Creating Better Days

PURECBD®
organic

What Do the Numbers & Percentages Mean on CBD Products

A guide to understanding CBD bottle labels.

BIOSUISSE

Where do I begin?

If you're new to CBD oil, we want to welcome you.

CBD has helped millions of people around the world feel better. CBD is a cannabis extract that is used by professionals, athletes, retirees, students, mothers and fathers and regular everyday people.

Chances are, you have a friend or a family member who has told you about CBD oil. Whatever it may be, we understand that starting CBD oil can be exciting because of all the benefits people rave about. But, many times people who are just starting out have difficulty selecting the right product for them.

In this guide, we will help break down that obstacle and get you started with confidence!

But Before We Start

It is important to know that

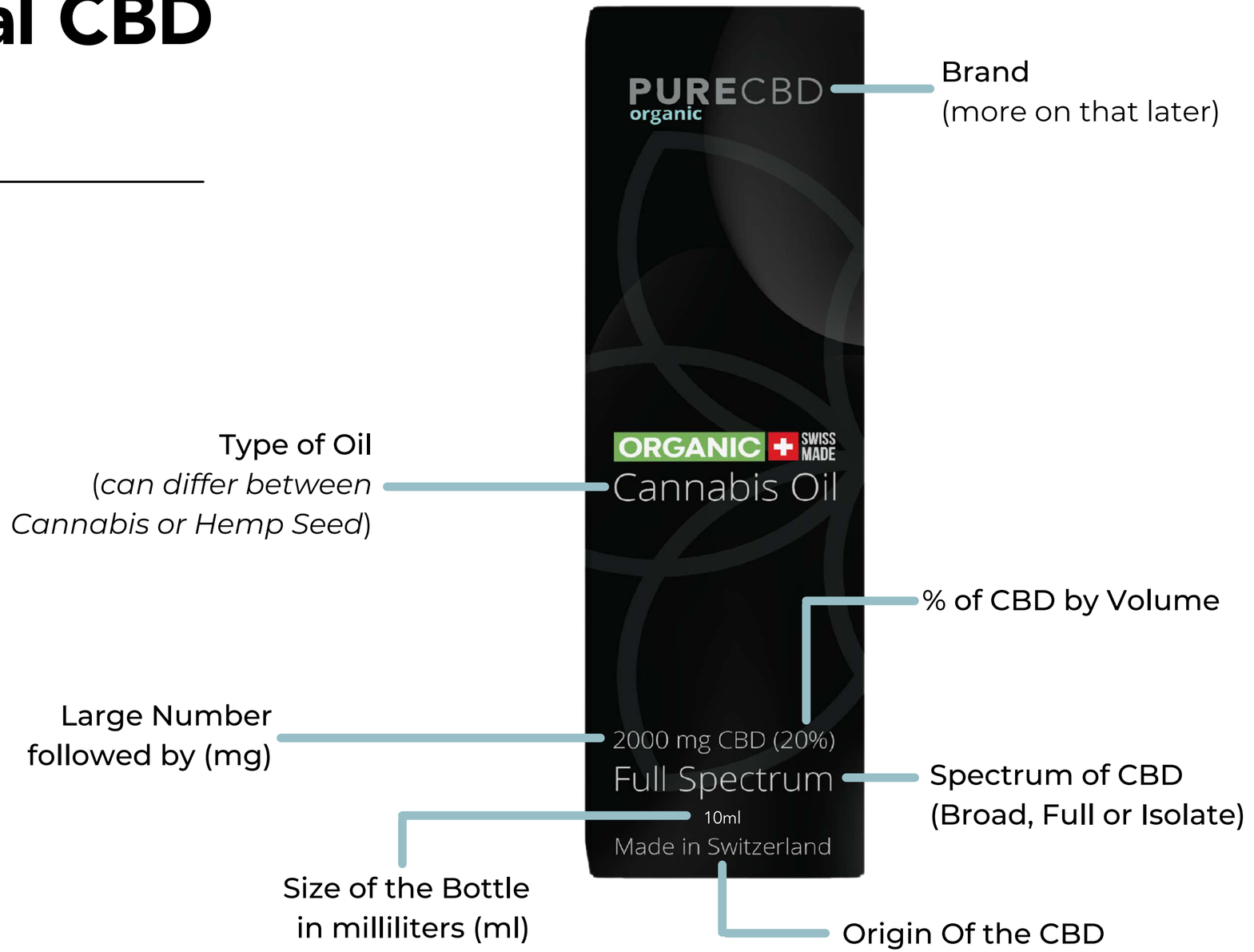
CBD Will Not Get you High

Anatomy of typical CBD Packaging

Here is an example of typical CBD packaging. Each area of importance has been labeled and will be explained in full through out this presentation.

