



Apex Labs CBD Dropship Program

We're excited to partner with you for all of your CBD (and beyond) needs.

Intro

Let's get started!

You're ready to start selling CBD and we're here to help make your journey a success. We know that navigating the CBD industry can be... shall we say tricky.

In this guide, you'll find all the things you need to know about how to talk about CBD, the different types of products, other cannabinoids, and all the other star ingredients that are featured in our formulas.

You'll be navigating CBD language like a pro by the end.



Why we say what we say

CBD is amazing. You know that. We know that. But there are limits on what you can and can't say about it.

CBD, and other cannabinoids, are considered dietary supplements by the FDA (Food and Drug Administration). That means that we ***cannot*** make any drug claims about these products. And we cannot say that they treat anything that is considered a disease or condition.

Because of this, the FDA and the FTC (Federal Trade Commission) monitor retailers who sell products like this to make sure the language is compliant and not making drug-related claims.

What can you say?

There's still plenty of room left to really describe the products and still do them justice.

When explaining the benefits of CBD, refer your customers to the Dietary Supplement Health and Education Act (DSHEA) with this statement:

*** These statements have not been evaluated by the Food and Drug Administration.**

This product is not intended to diagnose, treat, cure or prevent any disease.

We recommend marking any sentence that describes the benefits with an asterisk and following with this statement on the page.



General Tips and Tricks

Let's start with the basics. Here are a few words and phrases to avoid:

- Will
- Should
- Heal
- Cure
- Treat
- Disease
- Prevent
- Therapy
- Chronic

Instead, you should stick with words like:

- Can
- May
- Help/s
- Promote
- Support
- Concern
- Everyday issues

In general, remember to soften the language and talk about CBD as if it helps with everyday issues that people deal with from time to time, not chronic concerns. At most, you can use anecdotal evidence to help get your point across, but without crossing the claim boundary.

Example: "Some find Delta 8 to be more gentle and pleasant than its Delta 9 counterpart."



All Products

Apex Labs takes great pride in offering only the highest quality CBD, Delta 8, and other cannabinoids in our products. Here are a few talking points for all of our products:

- Third-party tested for purity and quality.
- All hemp distillates and isolates are tested at 99.9% purity and is free of pesticides, metals, and residual solvents.
- Our in-house scientists, chemists, and formulators test every formula until they create the best version.
- The isolates and distillates are derived from industrial hemp grown in the USA.



Topicals

Unlike gummies, tinctures, beverage enhancers, or other oral products, topicals are technically classified as a beauty product. This means you have to be even more stringent with therapeutic claims.

While you can point to some of the other ingredients (like camphor and menthol for cooling), don't draw any direct parallels between CBD and any potential pain-relieving benefits.



Tinctures

The bread and butter of the CBD world. Oil tinctures feature:

- Organic coconut carrier oil
- Three natural flavors: lemon, peppermint, and unflavored
- Three different strengths
- Choose from CBD, Delta 8, THC-O, HHC (or HEX), or CBD-A.

Oil tinctures are taken sublingually by placing one dropperful under the tongue for 60 seconds.



Gummies

Gummies are awesome. They're a great way for people who are new to the CBD scene to enjoy a tastier way to take CBD. They're also fantastic for those who find themselves a little overwhelmed with all the tinctures and things.

While gummies are pretty straightforward as a product category, we recommend always adding extra caution about keeping them out of the reach of children. More than any other product, these look (and taste, for that matter), like candy.



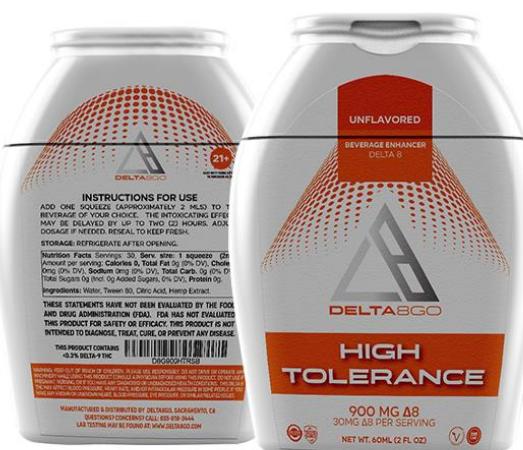
Water Soluble

Oil and water don't mix. Except when they do. Thanks to innovative nanotechnology, we're able to make water-based CBD & Delta 8 products.

