

3 CBD MISTAKES HURTING YOUR WALLET

STICK TO THESE GUIDELINES TO MAKE SURE
YOU'RE NOT WASTING MONEY



TLDR

Pay attention to your method of ingestion, time of ingestion, company transparency, and ingredient labels. Long term, spending a good amount of money on medicine that actually works is way better than spending a smaller amount on snake oil and investing in a company that's more interested in marketing than in your health. Companies offering products worth your hard-earned dollars will be transparent about what they are selling - something that is true in all industries.

1

YOU'RE TAKING A PILL OR AN EDIBLE

CBD (Cannabidiol) has been trending as a wellness tool for a while now. The easiest way to get around any confusion is to take your daily CBD pill and then be done with it... right? WRONG.

What we do know about CBD is that its bioavailability is extremely low. What does that mean? Basically, our gastrointestinal system and liver wreak havoc on most of it (aka metabolizing it into other compounds) before it even enters our bloodstream. How do we get around this? If you don't feel like flushing your money down the toilet (literally), go for a sublingual option, and pay attention to the instructions. Absorption through mucosal membranes under the tongue help re-route CBD around the digestive system, skirting that first-pass metabolism that prevents bioavailability. Using CBD for pain and/or inflammation? Try a topical version or even a suppository if appropriate instead of popping your daily dosage orally.*



2

YOU'RE TAKING IT AT THE WRONG TIME

CBD relieves stress and makes it easier to sleep, so I should take it before bed... right? NOT NECESSARILY.

One of the most fascinating (and confusing) things about CBD is that not only does it have vastly different results in different individuals, but those results can still be vastly different in the same individual (even opposing) depending on the dosage taken. For example, a 10mg dose may give you energy and focus (great for your workday or studying), while a much larger dose (i.e. 40mg) may make you relaxed and sleepy. The way to figure this out is trial and error, so pay attention and journal your results! If you are sensitive to CBD, perhaps taking it in the morning is the best option.* This way, it does not interfere with your sleep, and you can still reap cumulative, long-term benefits such as reduced stress and anxiety.

3

YOU'RE NOT ACTUALLY BUYING REAL CBD

CBD is legal everywhere since 2018, so I can find it online or at a gas station... right? WRONG.

Can't stress this enough: if you don't feel like flushing your money down the toilet (literally), read those labels! Any CBD company with a product worth purchasing will be completely transparent about its ingredients, extraction methods, and lab tests. A Certificate of Analysis (COA) should be on their website corresponding to each batch, or else readily available upon request.

Hemp oil is NOT CBD. Hemp oil has wonderful health benefits, but should NEVER cost much, and will not give you the benefits you're looking for from CBD. Unfortunately, this is confusing because the botanical name for both species includes the words 'cannabis sativa' (seen this lately on every label from makeup remover to energy drinks? Exactly). Check those labels to make sure they say "cannabidiol", and make sure the exact dosage is easy to find.

If any of the above subjects are lacking or left ambiguous, run, don't walk, to a brand with clear and present transparency.



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As always, visit @fenixfeathers on Instagram for tips and advice.



CBD research is still extremely limited due to federal and state regulations.

Tell your Congressional Representative to join the recently formed federal Cannabis Caucus, and never forget to #VOTE in both federal and local elections to make your voice heard.