The most common area of confusion lies in the numbers; that being the large number in milligrams (mg) and the relation to the size of the bottle in milliliters (ml). We will get to that later in this presentation.

Let's start with whether you are even buying CBD or Seed Oil...



Let's Start with the Type of Oil

There are 2 main types of products on the market in the UK. Those being Cannabis Oil derived from the plant leaves and *Hemp Seed oil which is derived from just the seeds and nothing else*.

Oils from Cannabis Are Better, Specifically from the Cannabis Sativa-L Family.

Cannabis Sativa-L **Plants are best for producing CBD Oils**

Make Sure that the Cannabis Oil is Rich in CBD!

There are loads of companies in the UK that are selling HEMP Oil with very little to no CBD. CBD is an expensive extract and companies out for your money are willing to be *mis-leading* when you are learning how to buy.

*Pro Tip

Make sure the product you are interested in has a 3rd Party Lab report that clearly shows how much actual CBD is in the product!

Hemp Seed Oil Contains ZERO CBD!

Hemp Seed Oil may have some uses for the skin as a topical. But they contain ZERO CBD. Do not be fooled into thinking Hemp Seed Oil will have any benefit to your health besides healthier looking skin.

There are loads of companies using the old "Hemp Seed Oil" scapegoat into tricking new CBD users into buying their products.

You will be disappointed and will feel no benefits besides possibly a placebo effect.

When Considering the Type of Oil to buy

ALWAYS CHOOSE CANNABIS OIL!

The Big Number in Milligrams (mg)

2000 mg

The Big Number in Milligrams (mg)

CBD Oil products usually have a large number on the label. This number is the amount of CBD in WEIGHT that is in the bottle. It is how much the active ingredient (CBD) weighs that is inside the bottle.

If a CBD product says "2000mg" on it, imagine a ball that weighs 2000mg. This 2000mg ball represents the pure cbd in that bottle and nothing else.

2000mg of Pure CBD →

CAUTION!!

It is important to know if the large number is referencing CBD *OR* another ingredient.

There are lots of companies that would have you believe that there are 20,000 mg of CBD in a bottle, when in actuality they are just referencing 20,000mg of hemp seed oil.

2000mg of Pure CBD →

Make Sure I am CBD and Not Hemp Seed Oil!!

Lets Move on to the Small Number in Milliliters (ml)

The Small Number Represents the SIZE or VOLUME of the BOTTLE and nothing more.

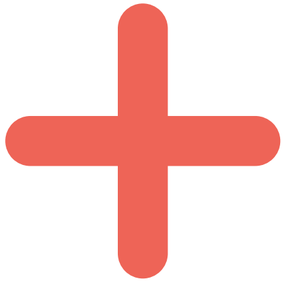
It has no other meaning. It simply lets the consumer know the size or volume of the interior space inside the bottle. In other words, how much liquid fits inside the bottle.

This is very important to know. Some CBD companies put a large Number of **mg** inside a large bottle that can hold a lot of **ml**. This would give the impression to the consumer that they are getting great value for money, when in reality it is the opposite.

