



HOH Hempnotize

(888) 615-5880 • www.hangoverhops.com • info@hohhempnotize.com



Your Premium CBD Resource!

Pure Hemp CBD Products For Health, Beauty & Pet Care

- 70% Alcohol Hand Sanitizer
- Full & Broad Spectrum Tinctures
- Intensive Relief Topicals
- Gummies & Liquid Capsules
- Hair & Skin Care Treatments
- Pet Treats, Bath Bombs & So Much More!



**NO HARSH
CHEMICALS**



Superior Quality & Third Party Tested: Our products are made with the highest quality ingredients, 100% organic grown USA hemp, and are non-GMO, vegan friendly, gluten free, and have NO metals, harsh chemicals or pesticides. In order to guarantee purity, potency, consistency and safety, all of our products are regularly tested in our manufacturing facilities and then verified by third party independent labs.

TOPICS TO COVER

RETAIL SELLING

LABELING

SELLING IN AN FDA

COMPLIANT WAY

PRODUCT LIABILITY

INSURANCE

QUESTIONS TO ASK BEFORE YOU ENTER THE RETAIL MARKET FOR CBD!

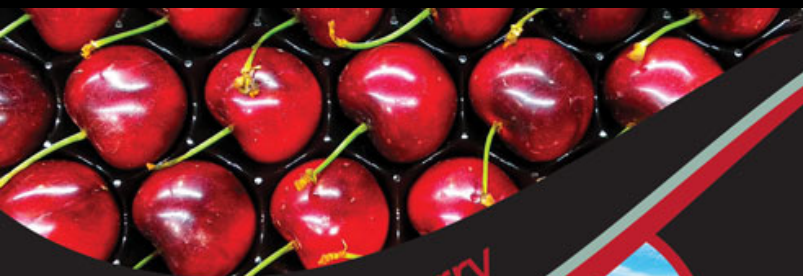
- ▶ DO I WHITE LABEL, DO I PRIVATE LABEL, PARTNER WITH A FORMULATOR OR DO I MANUFACTURE?
- ▶ DO I WANT TO BE FULLY INTEGRATED OR NOT?
- ▶ DO I HAVE THE WORKFORCE AND SALESFORCE TO MAKE A DIFFERENCE IN THE MARKET?
- ▶ WILL I BE IN STORES OR JUST ON LINE? HOW DO I GET TRAFFIC TO MY WEBSITE?
- ▶ HOW DO I DIFFERENTIATE MYSELF IN THE MARKET?
- ▶ DO I UNDERSTAND ENOUGH ABOUT HOW TO LABEL MY CBD PRODUCTS?
- ▶ DO I HAVE A MARKETING PLAN - DO I KNOW HOW TO ADVERTISE TO SELL MY PRODUCTS

QUESTIONS TO ASK BEFORE YOU ENTER THE RETAIL MARKET FOR CBD!

HOW DO I KNOW I AM WORKING WITH A REPUTABLE SUPPLIER/FORMULATOR?

- ▶ ARE THEY GMP CERTIFIED? FDA REGISTERED?
- ▶ ARE THEY PRODUCING IN THE USA?
- ▶ HOW BROAD IS THE PRODUCT LINE? DO THEY OFFER FULL, BROAD AND ISOLATE PRODUCTS - DO THEY HAVE LEADING PRODUCT DEVELOPMENT TECHNOLOGY
- ▶ ARE THEY COST COMPETITIVE?
- ▶ WHERE DO THEY GET THEIR HEMP FROM?
- ▶ DO THEY HAVE CERTIFICATE OF ANALYSIS ON ALL OF THEIR PRODUCTS? THIRD PARTY TESTED?
- ▶ DO THEY PROVIDE MARKETING SUPPORT?
- ▶ DO THEY HAVE LOW MINIMUM ORDER QUANTITIES?
- ▶ DO THEY HAVE QUICK DELIVERY TIMES?
- ▶ FULLY COMPLIANT WITH THE STATE DEPARTMENT OF AGRICULTURE?
- ▶ ARE ALL FARMS SUPPLYING THEM INDUSTRIAL HEMP REGISTERED?
- ▶ ARE ALL FARMS ARE FARM BILL COMPLIANT?

