that make people feel good. That's pretty cool. It's why we aspire to provide first-class experiences to our customers. Because elevating people's lives elevates our own.

2017
Urb Brand Launches

Follow Urb Through The Years

2021
First To Market
Delta 9 Collection

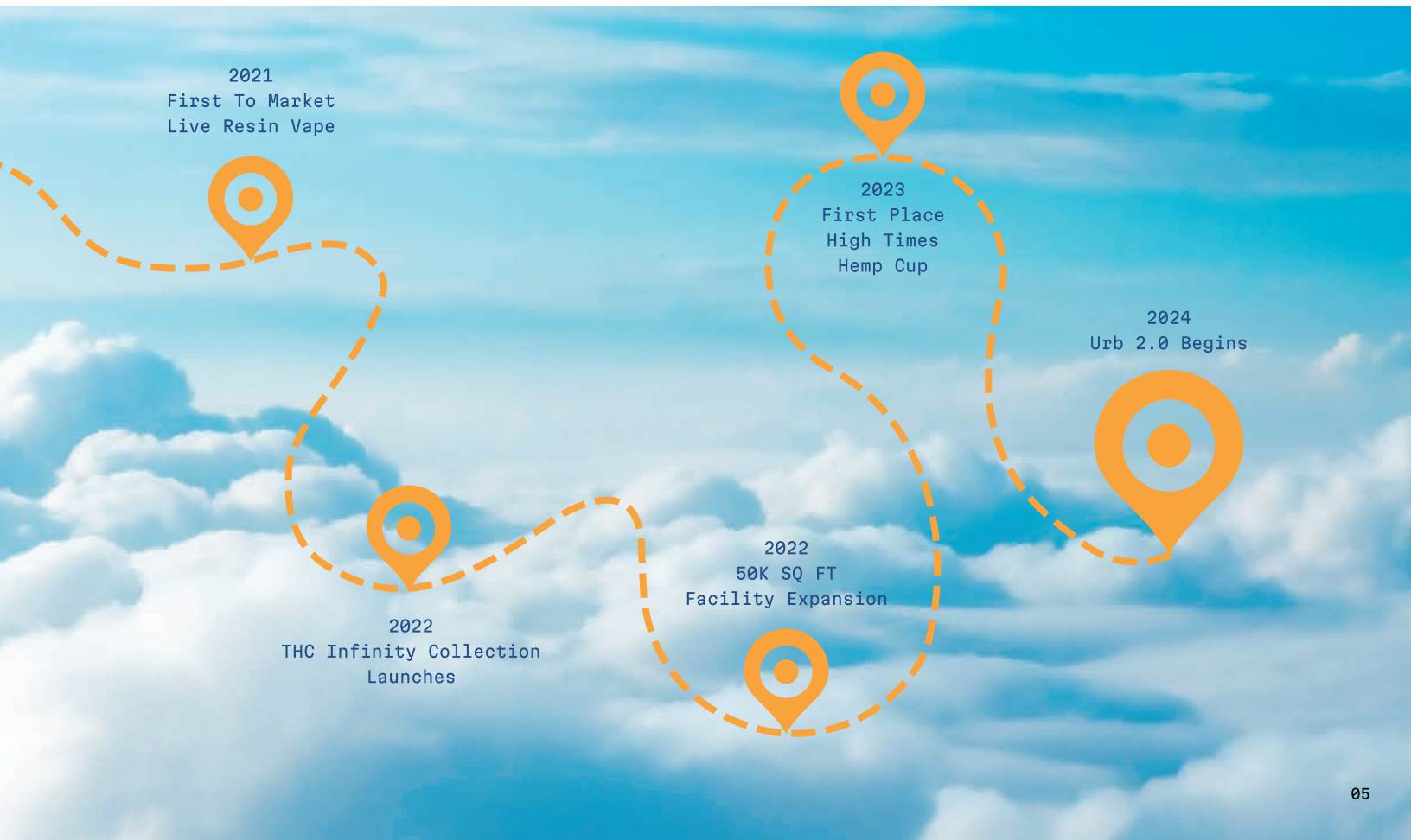
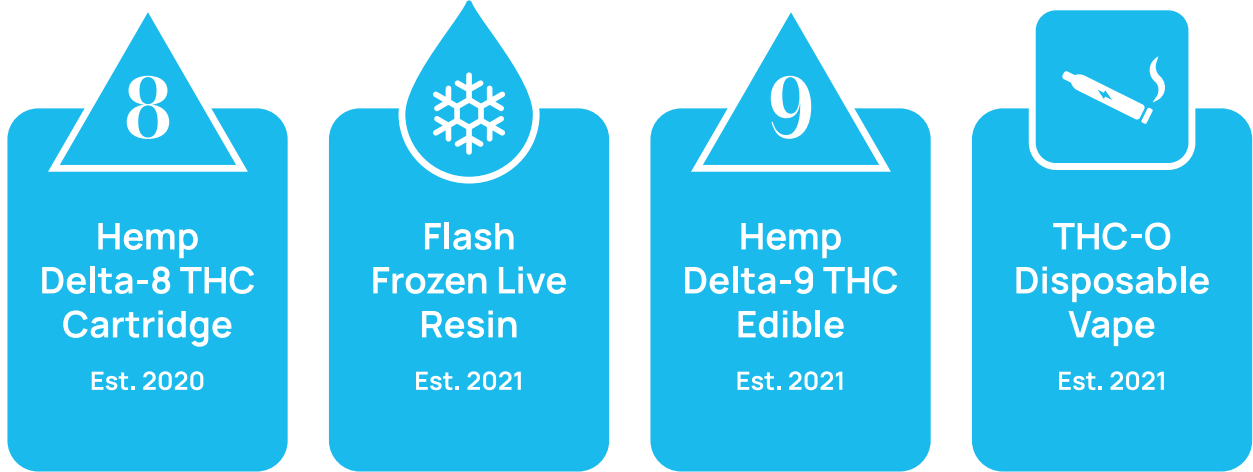
2020
First To Market
Delta 8 Collection