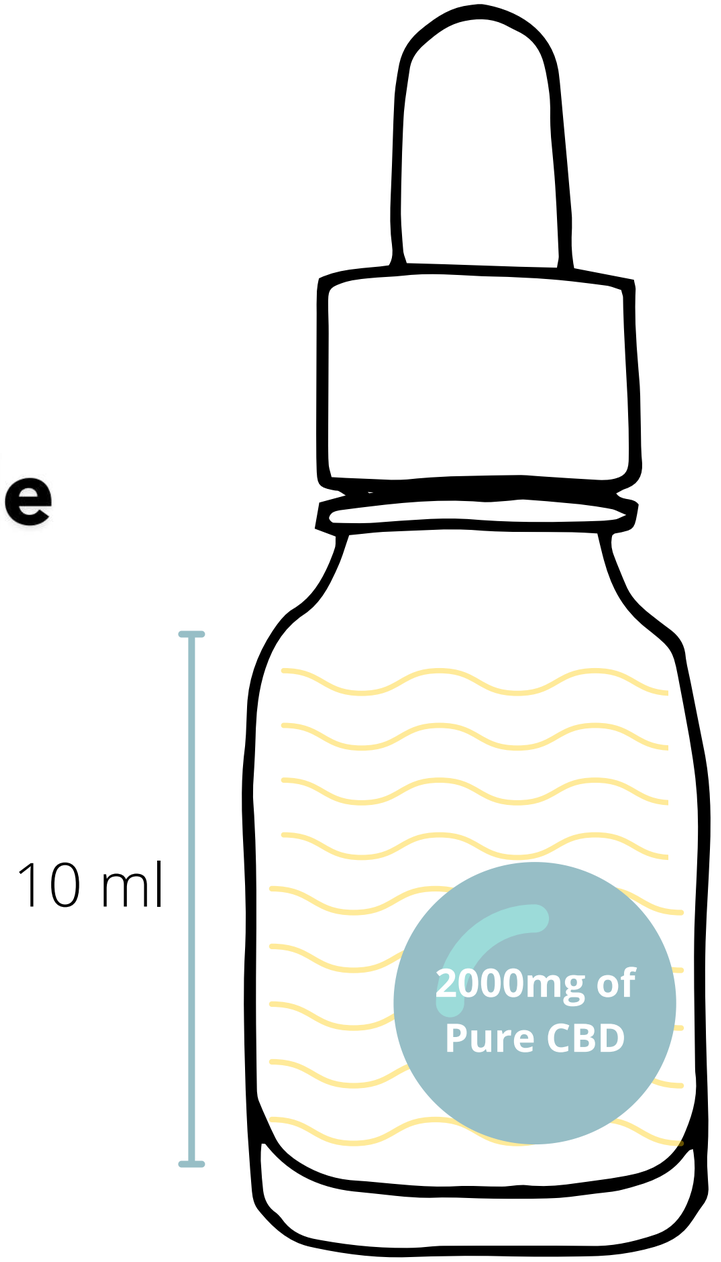
Let's Combine the Big Number (mg) with the Little Number (ml)

When we add the **mg** or weight of CBD to the size or volume of the bottle (**ml**) we are able to see the percentage of CBD.

2000mg of CBD



Now, with the CBD inside the bottle we can figure out how potent this CBD product would be.



As mentioned earlier, some CBD companies will put a large number of mg on the label and combine it with a larger bottle.

Imagine the same number of **mg** inside a 30ml bottle and not the 10ml bottle used in the first example; this is what it would look like visually.

Because the bottle is bigger, some CBD companies would charge somebody MORE for the same amount of CBD in a larger bottle. This is bad practise because the user is then forced to take a lot more drops to get their CBD needs.

Be extra cautious and consider the intentions behind the price structure. Don't be led into thinking your getting a phenomenal deal cause chances are that you are not!

To figure out the % of CBD, we have to take the Big number and divide it by the Little number.

This will give us the amount of CBD per milliliter or (ml)

Step 1:

