



Social Animals

Truly a family affair, Dr. Norm's would not be complete without its pair of personable pooches.

Text by MELISSA SELEY Photography by TED EMMONS

When siblings Jeff Wilson and Roberta Koz Wilson launched a medicinal cannabis brand in 2015, they largely did so in tribute to the medicinal legacy of their parents—Dr. Norm Koz, a hardworking yet lighthearted Los Angeles dermatologist, and his affable, outgoing pharmacist wife, Audrey Koz. Hoping to create their own version of the healing remedies their parents proffered throughout their Angeleno upbringing, they drew upon one of their father's relaxation go-to's: Audrey's secret-recipe chocolate chip cookies. Starting from literal scratch with their mother's magical dough, they baked and refined, mixing in top-notch cannabis, in their home kitchens throughout 2016 until they'd crafted the ultimate therapeutic edible: bite-sized for the perfect, complete dose, while maintaining the original taste of Audrey's legendary batches.

Enter Izzy and Eddie. Both rescues. Both indispensable as Jeff and Roberta made their delivery rounds across Southern California dispensaries during the early Dr. Norm's days.

Izzy, a glamorous, vivacious Pomeranian-mix in a pearl collar, claimed prime lapdog placement with Roberta as a vocal participant in meetings, while Eddie, ever vigilant of Jeff (so much so that Jeff's young daughters joke that the two are like a couple), forwent a leash to accompany his master around Los Angeles, where he quickly became a favorite at MedMen's West Hollywood location.

So, do these two potpreneur pooches indulge in Dr. Norm's cookies? For now, the chocolate chips preclude Izzy and Eddie's snacking pleasure, although Roberta and Jeff admit the duo has hoovered up chipless crumbs from kitchen floors. But given that Izzy and Eddie take CBD—Izzy enjoys the occasional dose to calm her nerves; Eddie takes daily CBD as part of a larger cancer treatment—surely Audrey's signature recipe deserves a canine cannabinoid twist? "It's certainly something we're talking about," per Jeff and Roberta. "Both Eddie and Izzy love Dr. Norm's cookies. The non-infused ones, of course." (Wink, wink.)

