



# CBD Buyer's Guide

*Your easy, simple,  
no-nonsense guide to  
buying CBD.*

***Brought to you by:***



**HOLISTIC**  
**HEMP™**

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**Please read before continuing.**

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# Hello from the Founder!

## To Holistic Hemp™ customers and CBD newcomers,

**T**hank you for reading Holistic Hemp's™ CBD Buyer's Guide.

I know the world of CBD and hemp supplements is new territory for many of you, so we designed this guide to get you up to speed as simply as possible.

My passion for CBD began shortly after a major knee injury I suffered playing college athletics. I tried EVERYTHING to rid myself of the nagging knee pain I had after my surgery and rehab, but nothing worked. *Then*, I found my first CBD product.

After I discovered CBD, my life changed forever. Basic activities that used to cause me pain such as running, weight lifting, golf or biking no longer bothered me. I was inspired to pass the liberation CBD brought me onto other people.

I am blessed to be running an amazing organization, Holistic Hemp™, producing the highest quality CBD products available on the market in our cGMP & FDA registered facility.

My motivation comes from you, my customers, and the amazing stories you have to tell about



your life and your journey with CBD. I love to hear from you, so please reach out!

I hope you enjoy this CBD Buyer's Guide. We are always here to answer any questions or consider all of your comments. You can feel free to email me personally at [phil@holistichemp.com](mailto:phil@holistichemp.com).

**In Good Health,**

A handwritten signature in black ink, appearing to read 'Phil Gross', written in a cursive, flowing style.

**Phil Gross, Founder**

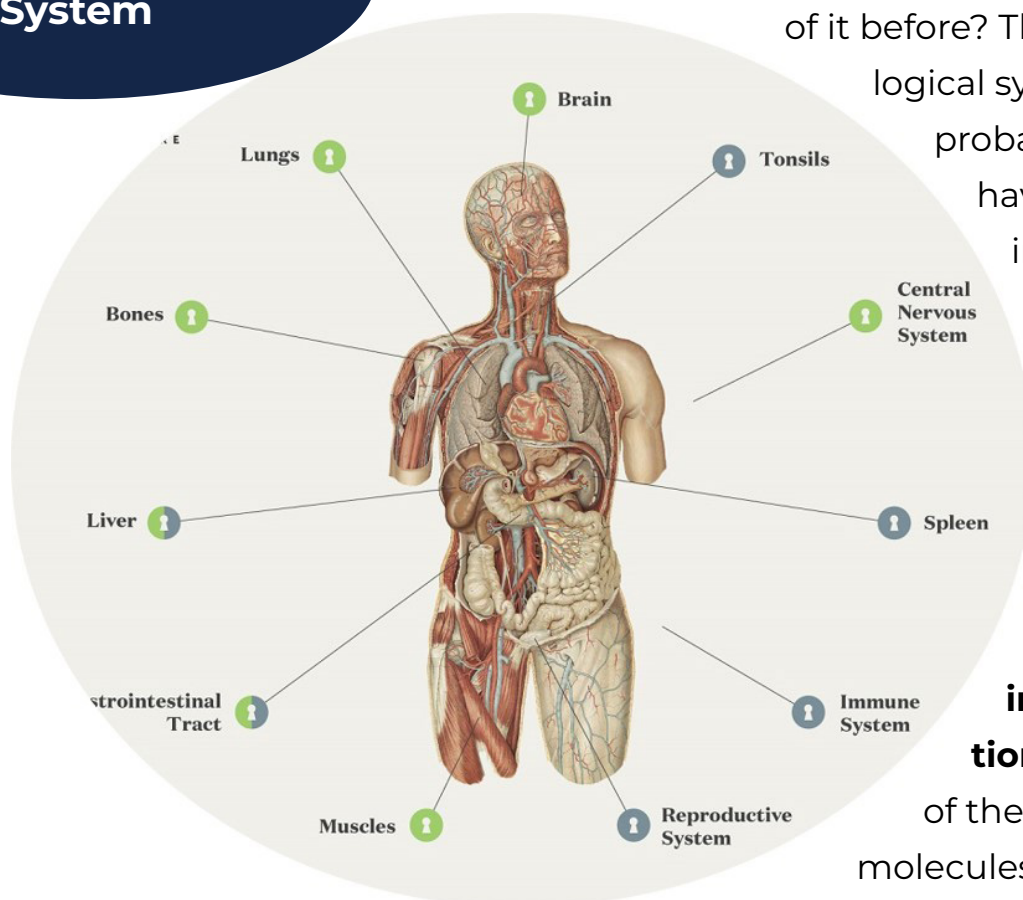
## What is CBD & why in the world is it so popular?