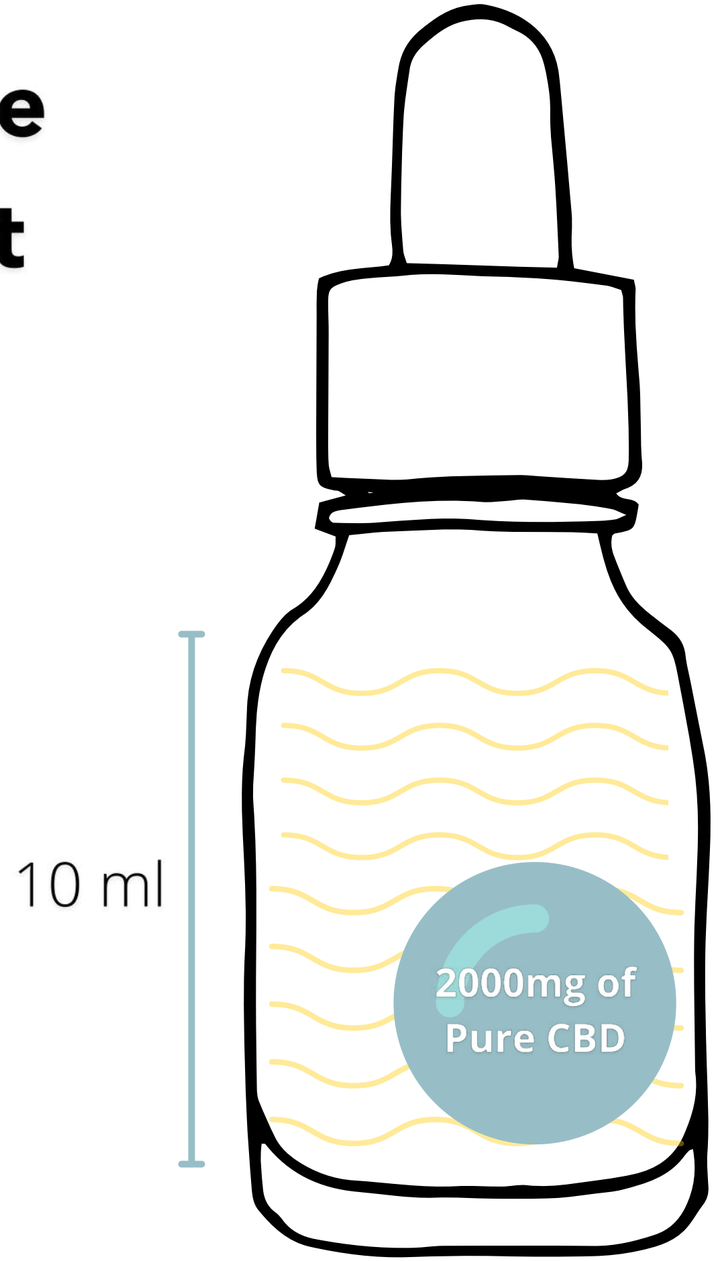
10 | 2000

Little Number (ml)

Big Number (mg)

200

Answer:
mg of CBD per 1 ml



We then take the answer and divide it by the number of drops in each milliliter which is always 10

There are 10 drops of liquid per ml.

Step 2:

20%

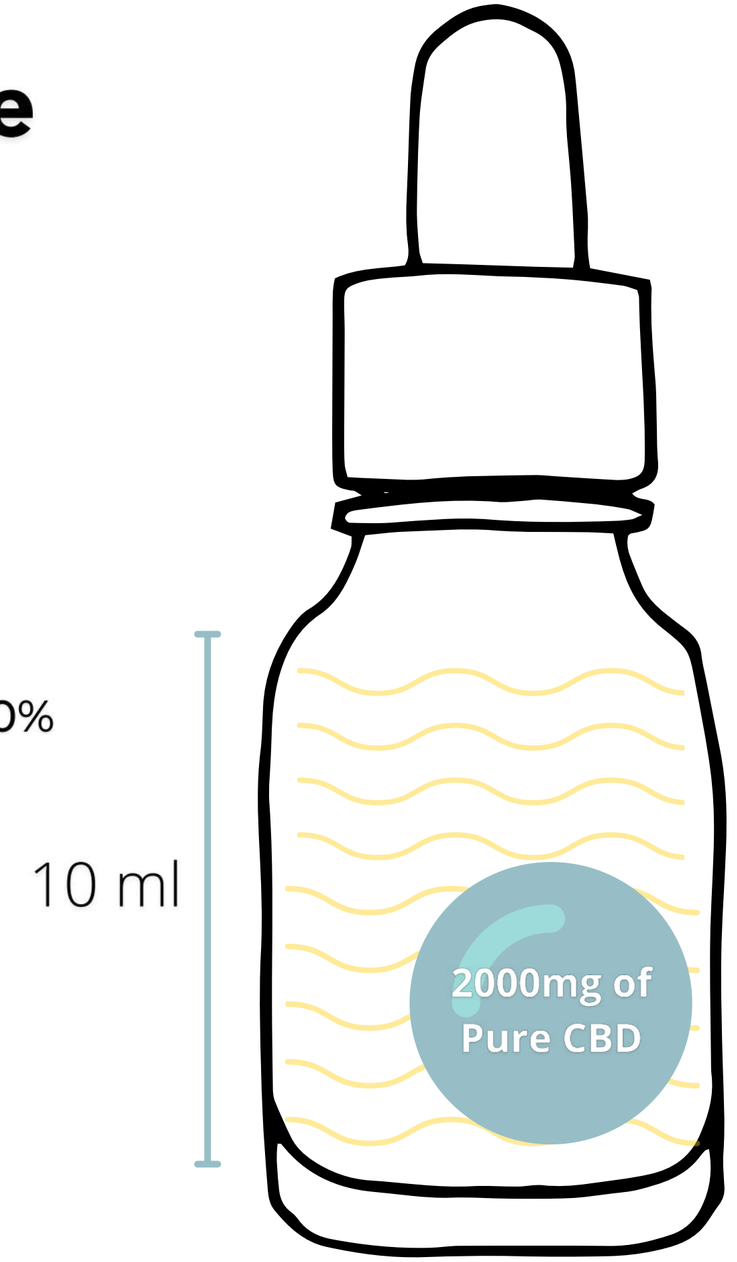
10 | 200

10
Number of Drops per ml

200
Amount of CBD per ml (answer from 1st equation)

Answer:

The product is 20% actual CBD



Let's do one more example but this time with the larger 30ml bottle. Remember, we first take the BIG number and divide it by the LITTLE number.

Step 1:

66 number of mg of CBD per 1 ml

30 Little Number (ml)

2000 Big Number (mg)

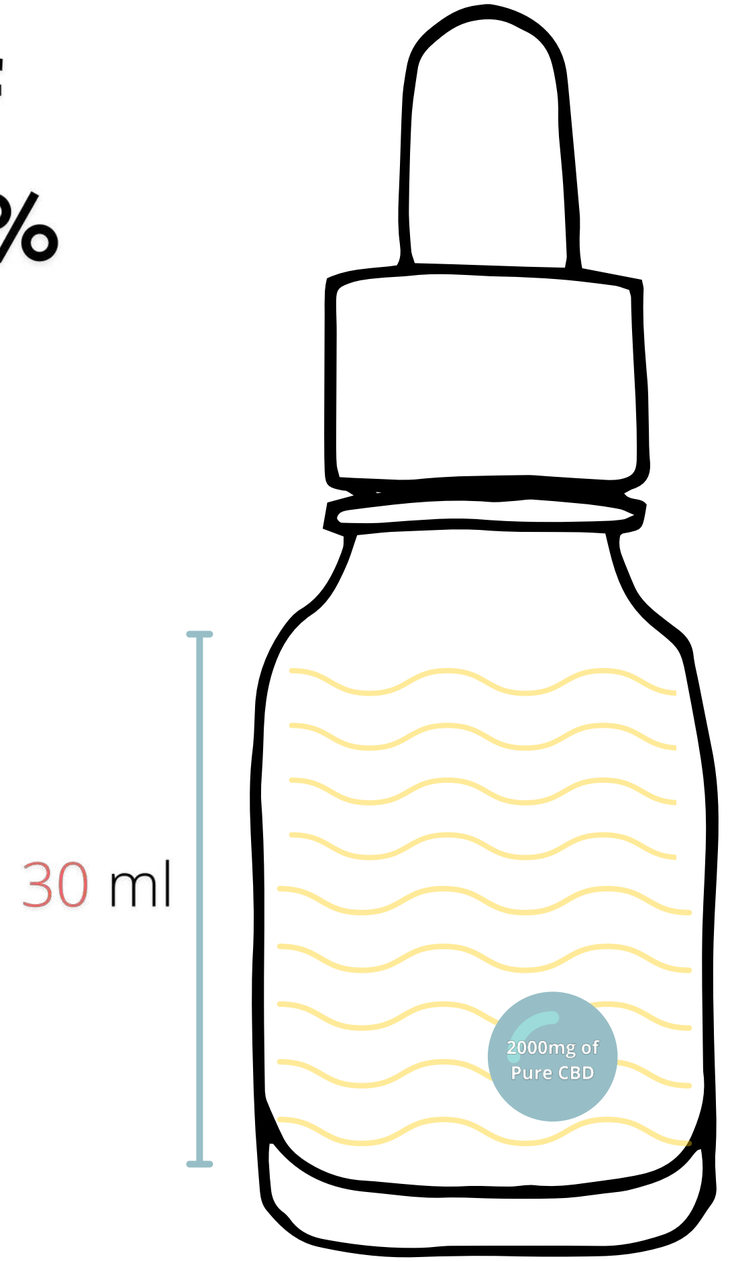
Like Before, we take the answer of 66 mg of CBD per ml and find the % of CBD

Step 2:

6.6 **Percentage of CBD

10 Number of drops per ml

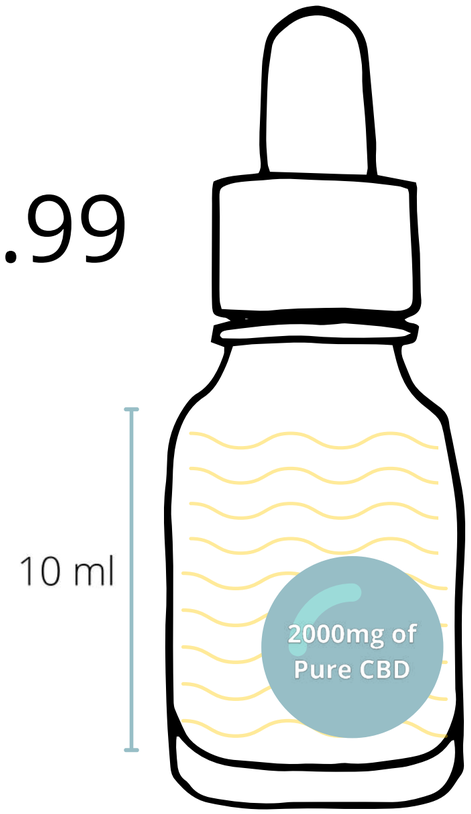
66 Amount of CBD per ml (answer from 1st equation)



**notice how low the percentage of CBD is? We took the same mg of CBD and put it inside a bigger bottle!

So... Which product would you choose?

£89.99



£119.99

Moving on to CBD Spectrums

There are 2 main types of CBD spectrums :

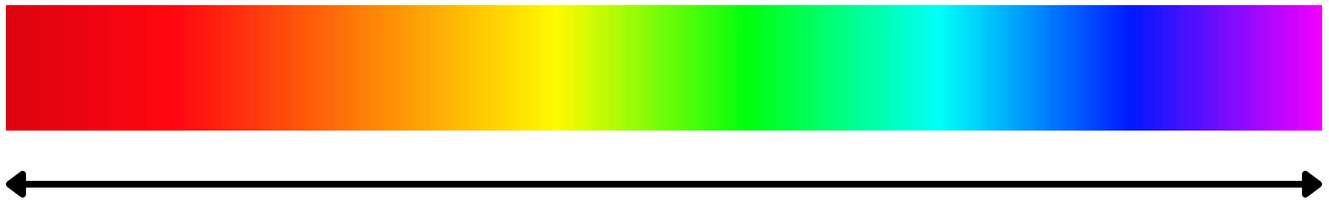
Full Spectrum

Broad Spectrum

Full Spectrum

Full Spectrum CBD contains *ALL* of the plant's ingredients including THC. THC is known to get users high at higher concentrations. Do not worry, all legal Full Spectrum CBD must not contain a level of THC that could get a user high in any way.

Infact, the plants used for CBD only have 0.2% or lower in THC so there is never any worry about feeling intoxicated!



Total Plant Extract

Full Spectrum

Full Spectrum CBD Oils are the most commonly recommended type of CBD.

For most people, a Full Spectrum CBD is beneficial because it contains all of the cannabinoids from the cannabis plant.

One way to think of it is like a fine wine. The more complex the profile of the grapes are, the more enhanced the feeling will be.

Broad Spectrum

Broad Spectrum CBD oil is a great and effective alternative to Full Spectrum CBD.

Broad Spectrum CBD contains all of the cannabinoids from the plant *EXCEPT THC*.

Broad Spectrum Plant Extract

Broad Spectrum

Broad Spectrum is the perfect choice for anybody who has to participate in drug tests for work or for sports.

If you are in a profession that requires drug testing or has anti-doping rules, you should be taking a Broad Spectrum CBD oil. One way to think of Broad Spectrum CBD is like Diet Coke, the same refreshing flavor, but without the sugar.

**Top Tip*
Always insist to see a lab report from a 3rd party before you trust a Broad Spectrum CBD oil. Your job could depend on it and you shouldn't take chances!

