

The ABCs of CBD

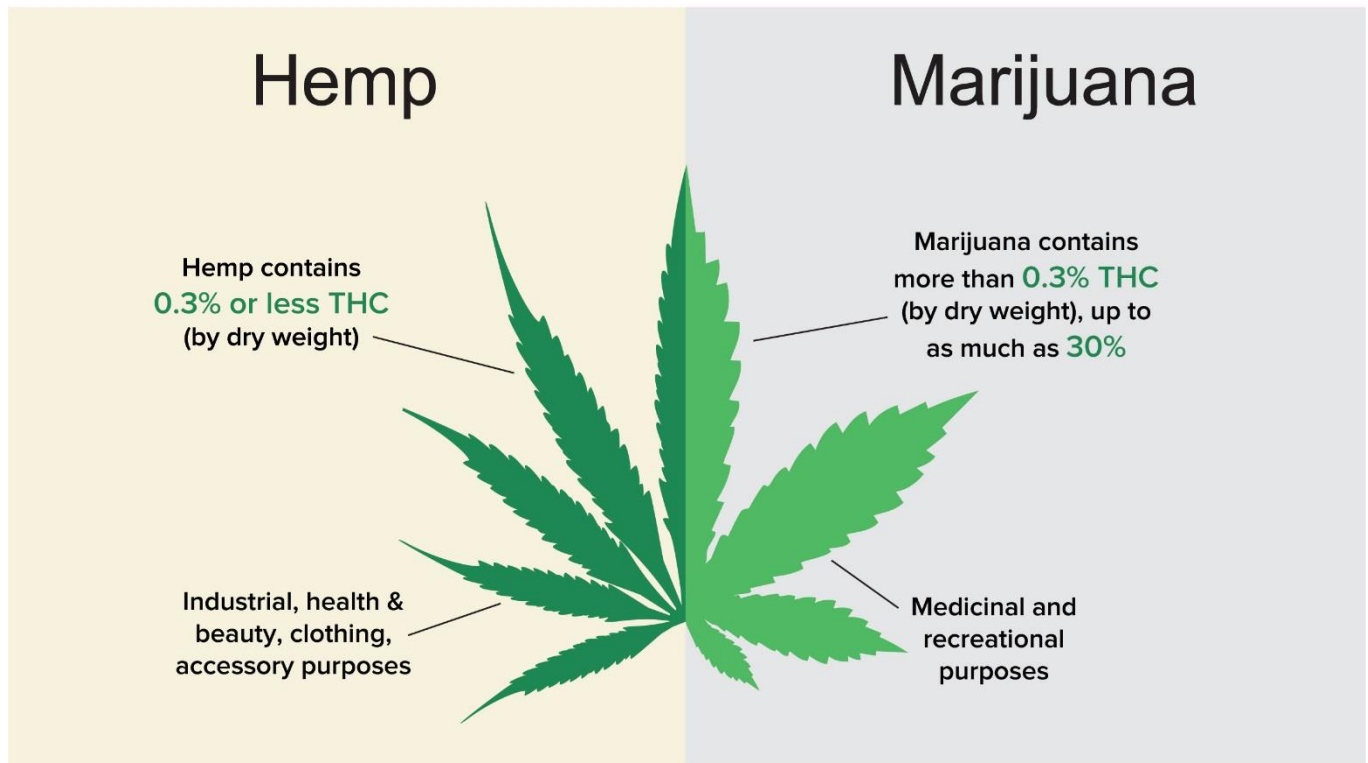
What is CBD?

CBD stands for “cannabidiol,” one of many beneficial compounds found in the flowers, stalks and stems (but not the seeds) of the plant *Cannabis sativa*.

What’s the difference between hemp and marijuana?

Hemp and **marijuana** are both varieties of *Cannabis sativa*, which contains more than 80 biologically active compounds called “phytocannabinoids” or just “cannabinoids.”