2015
Lifted Liquids
Launches

2020
Urb Goes IPO
"LIFD"

Company of Firsts

By being the first to market, Urb built the runway for everyone else to fly



Did you know?

Urb sold over 17,000,000 mL of cannabis oil over the last three years.

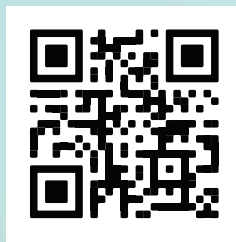
That would fuel a G5 Gulfstream from Vegas to Miami.



Save Hemp With Us

AHAA is dedicated to shaping the future of the hemp industry through impactful state and federal policies.

Urb is a proud AHAA board member.



Protect your business



 VETOED 1698

**THANK YOU
GOV. DESANTIS
FOR WORKING WITH US** 

YOUR VETO SAFEGUARDS THOUSANDS OF JOBS, SUPPORTS FARMERS, AND OFFERS FLORIDIANS-ESPECIALLY VETERANS, FIRST RESPONDERS, AND THE ELDERLY-AN OPIOID-FREE ALTERNATIVE



Fly Above the Turbulence

We fly at a higher altitude, elevating industry standards



The cannabis industry is filled with brands that harm businesses and customers every day.



Contaminated products



Inaccurate potencies



Product recalls



Slow inventory



Poor service

The Urb Standard

Explore where we fly above the competition. Consider it a guide for making better business decisions with brands in this rocky hemp industry.

FORMULATION

PEGASUS CERTIFIED OIL

What is it?	One of the highest certifications for quality, Pegasus verifies the hemp oil will have consistent test results at any lab free of contaminants, accurate potency levels, and at the legal level below 0.3% delta 9 THC.
Why is it important?	This goes above and beyond our competitors. Customers value quality from verified sources. With reduced defects and recalls, your business will save time and money focused on products that sell.
What to ask your vendor?	Are your products Pegasus certified?

TRUE-INFUSED TERPENES

What is it?	Fully vetted terpenes that are scientifically formulated to be high heat resistant so it does not lose its potency when infused with gummies.
Why is it important?	Terpenes offer an enhanced experience customers demand compared to standard cannabis products. Many brands falsify their terpene claims that misleads customers and businesses. We have the test results to back our claims.
What to ask your vendor?	How do you ensure your terpenes are fully infused in your products? Do you have COAs to show your terpene profiles?

MANUFACTURING

GOOD MANUFACTURING PRACTICES (GMP)

What is it?	As the standard for a professional operation, GMP is a set of regulations that verify products are consistently produced and controlled to quality standards.
Why is it important?	Uncommon in the industry, adherence to GMP prevents contamination, mix-ups, and errors, ensuring that products are safe for consumption and businesses trust.
What to ask your vendor?	Does your operation adhere to Good Manufacturing Practice (GMP) guidelines?

cGMP CERTIFIED SUPPLIERS

What is it?	Our terpene and cannabis providers use pharmaceutical-level manufacturing guidelines that ensure consistent quality, safety, and compliance in the production of hemp-derived products.
Why is it important?	Unprecedented in the hemp industry, the cGMP standards of our partners assure Urb products' safety, consistency, and quality. Protecting consumer health, meeting regulatory requirements, and fostering trust and credibility in a growing industry is paramount.
What to ask your vendor?	Are your terpene and cannabis suppliers cGMP certified?

