

COVERY

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OUR HISTORY

Who is  
**MADE by  
HEMP?**

Made by Hemp was founded here in West Michigan by Jeff Gallagher in 2013. Jeff started Made by Hemp after a life-changing experience with hemp oil. Since then, he's made it his mission to help others improve their wellbeing through CBD hemp oil supplements. Made by Hemp is dedicated to providing quality products and the education needed to make informed wellness choices.

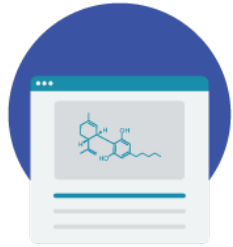
IS CBD LEGAL?

What about... under the 2018 Farm Bill, hemp-derived CBD oil (with less than 0.3% THC) is now legal at the federal level. However, some states have their own laws regarding hemp and CBD. It's important to check your state's laws before purchasing or using any hemp or CBD product.

 MADE BY HEMP

# CBD Buyer's Guide

# Contents



## **CHAPTER 1** The Basics of CBD



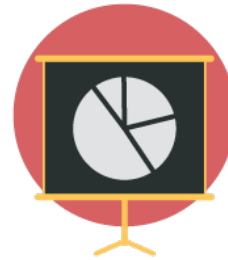
## **CHAPTER 2** CBD-Related Terms



## **CHAPTER 3** How to Find Quality CBD



## **CHAPTER 4** Ways to Take CBD

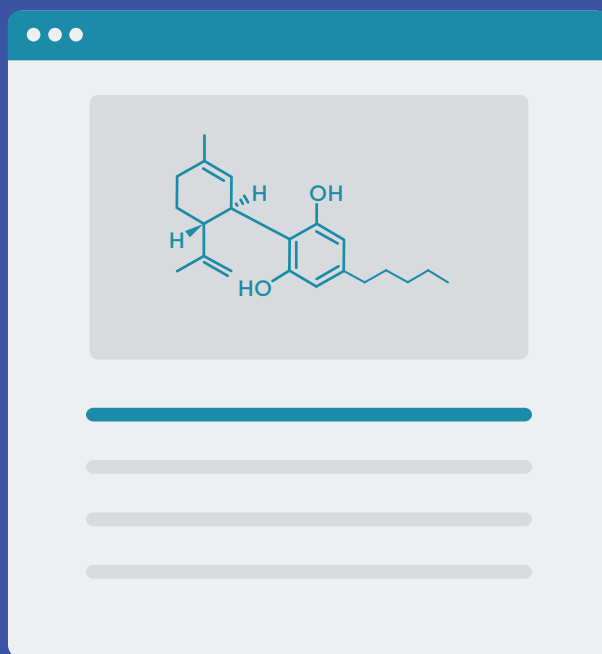


## **CHAPTER 5** How Much CBD to Take

# CHAPTER 1:

## The Basics of CBD

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# CBD is a Compound in Cannabis

