

TOP 5 Mistakes Consumers
Make When Buying CBD
And How to Avoid Them



With Over 850 CBD Brands, How Do You Choose the Right One?

The market is full of CBD brands—and they're not all equal. Some harvest the cheapest hemp they can get their hands on. Others charge too much for too little a dose. While others even ignore third-party testing altogether.

But it's not all doom and gloom. Plenty of honest, passionate, and trustworthy brands are making a real difference in the world. **In fact, 42% of CBD users claimed they stopped using traditional medication after switching to hemp - according to a survey hosted by HelloMD. People across the country are finding relief and enjoying a higher quality of life.**

The question is:

How do we make sure you're in that portion of the population noticing a real difference from CBD? 

Since CBD is a new industry with many unanswered questions, we created this guide to help you avoid the most common pitfalls people face when purchasing CBD.

CHECKLIST: *At the end of this guide, we lay out a 10-point checklist you can reference anytime.*



1 Consumers Should Check the Source of the CBD

Look for a brand that is using “cannabidiol-rich” hemp.



It's also important to remember that hemp is known as a hyper-accumulator, which means it pulls elements from the soil far more than other plants.

If the soil is fertile and clean, the hemp will fill up on all the nutrients (which are later transferred to you). But if the hemp is grown in low quality - or even toxic - soil, then you are far more likely to be exposed to toxins and pollutants from the ground.

There's a big difference between CBD that comes from industrial hemp (the kind used for protein powders, clothing, and milk) and the hemp that is specifically grown to produce high quality CBD products. You want to look for a brand that is using “cannabidiol-rich” hemp. **Otherwise, you risk purchasing a supplement that sounds effective but doesn't deliver results.** Plus, industrial hemp often lacks essential terpenes and secondary cannabinoids.

① Consumers Should Check the Source of the CBD, *continued.*

Look for a brand that is using “cannabidiol-rich” hemp.



Some brands try to save money by using toxic solvents that are dangerous to your health — such as propane, hexane, pentane and butane.

This is the “cheap and easy” extraction process, but it’s definitely not the kind of CBD you want. Instead, the more trustworthy brands are using organic, pharmaceutical-grade ethanol to process the CBD. The ethanol, which is a safe grain alcohol, is used to remove toxins and extra residue from the hemp.

This extraction process tends to produce the highest amount of cannabinoids and is considered to be the safest method of extracting that precious CBD.

To take it one step further, a few brands go above and beyond by using supercritical CO2 extraction. It sounds technical (and it is), but it’s basically using carbon dioxide under high pressure in an extremely cold environment to ensure the absolute purest form of CBD.

This CO2 extraction requires a lot of expensive, complex equipment, so most companies pass it up. But if you can find an affordable brand that invests in the technology, it is definitely worth it.

The final product contains fewer contaminants and a purer CBD. Win-win.

✗ WARNING

Be aware that some brands try to save money by using toxic solvents that are dangerous to your health — such as propane, hexane, pentane and butane. Please read all label carefully.

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Consumers Should Always Check Lab Results

The CBD industry is still fairly young, so regulation is fairly limited. Companies should provide third-party lab test results to purity and safety.

As with any new industry, brand flood the market as quickly as possible. Some brands have thrown together a website, found a low-cost manufacturer, and started selling to eager buyers.

THIRD-PARTY TESTING: Make sure the CBD you are purchasing is backed by third-party testing. There is no way of confirming what's in that product or if it's safe to use without a lab report / Certificate of Analysis (COA). Only purchase from companies who have invested in unbiased testing from a third-party lab.

These independent labs exist to make sure that CBD oil is what it claims to be. They test for levels of CBD, THC, and ensure the product is free from harmful chemicals and impurities.

THC CONTENT: In the cannabis family, hemp is naturally extremely low in THC and higher in CBD than its sibling, marijuana. The way the law is written in the 2018 farm bill is that in order to be classified as hemp and legal to sell, a hemp plant must contain less than 0.3% THC by volume.

