

## CBD IS SAFE, NOW WHAT? NEW STUDY AMONG ACTUAL USERS GUIDES CBD CATEGORY GROWTH

### Validcare Decentralized Clinical Safety Trial Used to Create Syndicated CBD Motivations, Use and Benefits Study

Boulder, CO – May 25, 2021 – Cannabis Business Experts™ announced the release of its syndicated analysis outlining the documented behaviours of over 1400 validated users of cannabidiol (CBD). CBD is among a group of non-psychoactive cannabis compounds known as “cannabinoids” that were patented by the U.S. Department of Health in 2003 as “antioxidants and neuroprotectants” (patent #6630507).

While the U.S. Department of Health holds this patent outlining the efficacy of CBD, CBD marketers have been struggling to grow their brands due in large part to the confused position of the FDA over the safety of hemp-derived CBD products. These same FDA safety concerns have also kept many top food, beverage and OTC cannabis-focused innovations on the sideline. However, in April of this year Validcare™ released findings from its CBD clinical study which proves the inherent safety of CBD usage in terms of the primary FDA concern of liver toxicity. While CBD safety has long been assumed given the U.S. Department of Health patent and numerous anecdotal safety data, the Validcare clinical, blood-drawn data collection study finally cements the safety of CBD.

Thirteen CBD product companies sponsored the Validcare research including: [Asterra Labs](#), [Boulder Botanical & Bioscience Labs](#), [Care by Design](#), [CBDistillery](#), [CBD American Shaman](#), [Charlotte's Web](#), [Columbia Care](#), [Global Widget](#), [HempFusion](#), [Infinite CBD](#), [Kannaway](#), [Mediterra CBD](#) and [SunMed CBD](#). Each company provided lot-specific product information for the study and recruited consumers to participate. Consumers were then screened to ensure they met inclusion/exclusion criteria before they were approved and enrolled.

Given the complex nature of the various datasets deployed in the Validcare database, only highly experienced data engineers could be expected to accurately handle the coding required to organize, clean and arrange these data for analysis. “Validcare has a wealth of amazing data about CBD usage in its database. Given the experience of our research services, an opportunity to partner to help glean intelligence, wisdom and direction from this mass of data seemed obvious,” said Cannabis Business Experts co-founder, Ashley Grace.

In order to help guide CBD category growth and market development, Cannabis Business Experts analyzed the associated CBD usage behavior from this ground-breaking CBD clinical study to answer numerous business questions. “For those marketing, insights or R&D brand leaders who are already involved in CBD or who are considering cannabis or CBD brand innovations in the future, this information is critical,” said Grace. “Never before has CBD usage behavior been studied clinically on

this scale. The Cannabis Business Experts' CBD Motivations, Use and Benefits Study is truly revolutionary and provides clear direction for those looking to grow or establish a CBD business."

Interested brands and businesses should note that the *Cannabis Business Experts CBD Motivations, Use and Benefits Study*<sup>™</sup> is close in scope to the U.S. Census in terms of CBD user representativeness while representing *user motivations, consumption levels, and symptom experiences* to answer the following key business and brand building questions:

- Why do users use CBD? For what primary conditions?
- How often do CBD users use CBD? How much CBD do they use?
- Are there heavy CBD users? How much CBD do heavy users use?
- For how much total category volume do heavy users account?
- Does CBD consumption change with age? How much does CBD consumption change?
- What type of general wellness activities & therapies are CBD users most likely to pursue?
- Does CBD usage vary based on additional general wellness and therapies pursued? How much does CBD usage vary if so?
- How big is the overlap between alcohol users and CBD users? What about tobacco users and CBD users?
- How does CBD usage vary among alcohol users vs. non-alcohol users? What about tobacco users vs. non-tobacco users?
- What dosage strength of CBD would be best to develop based on category usage?
- What are the top pain indications associated with CBD usage?
- How are CBD user's perceptions of well-being improved?
- How big is the overlap between Rx opioid prescription users and CBD users?
- Do people on Rx opioid prescriptions use more or less CBD vs. others? How much?
- What is CBD's impact on Prescription drug usage? What about OTC drugs?
- How big is the "all natural" group who uses CBD but avoids OTC and Rx drugs? How much CBD does this group use vs. others?
- Do people using nutritional supplements use more or less CBD vs. others? How much if so?
- Do people using herbal remedies use more or less CBD vs. others? How much if so?
- With which Therapeutic sales channels would be most optimal for CBD brands to align sales channels and/or branding activities?
- What are perceived CBD relief benefits for primary & secondary symptoms?
- How can benefit statements/creative leverage the breadth of secondary benefits?
- How do perceptions of symptom severity change pre/post CBD use?
- How do perceptions of general wellness change with CBD usage?
- How much CBD do users of various forms and compositions of CBD use?

Deliverable: Comprehensive, easily digestible PDF Report (user database including complete Validcare clinical safety dataset also available separately)

#### About [Cannabis Business Experts](#)

Founded in Boulder, Colorado by key members of the team that helped build [Charlotte's Web](#)<sup>™</sup> and [HempFusion](#)<sup>™</sup> into publicly traded companies and helped build multi-million dollar cannabis businesses in Colorado with [Stillwater Brands](#)<sup>™</sup> and [Dalwhinnie Farms](#)<sup>™</sup>, Cannabis Business Experts focuses on helping cannabis entrepreneurs and Fortune 500 companies who are innovating with cannabis explore and enter the cannabis industry in the most profitable and compliant manner. While there are many cannabis consultants, Cannabis Business Experts has Proven Experience, Proven Results<sup>™</sup> spanning THC, CBD, other cannabinoids, soluble food & beverage technology, regulatory, GMP, banking, financial, interstate licensing, operations, marketing, and sales. The



research team on this project included over 50 years of consumer research experience serving dozens of the most sophisticated category leading brands across verticals including [P&G](#), [Walmart](#), [Pfizer](#), [General Motors](#), and [Universal Studios](#).

#### About [Validcare](#)

Validcare provides patient-centered solutions to research organizations, transforming the delivery of life sciences and nutraceutical products. Validcare's technology and services place the patient's voice at the center of product research, resulting in greater patient participation, improved scientific data, more reliable product claims and accelerated product development. Founded by experts with more than 20 years of industry experience, Validcare offers the leading solution for best practices in conducting regulatory compliant research on life-improving products.

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