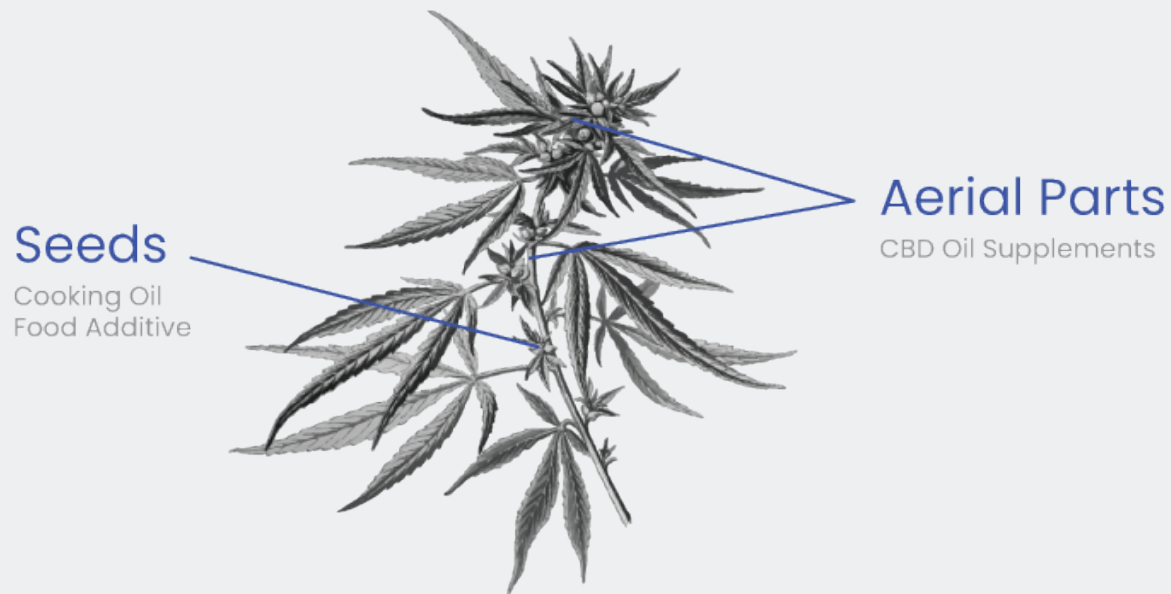
Cannabidiol, also known as CBD, is a chemical compound found primarily in the cannabis plant. Interest in CBD has piqued recently due to a growing number of studies that suggest a great range of therapeutic benefits.

It's important to distinguish CBD from the other 100+ compounds, collectively known as cannabinoids, found in cannabis and other plants. The only cannabinoid known to cause intoxicating ("high") effects is THC, while CBD and other cannabinoids are considered non-intoxicating.

In hemp varieties of cannabis, there's 0.3% or less THC, which is not nearly enough to cause an intoxicating effect.

# CBD Oil is Extracted from the Aerial Parts

CBD oil is extracted from the aerial plant parts of hemp, such as the stalks and flowers. While hemp seed oil is popular for its nutritional value, it doesn't contain CBD.



You can consume CBD oil in its raw form, typically called a “concentrate”, or infused into a wellness product. We’ll talk more about the different types of CBD supplements in a later chapter.

## **CHAPTER 2:**

# CBD-Related Terminology

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**Hemp:** A variety of the cannabis plant species that is grown specifically for industrial uses. Hemp has low levels of THC and high levels of CBD and thus does not have psychoactive properties.

**Cannabis:** A genus (group) of flowering plants that include three different species: Cannabis sativa, Cannabis indica, and Cannabis ruderalis. Hemp is a variety of the Cannabis sativa species.

**Cannabinoid:** A class of chemical compounds that react with our cannabinoid receptors.

**Phytocannabinoid:** A cannabinoid that is derived from a plant, namely, cannabis.

**Cannabidiol:** A non-psychoactive cannabinoid of the cannabis plant. Also referred to as CBD.

**Tetrahydrocannabinol:** The psychoactive cannabinoid from the cannabis plant. Also referred to as THC. Hemp contains 0.3% or less THC, which is not enough to cause an intoxicating effect.

**Intoxicating:** A chemical substance that changes the function of the brain and creates an alteration in perception, mood, or consciousness.

**Extraction:** The action of removing the cannabinoids and flavors of hemp from the plant parts.

**Decarboxylation:** A chemical reaction that requires heat to remove a carboxyl group and release carbon dioxide. The decarboxylation of CBDA (the precursor of CBD) to CBD “activates” the CBD. This allows us to experience the full benefits of CBD.

**Hemp Oil:** Oil extracted from high-CBD, low-THC hemp. Hemp oil contains trace amounts of THC and is therefore non-psychoactive.

**Infusion:** The introduction hemp into another substance, such as food or skincare.

**Potency:** The strength of a solution. In this case, how much CBD is in a product.

**Concentration:** The amount of a substance contained within a solution or in a particular volume of space.

**Concentrate:** A concentrated form of hemp oil. Concentrates are oils extracted right from the hemp plant without additives.

