



These essential CBD basics will help you identify effective, fairly priced products from trusted brands.

## 1 Understand CBD Spectrums

Cannabinoids (like CBD) and terpenes are hemp-sourced compounds that provide the therapeutic benefits of a CBD product. Contents vary from product to product and brand to brand. They are classified into 3 main groups:



### Full Spectrum

These products contain the widest possible profile of cannabinoids and terpenes including trace amounts of THC.

Therapeutic Potential **Max**



### Broad Spectrum

These products also contain the widest possible profile of cannabinoids and terpenes with one exception - they do not contain THC.

Therapeutic Potential **Near Max**



### CBD Isolate

These products contain a hemp extract which has been processed until only the isolated, crystalline CBD molecule remains.

Therapeutic Potential **Limited**

### How to Choose a Spectrum

- ◆ For maximum effectiveness, choose full spectrum or broad-spectrum.
- ◆ If you cannot or do not wish to consume THC, choose broad-spectrum only.
- ◆ Avoid CBD isolate based products when full or broad-spectrum alternatives exist.

## 3 Select a Quality, Reputable CBD Brand

Use the following checklist to ensure that the supplier you're considering is reputable:



### Company Appearance

- A location, phone number, and email are provided.
- Customer service representatives are quick to respond to your inquiries.
- Photos and details of facilities, staff, and leadership are found on their website.



### Hemp Sourcing & Extraction

- Hemp grow region is provided - domestic/local preferred.
- Organic, GMO-free, pesticide-free growing practices are observed.
- CO2 and/or ethanol extraction methods are used.
- Products are produced in GMP compliant facilities.



### Lab Verification

- Batch level lab reports provided to verify product contents.
- Full screenings are provided. This includes cannabinoid potency, terpene, potency, pesticide, heavy metal, and mycotoxin screenings etc.

## 2 Choose Your Preferred Product Type(s)



You'll find a wide variety of products based on your desired use including: Capsules, tinctures, sprays, topicals, vape products, beauty products, & more.

Supplement-like consumables (capsules, tinctures, sprays) and topicals are designed to provide direct benefits. Products like edibles, candies, bath bombs, drinks, etc are often more novel and may not provide the same direct cost-effective benefits.

### Consider Emulsified / Water Soluble Products

Be on the lookout for 'water-soluble' callouts. These products utilize micro or nano-emulsions which break the hemp oil extract into tiny particles. This increases the surface area of the oil, which helps aide absorption.



**Standard Oil**  
10% or less Absorption



**Liposomal Microemulsion**  
100-1000 Nanometer  
<20% Absorption



**Nano-Sized Microemulsion**  
25 Nanometer (AVG)  
>50% Absorption  
Maximum Bioavailability

In the case of nanoemulsions, this can result in up to a 5x increase in effectiveness. This results in quicker onset times, increased absorption, and a longer duration of effect. Water-soluble products are often more cost and therapeutically effective.

## 4 Choose Fairly Priced Products

CBD prices vary widely and overpaying for CBD is common. The last and perhaps most important step in choosing a product is to check to ensure that you're paying a fair price.



Using a Price Per Milligram (\$/mg) calculation is the quickest and easiest way to determine the relative value of a CBD product. Find \$/mg by dividing the retail price by the CBD content in milligrams.

Once you've determined the price per milligram of a product, reference the following chart to ensure that the product you're considering is priced fairly:

Value	Price Per Milligram	Product Price
High Value	Less than \$0.08/mg	Less than \$80 per 1000mg
Average Value	\$0.09/mg - \$0.12/mg	\$90 to \$120 per 1000mg
Poor Value	Greater than \$0.13/mg	Greater than \$130 per 1000mg

### ! Watch Out for These Red Flags !

No Spectrum Labels • No Lab Reports • Aggressive Medical Benefit Claims • Overpriced Products