Which means, CBD derived from hemp is no longer considered illegal by the DEA as long as it contains less than 0.3% THC. However, CBD derived from marijuana is still not legal on the federal level, nor are CBD products containing more than 0.3% THC.



CONCERNED ABOUT PESTICIDES ?

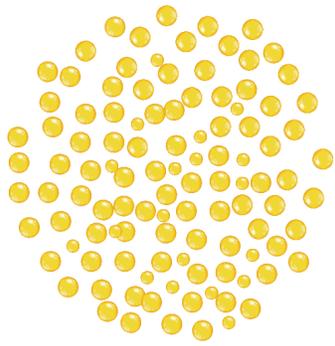
It's important to know whether or not the product contains harmful pesticides, fertilizers, growth hormones, or herbicides that could induce negative side effects. If the lab report shows any levels of these substances, you should give the product a "fail" status right away. However, once the report confirms that your CBD oil is pesticide free, you can be sure it comes from pesticide-free grown hemp.

3 Consumers Should Understand “Absorbability”

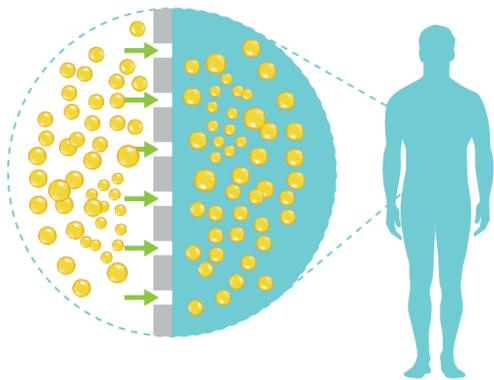
“You are what you eat!,” technically, a better proverb would be, “You are what you absorb,” since nutrients can only improve your health if they are properly ingested by your body.



Maybe you’ve heard the term “nutrient absorption” when it comes to food or other supplements, but maybe you’ve never considered its role in CBD products. Unfortunately, not a lot of brands are talking about absorbability. Many will go through the effort of organic farming, high-quality ethanol extraction, and some even CO2 extraction, but they stop short of making sure their products are readily absorbed into the bloodstream. **This can make a big difference in product efficacy. Some CBD products tested were found to be as low as 5%-20% absorbability. For example: In a product containing 25mg CBD, only 5mg CBD may be absorbed if not processed properly. You would have to take 5 times the amount suggested to actually get the benefits.**



25 NANOMETER (AVG)
NANOEMULSION
(maximum bioavailability)

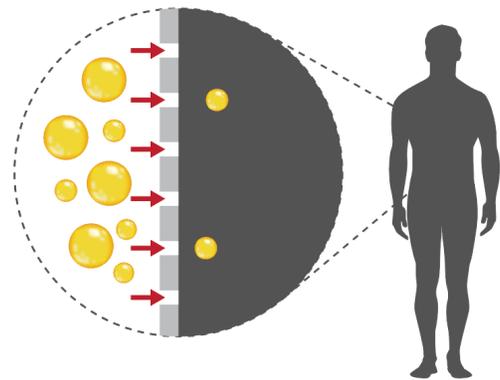


>50% ABSORPTION

VS.



100-1000 NANOMETER
**LIPOSOMAL
MICROEMULSION**



<20% ABSORPTION

CBD in the Bloodstream

The above diagram illustrates why it is crucial to choose a brand that uses nanoemulsion technology. Nanoemulsion is the process of making CBD particles much smaller than they usually are. These smaller particles are absorbed much more easily by the body and they ensure much less waste.

For context, most hemp oil exists in particles anywhere between 150 and 5,000 nanometers in size. At NanoCraft, our particles are 25-60 nanometers. **This compact size gives the CBD a much higher bioavailability and leads to far better absorption with every dose.**

④ Consumers Should Understand The Difference Between Isolate CBD, Full Spectrum, & Broad Spectrum Hemp



All three are wonderful. But they each serve a different purpose. Most consumers are still unclear about the difference between them.