**CBD, short for cannabidiol, is a therapeutic compound found in the leaves and buds of the hemp plant. It's one of many powerful cannabinoids found in hemp. CBD has grown in popularity as folks have integrated into their wellness routine to support their endocannabinoid systems.**

### Key Concept

## How it all works

### The Endocannabinoid System



Meet your endocannabinoid system (ECS for short). Never heard of it before? That's ok, it was only formalized as a biological system in the late 80s and early 90s, so you probably did not learn about it in school. You have ECS receptors throughout your body, including your skin, immune cells, bone, fat tissue, liver, pancreas, skeletal muscle, heart, blood vessels, kidney, and gastrointestinal tract.<sup>(1)</sup> Since the early 90's, we have learned the endocannabinoid system is involved in a wide variety of processes, including **pain, memory, mood, appetite, stress, sleep, metabolism, immune function, and reproductive function.**<sup>(2)(3)</sup> Endocannabinoids are arguably one of the most widespread and versatile signaling molecules known to man.

Many scientists believe CBD works by preventing endocannabinoids from being broken down from things like caffeine, alcohol and other toxins, allowing receptors to have more of an effect on your body. In addition, scientists know CBD has a positive effect on serotonin, vanilloid, orphan, and nuclear receptors.

### Key Concept

Unlike products with high concentrations of THC in them, CBD products are completely non-psychoactive, meaning they do not produce a "high" feeling. The most common therapeutic benefits people are experiencing from CBD are: **improved mood, ability to relax, healthier sleep cycles and relief from exercise induced discomfort.**

(1) Mackie K. Cannabinoid receptors: where they are and what they do. *J Neuroendocrinol.* 2008;20 Suppl 1:10-14. doi:10.1111/j.1365-2826.2008.01671.x.

(2) Alger BE. Getting High on the Endocannabinoid System. *Cerebrum Dana Forum Brain Sci.* 2013;2013.

(3) Maccarrone M, Bab I, Bíró T, et al. Endocannabinoid signaling at the periphery: 50 years after THC. *Trends Pharmacol Sci.* 2015;36(5):277-296. doi:10.1016/j.tips.2015.02.008.



# Your comprehensive guide to CBD lingo.

The world of CBD supplements is full of new and interesting terms. Here's what you need to know:

## Get to know the product types

### Tincture

Tinctures are small bottles of high-CBD content hemp extract mixed with a dilutive agent. Holistic Hemp™ uses all-natural high grade MCT oil. Tinctures come with a measured dropper to help you dose yourself consistently. While tincture oil can be mixed in variety of things, users typically drop the oil under their tongue for better absorption into their bodies.

Holistic Hemp™ tinctures come in 30 mL bottles. Divide the total mg of CBD per bottle by 30 to get the total CBD per 1 mL dropper. For instance, our 1,500 mg tincture has 50 mL of CBD per 1 mL dropper.



### Topical

We have ECS receptors all over our skin, so you are able to find localized relief when you apply CBD directly to a troublesome area. Holistic Hemp™ topicals come in two forms: (1) an FDA registered pain-relieving gel and (2) therapeutic balms and lotions made with natural essential oils.

### Soft Gel

Soft gels simply encapsulate high-CBD content hemp extract into a small, easy-to-swallow capsule. Soft gels contain perfectly measured doses of CBD and are completely tasteless.