TESTING/QA

COAs FOR POTENCY AND TOXINS

What is it?	Going beyond potency testing, all Urb products are tested for toxins such as pesticides, heavy metals, residual solvents, microbials, and mycotoxins.
Why is it important?	The safety of our customers is paramount. Many brands do not test for contaminants, harming people's health and causing significant costs, fines and reputation for businesses.
What to ask your vendor?	Do you have passed COAs for your products that test for cannabinoids and toxins?

QUARANTINE PROCESS FOR OIL

What is it?	Before any oil is utilized for production, it is quarantined for 2 weeks while the batch gets tested for potency and toxins.
Why is it important?	Safety is paramount, and Urb goes above and beyond others. We ensure that we have quality compliant oil right from the beginning to save time and costs in the future.
What to ask your vendor?	Do you retest and quarantine your oil before it goes into production? Do you have COAs to verify this?

HARDWARE

STRESS TESTS

What is it?	All batteries and cartridges are stress tested in intense physical and high heat situations.
Why is it important?	It's not enough for Urb to just ensure the oil is safe. Stress testing minimizes clogged vapes and battery leakages that can contaminate the oil and harm customers.
What to ask your vendor?	What tests do you run on batteries and cartridges to ensure the safety and efficacy of your products for your customers?

CUSTOM ENGINEERED CARTRIDGES AND VAPES

What is it?	Urb works directly with suppliers to design the internal and user components that increases vapor throughput and reduces clogging.
Why is it important?	With a 0.001% failure rate, Urb's vapes allow customers to enjoy without mechanical issues, providing better flavor with smoother hits.
What to ask your vendor?	Do you customize your batteries and cartridges?



Fly high

Reach cruising altitude with our
first-class cannabis collection



Vacay In A Vape

Aerovape 710

Flight Fuel



Built For The Long Haul

Custom engineered for better flavor and smoother hits without the clogging.

Stress-tested to handle the most extreme conditions.



0.001%
Failure
Rate



BOARDING TIME: **15 - 45 MIN**

FLIGHT TIME: **30 MIN - 2 HOURS**

Choose Your Flight

Curated blends for every altitude. Select from 11 unique destinations to book your next trip with the effects and strengths you desire.

STRAINS

TERPENES

Indica

/Relax
/High Strength

91% Pegasus D8, 5% Live Resin, 2% THCP, 2% THCH

Gas Berry
Dole Whip
Peach Mango Melons
Tigers Blood
Blueberry Cookies

BC / M / LM
BC / M / LM / H
BC / M / LM / O
BC / H / AP
M / AP / BC

STRAINS

TERPENES

Hybrid

/Euphoria
/High Strength

57% Pegasus D8, 36% HHC, 5% Live Resin, 2% HHCP

Sherblato
Sugar Cookie
Strawberry Guava

BC / LM / M
LM / LN
LM / M / BC / LN

STRAINS

TERPENES

Sativa

/Clarity
/Medium Strength

71% Pegasus D8, 15% H4cbd, 5% D10, 2% THCB, 2% THCV, 5% Live Resin

Strawberry Kush
Hawaiian Trainwreck
Black Cherry Fizz

BC / M / LM / H
M / BC / BP
M / LM / AP

Certified With The Highest
Quality And Compliant Delta 8



LM = LIMONENE LN = LINALOOL M = MYRCENE O = OCIMENE H = HUMULENE
BC = B-CARYOPHYLLENE BP = B-PINENE AP = A-PINENE

Fly Flavor

Savor every minute of your flight with “True Infused” Skybites. Utilizing 7 different cannabinoids and 6 terpenes, we thoughtfully created 13 Skybite strains that cater to any passenger’s flying preferences.

Discover where you are with your preferences on the flight path below.



