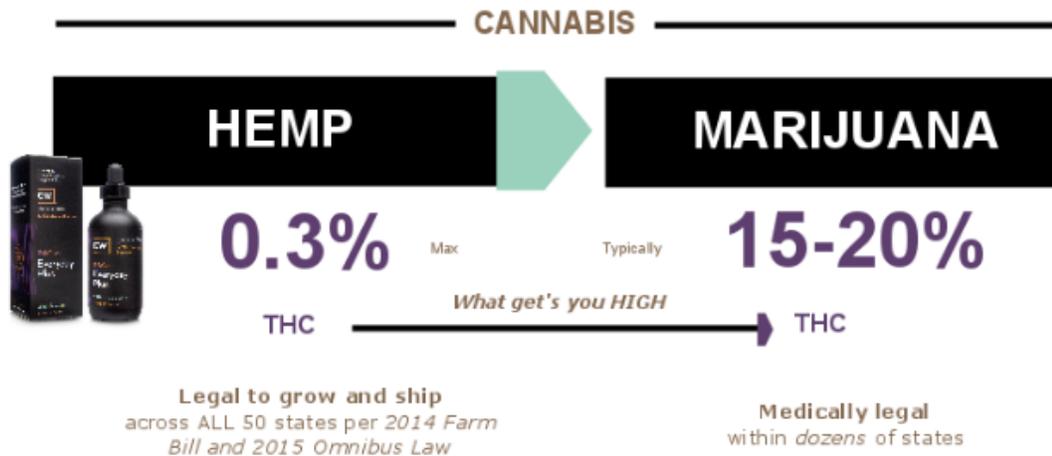


Charlotte's Web™ Public Relations Brief

- While Charlotte's Web originated as "medical marijuana", this is no longer the case.
- Charlotte's Web should not be referred to in the present tense as being "marijuana, weed, pot" or any other slang term for "marijuana".
- Charlotte's Web is federally classified as "hemp" per the 2014 US Farm Bill definition and must be referred to as such



- There are over 100 cannabinoids found in cannabis and the U.S. government owns a patent for these "cannabinoids as antioxidants and neuroprotectants" (US Patent 6630507 outlines specific potential for stroke, brain trauma, Alzheimer's and other conditions)
- The 2014 Farm Bill defined cannabis containing a max of 0.3% of the single cannabinoid THC as "industrial hemp"
- After the Farm Bill, all cannabis with THC above 0.3% was in effect classified as "marijuana."
- Like THC, CBD is but a single cannabinoid among over 100 cannabis cannabinoids; unlike THC, CBD is non-psychoactive in nature and it can be found in either hemp or marijuana at any percentage
- Pharma companies are now isolating the single cannabinoid CBD and will be conducting clinical trials for epilepsy, anxiety, chronic pain, brain trauma, cancer, diabetes, Parkinson's, Alzheimer's, MS, autism and other conditions
- Despite dozens of companies ignoring the law, hemp dietary supplements labeled as "CBD" cannot be legally sold across state lines ("CBD" can only be legally sold today in medical marijuana states)
- Charlotte's Web hemp extract oil is often confused as being "CBD" because much of the market awareness of CBD was driven in a large part by the "medical marijuana" story of little Charlotte Figi
- However, "CBD" has never been an accurate description of Charlotte's Web given that Charlotte's Web has always been a whole-plant, hemp oil extract rich in all beneficial cannabinoids
- Charlotte's Web was developed from proprietary genetics drawn from all over the world by Colorado's Stanley Brothers. While world-class genetics are the foundation, quality is in the details
- The unmatched care that goes into Charlotte's Web is overseen entirely by the Stanley Brothers: it's cloned and hand planted, organically farmed on Colorado family farms and manufactured according to GMP certification in an FDA registered facility in Boulder
- Summary
 - Hemp and marijuana are both cannabis and contain hundreds of cannabinoids
 - Marijuana has > 0.3% THC (the only cannabinoid that gets you "high")
 - Hemp has ≤ 0.3% THC and is legal in all states
 - CBD is a single, non-psychoactive cannabinoid and can be in either marijuana or hemp
 - Charlotte's Web is hemp that contains all cannabinoids