The two most widely known cannabinoids are CBD and THC (delta-9-tetrahydrocannabinol), the psychoactive compound that gets you “high.”



Hemp by definition contains 0.3% or less THC (by dry weight).

Marijuana contains more than 0.3% THC (by dry weight), up to as much as 30%.

Which type of plant does CBD come from?


Both hemp and marijuana contain CBD.

CBD derived from marijuana is regulated under the Controlled Substances Act.

Hemp-derived CBD has been federally legal since the Agriculture Improvement Act of 2018 (also called “the Farm Bill”) was signed into law.

Therefore, cosmetic products contain CBD derived from hemp. Since the law was only recently passed, CBD is a relatively new ingredient in the beauty space.

What’s the difference between Full Spectrum Hemp Extract, Broad Spectrum Hemp Extract, and CBD Isolate?




Full Spectrum Hemp Extract
CBD
THC
All other cannabinoids
Terpenes
Flavonoids
Other compounds


Full Spectrum Hemp Extract contains CBD as well as all the other cannabinoids in the hemp plant, including THC, along with terpenes, flavonoids, and other compounds.

The compounds in Full Spectrum and Broad Spectrum Hemp Extract working in synergy is known as the “entourage effect” that may provide greater benefits than any compound alone.

Broad Spectrum Hemp Extract
CBD
Other cannabinoids **except THC**
Terpenes
Flavonoids
Other compounds

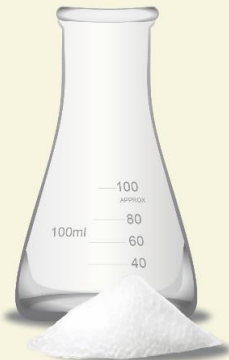


Broad Spectrum Hemp Extract has been refined to be free of THC but retains CBD along with all other beneficial compounds.



CBD Isolate
CBD

No:
Other cannabinoids
Terpenes
Flavonoids
Other compounds



What are the benefits of CBD and Broad Spectrum Hemp Extract?

CBD has excellent anti-inflammatory properties and enhances hydration. Delivered in Broad Spectrum Hemp Extract, the product will also contain protein, omega 3, 6 and 9 fatty acids and vitamins.

In hair care formulas, this all enhances hair and scalp health for more vibrant hair with increased shine and hydration.

Is Hemp Oil the same as Hemp Extract?

Hemp Extract can also be referred to as Hemp Oil.

Is Hemp Oil the same as Hemp Seed Oil?

No, and this is where consumers can run into a lot of confusion about CBD products. Although the two terms are often used interchangeably, they should not be. Hemp Oil refers to the oil, which contains CBD, that is extracted from the flowers, stalks and stems of hemp plants.

Hemp Seed Oil, also known as *cannabis sativa seed extract*, is the term that should be used when referring to the product extracted from the *seeds* of hemp plants. Although hemp seeds do not contain any CBD, hemp seed oil has many benefits to hair and scalp.

Does it matter where hemp used to produce CBD is grown?

Yes! Look for CBD that is derived from industrial hemp grown in the USA. That way you can be sure the hemp plants and growers meet federal regulations.

Also, it's very important to look for CBD from hemp that is *organically grown*. Hemp is a natural "cleaner plant" (the scientific term for the process is "phytoremediation") that can absorb a variety of compounds from the soil, including toxic chemicals, heavy metals, even radioactive elements! So it's critical to look for products with CBD from hemp that is organically grown to ensure it's being cultivated in the safest manner.

How can I be sure I'm getting what I'm paying for with CBD products?

Because CBD is so new, many consumers and companies are still trying to understand what it is, where it comes from, and why it's getting so much buzz.

Look for companies that are transparent about where they source their CBD, and that provide test results from independent labs confirming the CBD content and quality.

To help consumers to feel confident when purchasing Cloud 10 CBD-Infused Hair Care, we have all our products independently tested for CBD, THC, pesticides and microbials. The results of these tests are [posted here](#).

www.Cloud10CBD.com