

CUBED Naturals

CBD Beginnings: What are your clients paying for?

When developing a CBD supplement program it is important to consider what your clients are intending to accomplish and how to attain it.

The basis of a CBD program is, of course, the CBD. It is irrelevant what the CBD is mixed with, as is the size of the container. The amount of CBD intake is the most important figure to know. To reach that desired "sweet spot" the amount of CBD milligrams dosed can directly affect the cost of a program. We might all agree that no matter the cost, a desired relief is priceless.

First let's look at delivery. It is best to suggest that their program start with a lower dose of CBD. Metered milligrams should then be added in a stepped schedule until the desired effect has been obtained. This determines the base amount of CBD milligrams that they will be taking. Of course, this can be adjusted more or less as needed.

After determining the CBD milligrams needed, your client can then calculate the cost associated with your program.

The cost of purchasing CBD is pretty simple. Since CBD is the active ingredient in any program, the cost per milligram is the mark for purchase. The cost of the product divided by the amount of CBD contained in that product gives you the cost of the CBD supplement program. If they are paying \$80.00 for 300 milligrams of CBD, the cost is \$.267 per milligram. If they are taking 20 milligrams of CBD per day, the cost works out to be \$5.34 daily. If the same 300 milligrams of CBD was found for \$40.00, the milligram cost drops to \$.134, bringing the daily usage cost down to \$2.68. Over time the savings would be dramatic.

You should always make your client aware of their cost per milligram of CBD when determining a long term supplement program.

The last factor in a CBD program is how the CBD is taken. Sublingually (under the tongue) is the best and safest method. The membrane under the tongue absorbs the CBD quickly and is not diluted as it would be when swallowed into the digestive system. Tinctures have proven to be the best product for CBD purchase. The size of the tincture is relatively unimportant. Producers usually design their packaging size to help determine their method of dosing. A large container with a low content of CBD will require more intake of the tincture to obtain your needed CBD amount.

In review, the amount of tincture to price is not as important as the amount of CBD to price.