## Understand what's in your product

### Full Spectrum Hemp Extract

Hemp extract is obtained by processing the leaves and buds of the hemp plant, resulting in a highly concentrated oil high in CBD, other cannabinoids, terpenes, flavinoids, vitamins, minerals and omega fatty acids. "Full spectrum" means that the hemp extract includes all cannabinoids found in the hemp plant, including trace of amounts of THC (always less than the legal limit of 0.3% by dry weight). Except for gummies and the Relief Roller™, all of Holistic Hemp's™ products are manufactured with full spectrum hemp extract.

### CBD Isolate

CBD isolate products are made with pure CBD powder, isolated from all the other natural compounds found in full spectrum hemp extract. Holistic Hemp™ gummies are manufactured with CBD isolate.

## Important manufacturing & quality terms

### cGMP

refers to the "Current Good Manufacturing Practice" regulations enforced by the FDA. cGMPs, such as Holistic Hemp's™ manufacturing facility, provide for systems that assure proper design, monitoring, and control of manufacturing processes and facilities. Adherence to the CGMP regulations assures the identity, strength, quality, and purity of drug products by requiring that manufacturers adequately control manufacturing operations.

### FDA Registered

Holistic Hemp's™ Relief Roller™ is FDA registered as an over-the-counter topical drug for pain relief. As such, the Relief Roller™ has been assigned an NDC number which serves as a universal product identifier for drugs.

### Certificate of Analysis

"COA" for short, a certificate of analysis is a document issued by a third party lab attesting a CBD product has undergone specified testing with specified results. All of Holistic Hemp's™ products have COA's indicating the product has at least the labeled amount of CBD in it and is totally heavy metal, pesticide and microbe-free. We make theses reports available to the public at our COA database [here](#).

# Holistic Hemp™ is solving the problems you *actually* care about.

From coffee to pillow cases, CBD seems to be marketed in everything these days. While we're sure some of these offerings are fine, **our mission at Holistic Hemp™ is to help you finally find relief from the ailments that will make a difference in your life.** Use this simple chart to decide which product or products is right for you:

If you suffer from...



Body Aches & Pains



Poor Sleep - Inability to Fall Asleep or Stay Asleep



Life's Daily Stresses or Mental Fogginess

...then consider this product:



Relief Roller™



Full Spectrum Sleep Tinctures



Full Spectrum Tinctures



Full Spectrum Soft Gels

Product description:

Key benefits:

How to use:

The Relief Roller™ delivers our proprietary CBD + menthol pain relieving gel using a convenient and mess-free roller ball applicator.

- Relieves pain from **achy joints, sore muscles and body stiffness,**
- OTC-grade menthol provides instant cooling relief.
- 100% mess-free application.
- FDA registered for pain relief.

**Topical application.** Simply apply the gel to the effected area no more than 4x per day.

We blend our Holistic Hemp™ original full spectrum hemp extract with a gentle dose of 3mg / serving of melatonin to support healthier sleep cycles

- Promotes relaxation to help you get to sleep.
- Supports restful, full-night sleep.
- No irritating side-effects such as next day drowsiness or headaches.
- Completely non-addictive
- Tincture dropper allows for fast and efficient absorption

**Sublingual dropper.** Drop 1 - 2 ml of oil underneath your tongue right before bed and let it sit there for 30 seconds to 1 minute before swallowing.

Holistic Hemp™ Full Spectrum Hemp Extract is designed to help promote relaxation from life's daily stresses and promote mental clarity. We offer our original formula in two forms: tincture oil and soft gel capsules.

- Tincture dropper allows for fast and efficient absorption.
- 100% all-natural.
- Uses whole hemp extract rich in CBD, terpenes and other cannabinoids.
- Completely non-psychoactive.

**Sublingual dropper.** Drop 1 - 2 ml of oil underneath your tongue and let it sit there for 30 seconds to 1 minute before swallowing.