**Tincture:** A CBD tincture is a CBD-infused liquid for sublingual use.

**Edibles:** Food infused with CBD, such as chocolate or gummies.

**Topical:** Products applied directly to the body, such as lotion or salve.

**Vape:** Vaporizing the active ingredients of plant material for inhalation.

**Sublingual:** A solution applied underneath the tongue.

## CHAPTER 3:

# How to Find Quality CBD Oil

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# How to Find a Reputable Seller

Before purchasing CBD oil, it's important to confirm that the place you're purchasing from is reputable. As the market for CBD grows, as does the number of illegitimate businesses. You can avoid bad sources by looking for the following features.



## Sourced from Quality Hemp

Where hemp comes from can be an indicator of its quality. Hemp must be grown in the right conditions and with the proper care. Hemp is a bioaccumulator, meaning it pulls from the soil. While this has benefits, it also means that the plant pulls up any chemicals that are used in the growing process. Look for hemp oil sourced from hemp that is grown free of any chemical fertilizers, herbicides, or pesticides.

The experience of the hemp farmers should also be considered. Many reputable brands source from Europe, where farmers have had years of experience growing hemp in their climate. While European countries have different standards for growing hemp, the overall standard is high, which often leads to a more quality product. As the number of hemp farms grows in the United States, we predict to see more domestic sourcing of hemp; however, as of now, Europe has set the standard for hemp quality.



## Extracted Using a Clean Method

Hemp oil can be extracted a number of ways, but not all are equal. The highest standard of extraction is the CO2 method, where hemp is put under high pressure and low temperatures. This process eliminates the need for using harsh chemicals. While this is a complex method, it is the cleanest and safest method of extraction and ensures a pure CBD product.

In contrast, some hemp oil producers use solvents such as butane or ethanol to extract hemp oil. While an effective method of extraction, this method strips the oil of plant waxes that Made By Hemp finds to be beneficial to the overall product.



## Lab Tested by a Third-Party

Proper testing of hemp oil must be performed periodically in order to confirm potency and check for impurities. These tests ensure that the amount of CBD on the label is what is in the product. They also confirm that the legal level of THC (0.3%) is not exceeded. Proper testing shows the company's transparency in their practice.

The results of these tests can be found in the form of a COA, or a certificate of analysis. A reputable source will test consistently and should have a recent COA available to anyone who asks.

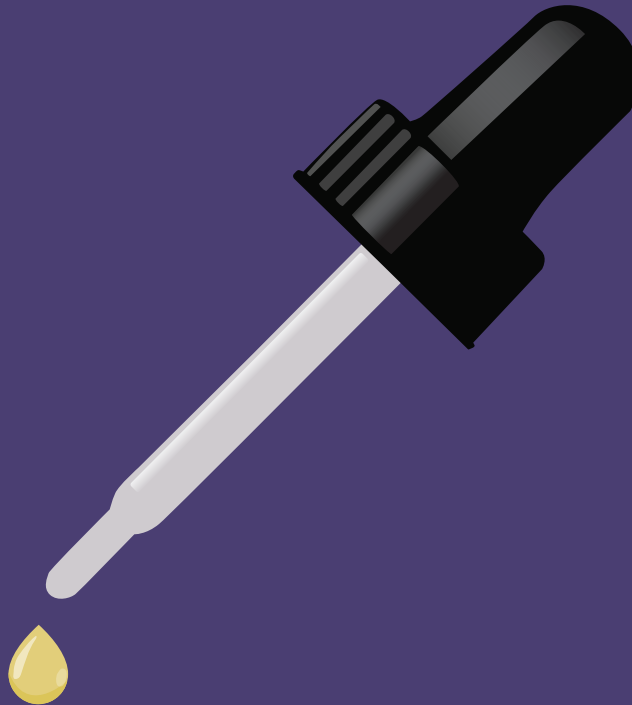
# Find Reputable CBD at Made By Hemp

At Made By Hemp, we provide you with the most reputable sources of CBD on the market. We've done the research for you and give easy acces to lab test results. Each of the brands we carry were chosen for their quality and integrity.

## **CHAPTER 4:**

# Ways to Take CBD

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# Find the Best Method for You

Once you've determined that a source is reputable, the next step is to **decide the best method for taking CBD**.

