



Not all CBD  
is created  
equal

SEE WHY PUREST  
FORM CBD IS THE  
BRAND YOU CAN  
TRUST

# What Sets Purest Form CBD Apart?

- ▶ CBD is legally classified as a natural health supplement. Therefore, it is not FDA Approved, nor are any other natural health supplements. Because of this, many CBD products on the market claim to be of a certain purity, a certain strength, organic and THC free but there is little regulation to hold them accountable.
- ▶ We believe that CBD will one day be FDA Approved and highly regulated but, in the meantime, Purest Form CBD can be counted on to provide CBD products that contain accurate data to support our claims of Purity, Potency and Zero % THC. We pride ourselves on being known as The Honest CBD Company. We provide lab results on every batch sold to ensure accurate purity and potency. Our standards are second to none. We also use a 3<sup>rd</sup> party laboratory to double test each batch of CBD Isolate to ensure that our data is 100% accurate.
- ▶ Our CBD products are 100% Guaranteed to contain NO THC. This is significant because most CBD products on the market contain .03% THC. That tiny amount is not enough to feel a “high”, but it is enough to test positive for drugs. For those individuals whose jobs require random drug testing, choose Purest Form CBD for peace of mind while experiencing the amazing benefits of CBD.... Purest Form CBD.

# 5 CRITICAL TESTING STEPS

## ▶ 1: HEMP SAMPLE TESTING

- ▶ We source all of our CBD from qualified hemp farmers. Our Quality Assurance Team visits the farm to pull a sample of the material themselves. The sample is taken back to the lab where it's milled and tested to determine potency of the hemp.

## ▶ 2: METHOD VALIDATION

- ▶ Most labs skip this step, but it's the only way to prove the accuracy of the test methods in all possible cases. We perform method validation for every product we release and also every incoming component into our process.

## ▶ 3: ANALYTICAL CONTROLS

- ▶ Some extractors only run standards once a week or even once a month which can lead to errors in the measurement. Our chemists use qualified instrumentation and use certified reference standards with each sample analysis to ensure accurate results.

## ▶ 4: HPLC TESTING

- ▶ Our Labs utilizes High Performance Liquid Chromatography, or HPLC, to measure product potency. This highly specific and sensitive technique allows for the detection of dozens of different cannabinoids and ensures the potency levels are accurate.

## ▶ 5: RELEASE TESTING

- ▶ Before we ship, every batch of product is evaluated for potency, impurities, residual solvents and appearance to ensure all material meets our rigorous quality specifications. We only send out CBD if it meets our highest standards.

# HIGHER HEMP STANDARDS. BETTER RESULTS.

## ▶ POTENCY

- ▶ In order to be Purest Form CBD qualified, the hemp must contain at least 5% CBD. We test samples in the lab to ensure no more than .3% THC, which we then extract to ensure 0% THC in our CBD Isolate.

## ▶ CAPACITY

- ▶ Our Labs extract on an industrial scale. The minimum lot purchase is 5,000 pounds. It may seem high, but the goal is to keep the facilities running at full capacity throughout the year.

## ▶ CONDITION

- ▶ The presentation is just as crucial as the potency. Purest Form CBD requires the removal of most stems and stalks from the biomass. By the way, we love pre-milled, pelleted, and hand-shucked hemp.

## ▶ QUALITY

- ▶ We do our due diligence to ensure the crop meets our quality standards. Pesticide and heavy metal statements are essential, and we always visually inspect for mold, pests, and other contaminants.