CBD ISOLATE: CBD isolate is the purest form of cannabidiol. It's quite powerful and takes effect in the body very quickly. CBD isolate is best if you want fast-acting results and want to avoid any THC in your system.

FULL-SPECTRUM HEMP OIL: Full-spectrum hemp oil has the entire cannabinoid profile from the hemp plant, including other flavonoids, terpenes, and fatty acids. The presence of these other nutrients creates what scientists refer to as “the entourage effect.” This is a classic example of synergism — where one plus one equals

three — as the various cannabinoids work in tandem to deliver increased health benefits over time. Keep in mind that full spectrum hemp has a small amount of THC.

BROAD SPECTRUM: Broad spectrum is often considered the best of both worlds. You get all the terpenes, flavonoids, and fatty acids of full spectrum, but the THC has been removed. For most people who want to experience all the benefits of CBD, broad spectrum is the way to go.

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Consumers Don't Choose the Right Dosage



Every person and CBD product is unique, so it's hard to know for sure what the best dosage will be. There are a few factors at play — like body weight, tolerance, pain level, and the purity (and absorbability) of the CBD.

A good rule of thumb when it comes to CBD dosage is to take 1-3MG of CBD for every 10 pounds of body weight. So if you're 140lbs, a dose of 15-25mg should be plenty. If for some reason, you're not feeling the effects after an hour, it's still safe to take more.

BODY WEIGHT

		<25 lbs	26-45 lbs	46-85 lbs	151-240 lbs	>241 lbs
PAIN LEVEL	None - mild	2.5 mg	9 mg	12 mg	18 mg	22.5 mg
	Medium	6 mg	12 mg	15 mg	22.5 mg	30 mg
	Severe	9 mg	15 mg	18 mg	27 mg	45 mg

BONUS: Consumers Could Consider a Brand That Gives Back

This one is completely optional, but it's worth considering. The main purpose of a CBD company is to deliver amazing products that help you feel better. That alone is a worthy mission. We cheer on any brand that is solving problems with real solutions.



Charity is the icing on the cake. You might call it “conscious capitalism.” We believe businesses have the power to do some real good for people who might not ever return the favor. With revenue coming in, brands have the option to funnel a piece of every sale into a charitable cause, acting as a conduit for good in the world.

With all the CBD options out there, as long as the product comes from a quality source, is using CO2 extraction, is third-party tested, and practices nanoemulsion, the cherry on top is to choose a brand that gives a portion of every sale to people in need.

Because at the end of the day, it feels good to know you're making a difference with every purchase you make. Even if it's a drop in the ocean, together we can create a tidal wave of kindness.



Where Do We Go From Here?

We've created a 10-point checklist to help you narrow down which CBD brands deserve your trust. Anytime you come across a brand that catches your eye, run it through this test to see if it stacks up. This will help you avoid purchasing CBD and hemp products that aren't worth your time or money.

THE 10-POINT CHECKLIST

CHOOSE THE RIGHT CBD PRODUCT FOR YOU



① Grown in the United States (or Canada)



② Made from cannabidiol-rich hemp



③ Processed with organic, pharmaceutical-grade ethanol



④ Made with supercritical CO2 extraction



⑤ Third-party tested



⑥ Proven to have less than 0.3% THC



⑦ Formulated with nanoemulsion technology



⑧ Isolate CBD or full-spectrum hemp



⑨ Made with a large enough dose of absorbable CBD



⑩ Insured by a money back guarantee



BONUS: Giving back to a worthy cause



THE 5 CBD BRANDS

① **Nanocraft CBD**

② **CBDFx**

③ **Elixinol**

④ **SocialCBD**

⑤ **CBD Medic**

Listed in no particular order