CBD oil is a versatile ingredient and can be taken as is or can be infused into a variety of products. The method that you choose is determined by a number of preferences including the route of delivery, the speed of delivery, and the CBD base.

The base of a CBD product will be either a whole plant hemp extract or a CBD isolate. A whole plant hemp extract contains the full spectrum of the plant's cannabinoids while a CBD isolate contains only CBD. Your choice of CBD base will be determined by which cannabinoids you find most important for consumption. This can be discovered through the research of cannabinoids.



# CBD Hemp Oil Concentrates

Potency: High

Taste: Earthy

Use: Sublingual

CBD hemp oil concentrates are potent CBD products. They are a thick oil extracted right from the hemp plant and contain no additives. Hemp oil concentrates are taken sublingually, meaning that they are held under the tongue and then swallowed.

This product is rich in cannabinoids. At Made By Hemp, CBD concentrates are available in three versions with distinct cannabinoid profiles.



## Green

Also called the “raw” version, the Green hemp oil concentrate is extracted from the plant without the application of heat or filtering. The Green version is a full-spectrum, whole plant hemp oil with various cannabinoids (primarily CBD and CBDA) and terpenes.

## Blue

The Blue hemp oil concentrate is decarboxylated, which activates its cannabinoids; converting all CBDA into CBD.

## Gold

The Gold hemp oil concentrate is decarboxylated and then filtered to remove any extra plant parts. It provides the highest concentration of CBD of the three versions.

Hemp oil concentrates are fitting for those with serious wellness goals. For those that are most interested in gaining the benefits of cannabinoids, CBD hemp oil concentrates may be the right fit.

Additionally, since this product is held under the tongue, it has a rapid absorption rate.

Potency: Med-High

Taste: None

Use: Oral

# CBD Capsules & Softgels



CBD capsules are taken orally and have a familiar method of consumption. They are a hassle-free option that can be easily incorporated into your daily routine. Many take CBD capsules along with their other daily supplements.

Since capsules travel through the digestive system, they have a longer release time than other methods. This is beneficial for those who wish to experience the benefits of CBD over an extended period of time. As they are swallowed, capsules do not have a hemp aftertaste. Since they are not a liquid, capsules are travel-friendly.



# CBD Tinctures

Potency: Low-High

Taste: Earthy-Delicious

Use: Sublingual

CBD tinctures are a liquid hemp oil supplement. They have an oil base, such as grapeseed oil or coconut oil, to thin the consistency of the product. Similar to concentrates, tinctures are taken sublingually. They come in a bottle with a dropper top or spray top for easy administration.

For those who have difficulty taking a traditional pill, tinctures are a great alternative as they are easy to swallow. Tinctures are available in a variety of flavors, making for an enjoyable experience. Due to the fact that they are taken sublingually, tinctures are absorbed into the bloodstream quickly. Tinctures are a great fit for those who are looking for a fast-acting supplement that masks the taste of hemp.

Potency: Low-High

Taste: Delicious

Use: Inhale

# CBD Vape Oil



CBD vape oil concentrates are an e-liquid that can be vaporized using a compatible vape pen. Vape oil is available in a variety of products from pre-filled pens to standalone liquid. Vaping is a popular method as the act in itself is relaxing.

Vaping is one of the fastest acting methods of taking CBD. The vapor travels directly from the lungs and into the bloodstream for immediate results. Vaping is a preferred method for those who would like to see the effect of CBD right away.



# CBD Skincare

Potency: Low-High

Taste: Don't eat it

Use: Topical

CBD beauty infusions include CBD-infused products such as lotion, salve, and lip balm. Beauty infusions are applied topically and are ideal for addressing localized concerns. Through this method, CBD is absorbed into the skin and does not reach the bloodstream.

CBD beauty infusions are an all-natural alternative to the chemical-heavy skin care on the market. CBD skin care such as the products on Made By Hemp are made with all-natural ingredients that replenish, restore, and protect the skin. CBD is a good source of antioxidants and is an anti-inflammatory. Additionally, hemp oil contains other essential nutrients such as vitamins, minerals, proteins, and fatty acids.