YOU ARE HERE



	BOARDING	TAKE OFF
Strength	Low Strength	Medium Strength
Board Time	1 Hour	1 Hour
Flight Time	2 Hours	3 Hours
Cannabinoids Per Skybite	CBD (25mg) / CBG (25mg) CBC (10mg) / Delta 9 THC (5mg)	Delta 9 THC (10mg)

/Tropical Breeze
/Sativa
/Energy
/AP, BP, LM

/Tangy Tangerine
/Sativa
/Energy
/AP, BP, LM

/Mixed Berry
/Hybrid
/Focus
/LN, AP

/Lemon Lime
/Hybrid
/Create
/LN, AP, C

/Peach Mango Watermelon
/Indica
/Relax
/LM, LN

/Sour Blueberry
/Indica
/Rest
/LN, M



CLOUD 9	RED EYE	LANDING
High Strength	Sky High Strength	Medium Strength
1 Hour	1 Hour	1 Hour
5 Hours	6 Hours	3 Hours
Delta 8 THC (90mg) / Delta 9 THC (10mg)	Delta 8 THC (239mg) Delta 9 THC (10mg) / THCP (1mg)	D9 (10mg) / CBN (10mg) / CBD (10mg) Melatonin (1mg)

/Fruity Cereal
/Sativa
/Energy
/AP, BP, LM

/Passion Fruit Mango
/Sativa
/Energy
/AP, BP, LM

/Lulla Berry
/Indica
/Rest
/LN, M

/Prickly Pear Watermelon
/Hybrid
/Create
/LN, AP, M

/Dragonfruit Paradise
/Hybrid
/Create
/LN, AP, C

/Knockout Punch
/Indica
/Rest
/LN, M

/Black Cherry
/Indica
/Rest
/LN, M

The image features several rolled cannabis joints, also known as blunts or cigars, scattered across a solid blue background. The joints are made of a dark green, textured paper, likely hemp or rice paper, and have a lighter, tan-colored filter or tip. Some joints are fully rolled and sealed, while others are partially unrolled or broken. The lighting is dramatic, casting soft shadows and highlighting the texture of the paper. The overall composition is clean and minimalist, focusing on the objects themselves.

You're All Packed

More THC. Less TSA.

Fly above the midday coffee and
dull meetings.



Jointcase

THCA / Diamond Infused Pre-Rolls
High Strength

The case you want for work.

CREATE

/Watermelon Zlushie
/Indica
/M, LM, BC

/Pink Rozay
/Indica
/LM, LN, M

RELAX

/Rainbow Zelato
/Indica
/M, O, LM

/White Truffle
/Indica
/T, M, LM

UPLIFT

/Lychee Dream
/Sativa
/M, O, LM

The Award Goes To...



As Seen In

Chicago Tribune Forbes *RollingStone* GQ ●●● Medium

And now for your safety announcements

Safety

Attention passengers, your flight is about to take off. Take a moment to familiarize yourself with these safety instructions.



DON'T EAT VAPE PEN.



DON'T USE VAPE PEN AS A PEN PEN.



DON'T INSERT VAPE PEN IN NOSTRILS.

Activities

Flying Indica?

You may experience the following activities once in the air.



OPEN PORTAL.



BATHE IN SPAGHETTI.



COUNT SHEEP.

Flying Hybrid?

You may experience the following activities once in the air.



COUCH SURF.



SPOOK PEOPLE.



COMPLETE YOUR PHD.

Flying Sativa?

You may experience the following activities once in the air.



BUILD A SAND CASTLE.



ASSEMBLE A TIME MACHINE.



FIGHT GIANT STUFFED ANIMAL.



THCP 1g / Nonstop Churro / Hybrid
Vape Cartridge

Lift up
to liftoff.

URB

Fly high

URB
Vape Pen

Skybites

THCP
50MG Gummies

90 CT

Passion Fruit Hybrid

Fly high

Nonstop Churro

EXPERIENCE THE

Mile High Club

Our exclusive cannabis fleet will keep
you soaring for hours, literally...

420

Mile High Delights

Treat yourself to an adventurous trip into the stratosphere.

BOARDING TIME: 1 HOUR



FLIGHT TIME: 8 HOURS

CREATE

/Strawberry Lemon
/Hybrid
/Create
/LN, AP, C

/Passion Fruit
/Hybrid
/Create
/LN, AP, C

RELAX

/Guava Smoothie
/Indica
/Relax
/LN, M

/Watermelon Juice
/Indica
/Relax
/LN, LM

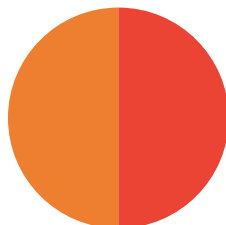
ENERGY

/Blue Razz
/Sativa
/Energy
/AP, BP, LM

Bite The Sky

Merging THCP with True-Infused Terpenes creates an out-of-this-world experience passengers are craving.

