

# CUBED Naturals

## CBD Beginnings: The Forms of Hemp for Health

There are many hemp and CBD related products on the market today, each claiming to be of benefit to your client's situation. Please keep in mind that just because hemp oil, hemp extract, hemp seed oil, CBD oil and CBD isolate all come from the hemp plant, their purposes and actions in the body vary widely.

We have put together a list of the forms in which hemp can be used as a supplement, along with the ways it relates to the body.

- **HEMP OIL** - Hemp oil is extracted from the stalks and seeds of the industrial hemp plant and contains virtually no CBD (the non-psychoactive cannabinoid called cannabidiol) which interacts with the body's neurochemical system, the Endocannabinoid System. It is used for cooking or for preserving foods, or as a machine lubricant. It provides the body with healthy omega fatty acids and amino acids.
- **HEMP SEED OIL** - Hemp seed oil results from pressing the seeds of the industrial hemp plant. It is essentially the hemp equivalent to olive oil. It is used for cooking and as an ingredient for salad dressings. Hemp seed oil does not contain any CBD, but it can serve as a good base for CBD tinctures.
- **HEMP EXTRACT** - Hemp extract is made from the stalks and seeds of the hemp plant, which may or may not contain significant quantities of CBD. Product labels that list hemp extract in their ingredients do not always show how much active CBD it contains. Hemp extract is a good source for omega fatty acids and amino acids.
- **CBD OIL** - CBD oil is extracted from the aerial flower parts, stalk, leaves and/or stems of the hemp plant. It is an excellent source for high quantities of CBD and contains many other compounds that may also have benefits. It is important to note the amount of active CBD in a product, as it can vary greatly, from 20% to 80%.
- **CBD TINCTURE** - CBD tincture is made by combining a natural CBD isolate (derived from the industrial hemp plant) with a carrier oil. The isolate is usually sourced from hemp plants that have been bred to yield a high CBD content. CBD tinctures are one of the most widely used CBD supplements. The CBD isolates are obtained by a number of different processes and tested for purity; they should not contain more than .3% THC or any other impurities.

If your client's purpose for taking CBD is to alleviate symptoms, or correct a condition they are experiencing, it is important that they find the best way to take CBD in its highest concentrated form. As a dealer, you can teach them to make informed choices. CBD oils and CBD tinctures are usually the best forms to obtain the highest concentrated amounts of CBD. With the large array of products on the market and pricing that varies greatly, clients should look for products that state an actual CBD content. That way, your client can evaluate the cost per milligram of CBD. Then he/she will be able to understand and regulate the amount of CBD needed to reach their goal and at what price.