Potency: Low-High

Taste: Delicious

Use: Oral

# CBD Edibles

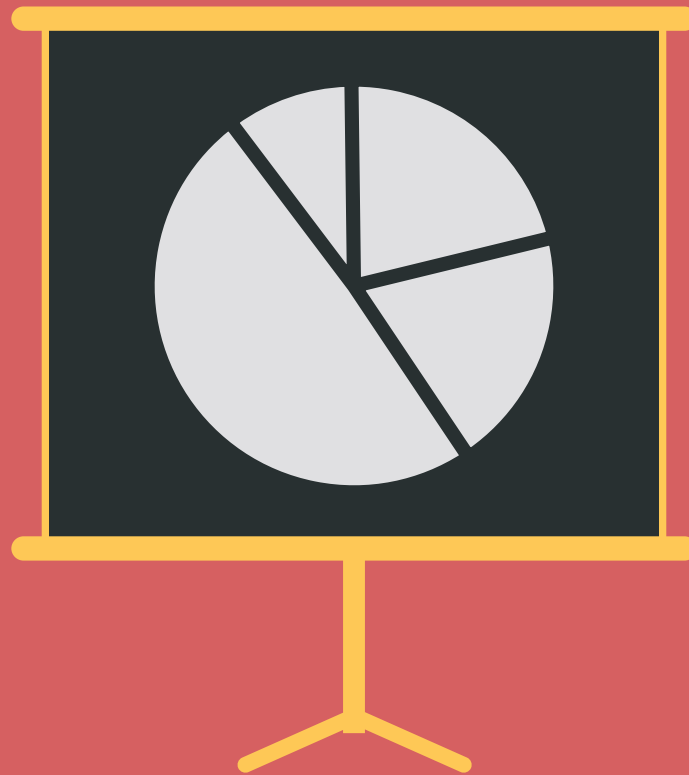


CBD edibles are CBD infused treats such as chocolate, gum, and gummies. These products have a lower potency of CBD and are popular with those that are new to CBD. For this reason, CBD edibles make for a fun treat periodically. Due to their similarity with everyday treats, edibles are a discreet way to take CBD.

# **CHAPTER 5:**

## How Much CBD to Take

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# How Much CBD Should I Take?

Unfortunately, there is not a standard amount of CBD that one should take. Based on your body and wellness goals, the serving size will vary. Determining how much CBD oil to take will, at first, be a process of trial and error.

## Potency

First, you'll need to consider the potency of CBD in the product you are taking. Potency refers to the concentration of CBD in a product. After choosing the way you want to take CBD, you'll need to decide the milligrams of CBD you want to take. We are not doctors so we cannot prescribe what CBD potency would be best for you. However, this can be discovered with research and a talk with your physician.

If you are looking to begin with a low potency CBD product, edibles or low CBD capsules are a great place to start. These products will lightly introduce CBD into your system. For a medium potency, tinctures, vape, and capsules are a good fit. These products can be easily built up to create an ideal serving size. For the highest potency of CBD, CBD hemp oil concentrates are your go-to.

## Serving Size

Once you have chosen the potency you'd like to use, we suggest starting with the serving size that is recommended by the manufacturer. This will serve as a starting point for comparison. Take the recommended amount for a week and then reflect on how you feel. If after a week you are not achieving your desired results, increase the serving size and continue your new routine for another week. Repeat this process until you feel that your proper serving size has been identified.

## Setting a Budget

When deciding which product to take, it is helpful to set a budget. For many, CBD is a recurring purchase. Determining how much you can afford to spend on CBD will help guide you to the product you wish to take.

When setting a budget, it is helpful to compare the price versus the value of a product. A product at a higher price may be a higher value depending on the CBD content. Some questions to ask when determining value:

- How much CBD do I want to take daily?
- How many servings does this product provide?
- How much will each serving cost me?

As you discover which type of product works best for you, it will become easier to determine which product is the best value.

# Still Have Questions?

We understand the process of finding the right CBD product can be confusing at times, so we hope this post is helpful. If you still have additional questions about buying CBD, we would love to chat!



**Made By Hemp**

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