- THCP: 2.5MG/PC
- Nano D9: 2.5MG/PC





Mile High Rocket Fuel

Science formulated to get you off the ground quick and keep you flying high...higher...hiiiiigher.



ENERGY

/Lychee Dream
/Sativa
/Energy
/LM, M, O

EUPHORIC

/Caribbean Breeze
/Sativa
/Euphoric
/BC, M, LM

/NYC Diesel
/Sativa
/Uplift
/BC, M, LM

UPLIFT

RELAX

/Pink Rozay
/Indica
/Relax
/LM, LN, M

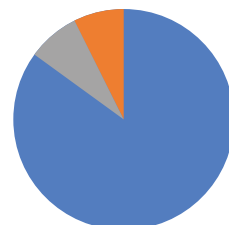
CREATE

/Churroz
/Indica
/Create
/LM, BC, H

Boost Your High

The potent combination of THCP and THCB provides sky high strength to seasoned travelers.

- D8: 88%
- THCP: 6%
- THCB: 6%



Find Your Altitude

At Urb, we're dedicated to providing you a safe flying experience. That is why we formulate effect-based blends, utilizing 14 different cannabinoids that are meticulously curated to deliver the desired trip with no turbulence or jetlag.

See the cannabinoids that'll take you to your desired destination. Whether you want to just hover off the ground or fly sky high, Urb can take you there.



CANNABINOID	EFFECT	POTENCY*
THC-P	Uplift, Euphoria, Relief, Sleep, Longer Duration	30x
THC-H	Euphoria, Appetite, Relief, Longer Duration	20x
THC-B	Relief, Euphoria, Uplift	15x
THC-O	Euphoria, Relief, Sleep	3x
DELTA 9	Relief, Uplift, Euphoria	1x
THC-A	Relief, Nausea, Euphoria*	1x
HHC	Relief, Uplift, Euphoria	.8x
DELTA 8	Relief, Uplift, Euphoria	.5x
THC-V	Appetite Suppressant	.25x
DELTA 10	Uplift	.1x
THC-A	Relief, Nausea	0x
CBG	Appetite, Relief	NON PSYCHOACTIVE
CBN	Sleep	NON PSYCHOACTIVE
CBD	Relief, Uplift, Sleep	NON PSYCHOACTIVE
CBC	Relief	NON PSYCHOACTIVE

*PSYCHOACTIVE WHEN SMOKED OR VAPED

PSYCHOACTIVE WHEN HEATED INTO THC

Welcome To The Terpeneverse

Customers crave an enhanced cannabis journey, and terpenes help guide them there. Our flight crew's science-based formulation and processing takes terpenes to the next level. This includes an innovative thermal-protected flavoring process which allows terpenes to survive the temperatures required to create gummies so not one drop is lost. And through homogenization, we preserve the integrity of terpenes for passengers to enjoy on any trip.

Explore Urb's terpeneverse and find which speaks to your needs.





Myrcene

Found in mangoes

Known to have sedative and calming effects on the system, including relaxing muscles and an anxious mind.



Limonene

Found in lemons

Known to relieve stress, enhance moods, provide antifungal and antibacterial properties and improve one's mind.



Citronellol

Found in citronella

Known for potential antimicrobial, antioxidant, anti-fungal and anti-inflammatory properties.



B-Caryophyllene

Found in black pepper

Known to treat pain, neuropathy, and inflammation. It can also help reduce anxiety.



Terpinolene

Found in apples

Known as a natural antiseptic, antifungal, antibacterial, and mild central nervous system depressant, exhibiting sedative effects.



Humulene

Found in hops

Known to suppress hunger and other potential effects include anti-bacterial, anti-inflammatory, and pharmacokinetic.



a-pinene/b-pinene

Found in pine trees

a-Pinene is the more common of the two pinene terpenes known as an anti-inflammatory, anti-oxidant, bronchodilator, pain reliever, mood-elevator, and even a cognitive enhancer. b-Pinene is similar but less potent.



Ocimene

Found in orchids

Known to provide energizing, uplifting effects while contributing to their anti-inflammatory and antioxidant properties.



Linalool

Found in lavender

Known to reduce levels of anxiety and lower depression-like behaviors, act as a sedative and muscle relaxer and strengthens the immune system against the destructive effects of stress.

Did you know?

Urb sold over 130,000,000 gummies between 2021 and 2024.

Stack them up to the International Space Station... and back... twice.



Don't forget to pack your passport

We've all been there. Travel with all your essentials including the Puff Puff Passport by Urb. Branded rolling papers to keep your trip on schedule.





URB^U



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