CBD Origin

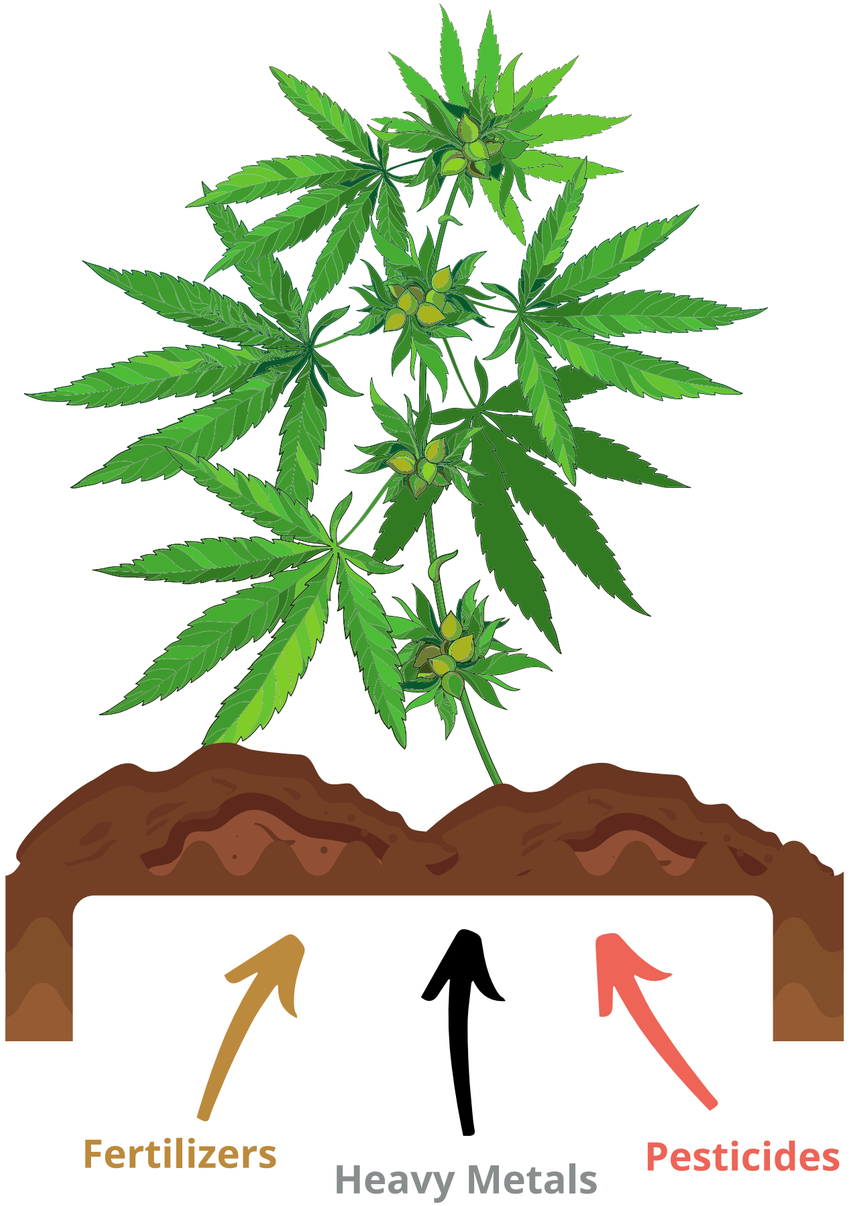
A CBD Oil's Origin is extremely important!

The Cannabis Plant used to make CBD is very interesting. It is know as a phytoremediator. A phytoremediator is a plant that ABSORBS EVERYTHING in the ground it is planted in.

If the cannabis is grown in sub standard conditions, the final product could be dangerous! That is why Organic Growing Methods are so important!

Did You Know?

During the Chernobyl Disaster, farmers used cannabis plants to absorb all of the radioactive contaminates from the soil?



Where Would you Rather Buy CBD from?

There is a growing number of CBD oil companies sourcing their oils from China. This is alarming because of low quality and non-transparent product details.

Ours is all made on a family farm in Switzerland

It is 100% Certified Organic by Bio-Suisse which is one of the highest standards for organic products world-wide!

Don't Take Chances with your Health!

Go with the clear choice!

Creating Better Days
PURECBD®
organic

Brand of CBD Oil

A real CBD brand needs to do more than sell oils. They need to stand by their customers. There are over 700 CBD oil brands in the UK alone, how do you know if you can trust one to help you?

Look for a company like ours, who offer 3rd lab reports, certified organic cannabis, competitive prices that make sense, easy to read labels and access to a medical professional to make sure CBD oil is right for you.

We are Pure Organic CBD and every bottle we send is with the hope of changing a life for the better.