- Small, tasteless and easy-to-swallow soft gel capsules.
- Discrete & perfectly measured serving size.
- Uses whole hemp extract rich in CBD, terpenes and other cannabinoids.
- Completely non-psychoactive.

**Oral Capsule.** Take desired daily dose split between morning and evening servings.

Shop Relief Roller™

Shop Sleep Tincture

Shop Regular Tincture

Shop Soft Gels

*Want to address multiple pain-points? We've got a bundle for you.*

- ✓ Better sleep
- ✓ Knock-out pesky aches & pains
- ✓ Manage life's daily stresses
- ✓ Improve mental clarity

## Holistic Relief Bundle™



**Shop  
Holistic Relief Bundle™**

**Bundle includes:**

- 500 mg Relief Roller™
- Your choice of a 250, 500, 1,000 or 1,500 mg Sleep Tincture & Regular Tincture

## Pain & Sleep Bundle



**Shop  
Pain & Sleep Bundle**

**Bundle includes:**

- 500 mg Relief Roller™
- Your choice of a 250, 500, 1,000 or 1,500 mg Sleep Tincture

## A Note On Dosing

*Everyone responds a little differently to CBD, so there is no set dose for anyone or any ailment. The key is to start low and go slow. Start with a baseline dosage and maintain it for 7 days. After 7 days, increase the daily dose 1 – 2 mg every 3 days until you find the level that works best for you.*

**Good Place to  
Start**

**If you are...**

**female  
male**

**...then start with a...**

**500 mg tincture  
bottle  
500 or 1,000 mg  
tincture bottle**

**...try between...**

**1 - 3 ml / day**

**...adjust if you are...**

**above or below  
average weight  
for your height.**





# One final word before you go...

We know you have significant choice when it comes to choosing a CBD brand. Before you buy, know how to determine if a product is high-quality or not:

## Step #1

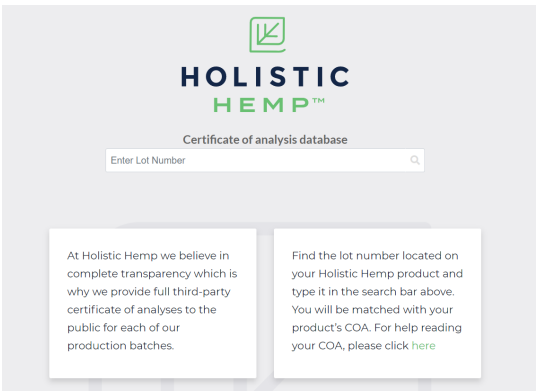
**Are you buying hemp extract (sometimes called CBD oil) or hemp seed oil? There is a big difference!** Hemp seed oil is manufactured using only the seeds of the hemp plant. Unlike CBD oil, which is made with the flowers and leaves of the hemp plant, hemp seed oil contains no CBD.



## Step #2

**Does the product have a QR code on its label to link you to the product's specific certificate of analysis?**

High quality manufacturers should provide complete transparency when it comes to the content of their products.



HOLISTIC HEMP™ CERTIFICATE OF ANALYSIS PRODUCT: 500mg Full Spectrum Sleep			
PREPARED FOR	MANUFACTURE DATE	CERTIFICATE DATE	LOT CODE
Holistic Hemp	Jan, 2020	Jan. 17, 2020	91343
LOT QUANTITY	EXPIRATION DATE	Product Code	
600	Jan, 2022		
Test	Limits	Result	Pass/Fail
Total CBD Potency	450-550mg	522mg	Pass

A QR code that links you to a COA database should be readable on every product's packaging.

The COA's should be made available through a public database searchable via lot codes on the products.

The COA's should reference specific production batch-es. **Beware! Many firms will simply post a COA for a past test and claim that it applies to all of their products!**

## Step #3

**Look for important markers of quality such as:**

**Non-GMO hemp • USA grown hemp • Organic farming practices • USA manufactured • cGMP & FDA registered manufacturing facilities**





# HOLISTIC HEMP™