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SHELBY ISAACSON

DIRECTOR OF OPERATIONS | BOGART LABS, LLC./
SECOND & SEED

At a young age Shelby Isaacson was taught the power of paving her own way as well as the risks involved. She has vivid memories of painting pictures and selling them for a whopping 10 cents with her friend, Annie, to the neighbors. "We had a whole sales pitch," says Isaacson. "Funny enough my goals in business haven't really changed, I still strive to improve the quality of life of others." Around that same time, her dad took the training wheels off her bike, and after an entire day of learning to ride on the grass, he let her ride on the cement driveway where she fell almost instantly. Several stitches later, she went to see her grandmother. "She took one look at me, squeezed me and said something like, "But you learned to ride..." recalls Isaacson.

Isaacson now owns several businesses in the dynamic industry of plant-based medicine. Her most recent start-up, Second and Seed, an apothecary located in downtown Sarasota, specializes in CBD-rich hemp products. "We're proud to be the industry leader in Sarasota," says Isaacson "I want to empower others with resources that can transform their lives. I've been in that place where you lose hope due to a chronic illness. I'm proof that hemp does help."

Prior to Second and Seed, Isaacson was the public relations manager at Mote Marine Laboratory and Aquarium. She is an active member of Florida Public Relations Association and the Sisterhood for Good giving circle.

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"Authenticity and passion are magnets for others, so when we focus on those aspects of ourselves we raise the universal vibration for a better today and tomorrow."

