

# **NHL All-Star Dion Phaneuf Joins CaniBrands™ as a Strategic Advisor and Advocate**



**Mississauga, Ontario Mar 7, 2022 ([IssueWire.com](https://www.issuewire.com))** - CaniBrands, next-generation health, and wellness company, today announced that Dion Phaneuf has joined the company as a Strategic Advisor and Advocate.

With over 14 years as an NHL player with the Toronto Maple Leafs, Ottawa Senators, Calgary Flames, and LA Kings and with over 1000 games played, 3-time All-Star Dion Phaneuf understands high performance. Phaneuf frequently uses Cani-Sleep™ to help with rest and a good night's sleep and Cani-Mend™ for recovery.

"I'm really excited about my role as a Strategic Advisor for CaniBrands," said Phaneuf. "As a long-time user of the products, I've become a big believer in their effectiveness and look forward to helping the company innovate and grow."

"We look forward to working with Dion. He will be helping us to extend our brand and awareness with consumers across Canada and the USA," said Chris Lord, CEO of CaniBrands. "He will also support in developing strategic relationships with retail partners, as well as ongoing innovation and product development."

CaniBrands products are widely used by professional athletes, with players and trainers trusting their effectiveness to help them achieve their highest levels of performance.

Over 50% of North American adults are looking for help in getting a good night's sleep. Cani-Sleep is an advanced formulation containing melatonin, GABA, 5-HTP, and other complementary ingredients known to enable a good night sleep. The innovative oral spray supplement has been called "a game changer" and is the most efficient way to effectively absorb these important ingredients. With a compact, environmentally friendly packaging, they are being rapidly added to #retail store inventories as they take a fraction of the space of other competing products.

Fast-acting, convenient, and all-natural Oral Spray Supplements help with sleep, hangovers, energy, focus, and anxiety and are available online at [www.cani-wellness.com](https://www.cani-wellness.com) for shipping throughout Canada and the USA. They are also available on Amazon for shipping across the USA <https://amzn.to/3s7uzZ0>.

CaniBrands CBD products are available in the USA at [www.canibrands.com](https://www.canibrands.com), including a broad range of products with advanced formulations and forms including #sublinguals #oils, #creams, balms, sprays, and softgels, providing customers with choices to help them #feelamazing and live their best lives. For a limited time, use discount code DION30 for 30% off products at [canibrands.com](https://www.canibrands.com) and [cani-wellness.com](https://www.cani-wellness.com).

For more information about CaniBrands retail partnerships, visit <https://www.canibrands.com/retail-partnerships/>.

## About Dion Phaneuf

Dion Phaneuf is a former NHL defenceman who played for the Calgary Flames, Toronto Maple Leafs, Ottawa Senators and Los Angeles Kings. Upon being drafted by the Calgary Flames, Phaneuf set a record for most goals by a first-year defenceman and was named a finalist for the Calder Memorial Trophy as top rookie in 2005–06. Two years later, he was a finalist for the James Norris Memorial Trophy as top defenceman.

Phaneuf was a three-time NHL All-Star. He represented Canada internationally five times in his career, winning a silver medal and a gold medal at the World Junior Hockey Championship in 2004 and 2005, respectively, as well as a gold medal at the 2007 Men's World Ice Hockey Championships.

## **About CaniBrands**

CaniBrands Inc. is a next-generation wellness products company specializing in providing innovative solutions for sports recovery, high performance, and active living. The company's brands, Cani-Boost™, Cani-Mend™, Cani-Fresh™, and Cani-Sleep™ are used by professional athletes, trainers, and television personalities. CaniBrands recently expanded beyond CBD to the vitamin and supplement industry through its industry leading Cani-Wellness line of non-CBD oral spray supplements offering a new choice for consumers on the go. A trusted and recognized brand for the sport, fitness, and wellness household, the company's goal is to help consumers worldwide to #feelamazing.

## **Media Contact**

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