Highlights of water-soluble cannabinoids:

- Nanotechnology breaks the hydrogen and oxygen bond in the CBD molecule to get it to the point where it can fit inside the water molecule.
- Once it's fully encased in water, it absorbs easier in your body giving you maximum benefit
- The naturally bitter flavor is harder to mask in water-soluble products, so the tinctures and beverage enhancers have a more intense flavor.
- Available as tinctures, capsules, beverage enhancers, beverage shots, and a concentration.
- Up to 5x more absorption and up to half the absorption time.

Be sure not to make any claims about the percentage of absorption or exact absorption time of this product, or any CBD product for that matter, as each individual is different and these figures can vary.



Nighttime Products

Products just for bedtime? You betcha. Many find CBD, CBN, and Delta 8 to help with sleep. We formulated gummies just for that purpose.

Do talk about:

- Supports a healthy sleep cycle
- Helps with occasional restless nights
- Features melatonin, a natural hormone to aid in sleep
- Natural ingredients
- Can help you unwind

Don't say

- Insomnia
- Sleeping pills
- Irregular sleep patterns
- Anything about chronic sleep issues



Pets

Dogs, much like humans, have endocannabinoid systems that allow them to benefit from CBD. And furry friends are part of the family, so they get only the best.

Remember, our pet products are intended for canine use only.

Do talk about:

- Tasty ingredients like Norwegian Salmon Oil
- Different strengths for different size pooches
- Helps with occasional stress and anxiety
- Supports overall health and wellness

Don't say:

- Treats separation anxiety
- Relieves joint pain
- Safe for all animals



The Different Cannabinoids

There are more than a few different cannabinoids available from Apex Labs, each with unique properties and benefits. Here are a few highlights for each one.

CBD

- Full name: Cannabidiol
- Isolated from the rest of the natural cannabinoids for a pure isolate with no THC
- Can help support overall health and wellness
- Can also help with occasional anxiety, the odd restless night, or some sore muscles from a hard workout.

CBN

- Full name: Cannabinol
- Like CBD, CBN is one of the natural cannabinoids found in the hemp plant
- Said to be especially beneficial when it comes to rest and sleep
- Has been isolated from the rest of the natural cannabinoids for a pure isolate with no THC
- Found in sleep gummies, beverage enhancers and shots

CBG

- Full name: Cannabigerol
- Like CBD, CBG is one of the natural cannabinoids found in the hemp plant
- Said to help ease occasional aches and pains and help stabilize moods
- Has been isolated from the rest of the natural cannabinoids for a pure isolate with no THC
- Found in select gummies, Focus Beverage Enhancers and Focus Shots



The Different Cannabinoids (continued)

Delta 8

- Delta 8 THC (tetrahydrocannabinol)
- Found naturally in the hemp plant
- Provides a similar, but gentler high to Delta 9 THC
- Many say it provides an overall better experience, without some of the negative side effects of Delta 9
- Contains less than 0.3% Delta 9 and is federally legal according to the 2018 Farm Bill

Max Compliance Delta 9

- Formulated with high Delta 9 THC potency without exceeding the Federal Legal Limit
- Contains around 10mg of hemp-derived Delta 9 THC, but still falls below the 0.3% Federal Limit per total weight
- Third-party tested for potency and compliance

Delta 10

- Full name: Delta 10 THC (tetrahydrocannabinol)
- Found naturally in the hemp plant
- Gentler and more subtle than Delta 9 THC
- Many say it provides an overall better experience, without some of the negative side effects of Delta 9
- Can be more energizing and uplifting

HHC

- Full name: Hexahydrocannabinol
- Keep in mind HHC is a little more potent than Delta 8, so start small
- One of the newer cannabinoids to market
- Said to provide a more energizing feeling with a boost of mental clarity
- Provides a similar, but gentler high to Delta 9



The Different Cannabinoids (continued)

THC-O

- THCO-Acetate
- One of the newer cannabinoids on the market
- Needs to metabolize in the body to start to feel the effects, may take anywhere from 20-30 minutes
- Many feel its effects to be even more potent than Delta 9 THC
- Start with a lower dose and build from there

For additional questions or support, please don't hesitate to reach out to support@apexlabscbd.com

