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Marley One Launches The First Global Functional And Psychedelic Mushroom Brand



Emily Price Contributor

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For the family of Bob Marley, there's more to life than cannabis. GETTY IMAGES

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Bob Marley's family want to sell you some mushrooms.

The Marley family has partnered up with Silo Wellness, a leading global psychedelics company, to launch Marley One, the first global functional and psychedelic mushroom consumer brand.

The initial product offering will include a range of functional mushroom tinctures, including species such as cordyceps, lion's mane, chaga, reishi and turkey tail that offer a range of unique health and wellness benefits, from immunity and gut health to cognitive function and sleep enhancement. The Company intends to launch a psychedelic mushroom product line under the Marley name later this year, to be followed by additional functional mushroom products including gummies, capsules and cosmetics.

If you've gotten this far, the first thing you might be asking yourself is "What's a functional mushroom?"

Edible mushrooms like porcini and shiitake are probably something you know about, as are psychedelic mushrooms that might provide hallucinations — functional mushrooms are a bit different.

"They're a wonderful, natural health supplement," Silo Wellness CEO Douglas K. Gordon told me from Jamaica. "They have properties that help with different functions— everything from immunity to digestion to focus."

Functional mushrooms were a \$46 billion industry in 2020, and that number is growing annually. While you're not going to get "high" taking any of the supplements, you will potentially be able to get some health benefits from taking them. Think of it sort of like a multi-vitamin, in that it's something you would take every day, but over time you'll start to potentially see positive improvements to your health from taking them.

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“Lion's Mane Chaga, Reishi, we've heard these things before, but we're not really familiar with them as something that we should take as part of a balanced diet and you know to help our overall health and wellness,” Gordon says.



Marley One MARLEY ONE

The initial lineup includes five different tinctures, each with a unique health benefit:

- **One Mind:** A coffee-flavored blend of lion's mane and ginkgo biloba designed to improve focus and cognitive function.

- **One Flow:** A peppermint-flavored blend of cordyceps and ginseng designed to enhance physical endurance and mental function.
- **One Harmony:** A mango-flavored blend of chaga and ginger designed to stimulate gut health and improve digestion.
- **One Body:** A berry-flavored blend of turkey tail and astragalus designed to support immune health.
- **One Rest:** A vanilla-flavored blend of reishi and GABA designed to help reduce tension and stress and improve quality of sleep.

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In the short-term the brand is taking to market the functional mushrooms, but the hope is that in doing so it's also able to start more of a narrative about mushrooms in general, hopefully helping to pave the way in the long term for psychedelics.

"The bigger goal is to destigmatize [mushrooms] and to get people to look at it without all the concerns that have because of all these preconceived notions," Gordon says.

The idea is that by making the public more aware of mushrooms and their health benefits, they can pave a smoother path for psychedelics potentially being legally available more widely as well.

"On a global level, people who now have a brand name that they trust they can have an affinity towards, or even just a curiosity to learn more, can now learn about mushrooms, and then in the process it brings down that that sort of concerned fear around psychedelics and now we have this great opportunity to be able to educate them about psychedelics," Gordon says. "So in the first phase we get them a better health and wellness and in the second phase, we give him this much more substantive transformative opportunity to tap into the benefits of psychedelics in terms of overall health and wellness."

Given that the mushrooms are functional, they're also legal to purchase everywhere. You'll [be able to purchase the Marley One tinctures online](#) as well as through retailers across the country.

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“As a family, we seek to use our platform to inspire positive change, and the launch of the Marley One mushroom brand, in collaboration with a pioneering company like Silo Wellness, allows us to do just that by marrying ancient wisdom with modern science,” Cedella Marley, CEO of Bob Marley Group of Companies said in a prepared statement. “It’s our wish that these products will empower people to experience oneness with nature and the universe at large - and ultimately, achieve greater self-actualization.”

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