

CBDelivery

Today, your customers can get their hemp supplements in a range of formats. Here's what you need to know.

In November of 2018, hemp-derived CBD was already the most exciting category in supplements. But by December, the industry got the best present ever in a Farm Bill that unshackled hemp, setting the category up to soar like Santa's reindeer fueled by CBD-infused energy drinks.

Now that the legislation has, in many ways, unleashed the ingredient's potential, even more consumers will be heading to natural products retailers with questions. While emphasizing quality and transparency, retailers should focus on ways to differentiate their stores with holistic departments and knowledge that builds trust in the new ingredient, along with energy around various delivery systems.

Not a one-size-fits-all supplement

The growing number of CBD delivery formats and formulas can overwhelm consumers. Because hemp affects every individual differently, it's not a one-size-fits-all solution. Understanding the various types of hemp delivery systems can help you work with consumers to find the product that's most effective for them.

"Everybody is different," says family practitioner and retired Army Colonel Philip Blair, MD. "The key is to help people find what best matches their particular lifestyle and preference." After leaving the Army, Blair found that a traditional approach to care seemed to be

exacerbating his patients' issues, so he turned to hemp supplements. "The main thing to remember is that any way you can get CBD into the body, you can produce profound changes," he says.

Bioavailability differs among delivery methods. So does the time it takes CBD to take effect and the duration of the effects. But don't let consumers fixate on the numbers, says Carl Germano, CNS, CDN, author of the forthcoming *Road to Ananda: The Simplified Guide To The Endocannabinoid System* (Carl Germano, 2018). "You don't need a very large serving to elicit effects," he says. "There are clinicians out there using just small amounts of CBD to jump-start the

endocannabinoid system to great effect."

When helping consumers choose the best product and delivery system, stay focused on their specific issues rather than taking a shotgun approach, which can erode trust, says Blair. And regardless of which of the following delivery formats they choose, consumers know they can expect immediate results, says Blair. Start with the serving size recommended on the package. If the consumer doesn't feel a response within the time appropriate to the delivery format (see next page) then they're not taking enough. On the other hand, Dr. Blair says, "If you feel that the product induces fatigue, then you're taking too much."

5 WAYS to take HEMP SUPPLEMENTS

Providing a range of different types of hemp-derived CBD products to meet consumer needs and lifestyles can help expand its presence and bring more consumers into the category.

1 CAPSULES

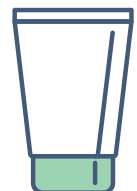
Capsules are appealing for several reasons. Familiarity, convenience and consistency. “It’s the mode that people seem most comfortable with,” says Blair. Ingesting capsules sends the ingredients through the GI tract, which delays the onset of effects by one or two hours, he says. The effects last longer than with other formats—up to 12 hours. Look for products made with high-quality capsules that dissolve easily for improved bioavailability and fewer gut issues.

Consumers can also take capsules sublingually (under the tongue), allowing the CBD to pass through their mucosal membranes directly into the bloodstream. How to do it? Put the CBD capsule between your teeth, says Blair, bite it, then allow the oil to settle in the bottom of your mouth. Hold it there for up to two minutes before swallowing. To enhance absorption, take omega-3s with CBD, says Germano. The combination “acts like a multivitamin for your endocannabinoid system.”



2 OIL LIPOSOMES

Liposomes are lipid clusters that are carriers of hemp oil, helping it pass through our body’s membranes and making this one of the most bioavailable forms of CBD. The improved bioavailability allows consumers to take one-fifth of the serving they’d take with a tincture, making it a very economical option. Liposomal CBD can be mixed with water as a beverage or taken directly under the tongue as a spray.



3 TINCTURES

Liquid tinctures allow easy sublingual delivery, producing effects within two minutes, says Blair. Be sure to let consumers know to drop or spray the tincture onto the back of their tongue, the best area for cannabinoid absorption. For people who want a more precise, easy serving system for CBD extracts, they can try the X-Pen. Each click of the spring-loaded pen releases 15 mg of extract.



4 POWDERS

Mixing hemp-derived CBD products into food and beverage recipes makes taking the supplement easy and helps consumers include it in their daily routines. It also means that you can incorporate it into smoothies and other nutrient-packed options to get even more out of it.

5 BALMS

Topical balms allow consumers to focus on a targeted area of the body. “We have endocannabinoid system receptors in every organ—including our skin,” says Germano. “Look for products that combine the CBD with compounds that drive the ingredient through the derma, like alcohols, MSM and magnesium sulfate.” Consumers should feel the effects of the balm within five minutes.