BEWARE OF LABELING REQUIREMENTS - EVER CHANGING REQUIRMENTS



Michigan Cherry



SCAN ME

Suggested Use

Shake gently before each use. Place hemp extract drops under the tongue. Hold to absorb for 60 seconds, then swallow. Use twice daily, or as recommended by your healthcare provider. Talk to your doctor before use if you are pregnant, nursing, or taking any prescribed medications.

KEEP OUT OF REACH OF CHILDREN.
Store in a cool location, away from direct sunlight.



SELECT BLEND
Pure Hemp CBD Extract

**Full Spectrum
Hemp Extract**

2000mg of CBD per container

Michigan Cherry Flavor

1 fl oz (30 mL)

Product Facts

Serving Size 1 mL (or 1 dropper)
Servings Per Container 30

Amount Per Serving	% Daily Value*
Full Spectrum Hemp Oil Extract	66.6mg †

† Daily Value not established.

Other Ingredients: Caprylic/Capric Triglyceride (USDA Certified Organic MCT Oil), Full Spectrum Hemp Extract Distillate, Cherry Natural Flavor

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8952405122845

100% Natural Hemp Product Made in the USA

CONTAINS LESS THAN 0.3% THC

*CANNABINOIDS DERIVED FROM
REGISTERED INDUSTRIAL HEMP



All Natural Broad Spectrum Hemp Extract



Suggested Use

Place hemp extract drops in water or place hemp extract drops under the tongue. Hold to absorb for 60 seconds, then swallow. Use once daily, or as recommended by your healthcare provider. Talk to your doctor before use if you are pregnant, nursing, or taking any prescribed medications.

KEEP OUT OF REACH OF CHILDREN.
Store in a cool location, away from direct sunlight.



SELECT BLEND
Pure Hemp CBD Extract

**Water Soluble
Tincture**

3000mg of CBD per container

All Natural

1 fl oz (30 mL)

Product Facts

Serving Size 1 mL (or 1 dropper)
Servings Per Container 30

Amount Per Serving	% Daily Value*
Broad Spectrum Hemp Oil Extract	100mg †

† Daily Value not established.

Other Ingredients: Caprylic/Capric Triglyceride (USDA Certified Organic MCT Oil), Broad Spectrum Hemp Extract Distillate, Tocopherolsol

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100% Natural Hemp Product Made in the USA

CONTAINS LESS THAN 0.3% THC

*CANNABINOIDS DERIVED FROM
REGISTERED INDUSTRIAL HEMP

VIEW NOW

BEWARE OF LABELING REQUIREMENTS - EVER CHANGING REQUIRMENTS

NOT A CANDY • KEEP OUT OF CHILDREN'S REACH



Pure Hemp CBD Extract

CBD GUMMIES

50mg per Gummy

Herbal Supplement
6 Count



8952485299884



*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.

Manufactured in a facility that processes peanut, tree nut, wheat, soy, and milk products.

Directions: As an herbal supplement, adults take one (1) gummy daily preferably with a meal or as recommended by a physician.

Not intended for use by anyone under the age of 18 without adult supervision. Do not use if you are pregnant or nursing. Consult your physician prior to use if you are taking any medications. If any adverse reactions occur, discontinue use and consult your doctor.

KEEP OUT OF CHILDREN'S REACH. Store in cool, dry place.

Nutrition Facts

Serving Size 1 Gummy	
Servings Per Container 6	
Amount Per Serving	
Calories 10	
	% Daily Value*
Total Fat 0g	0
Saturated Fat 0g	0
Trans Fat 0g	0
Cholesterol 0g	0
Sodium 2.1mg	0
Total Carbohydrate 3g	1
Dietary Fiber 0g	0
Sugars 2g	0
Protein 0g	
Vitamin A 0%	Vitamin C 0
Calcium 0%	Iron 0.7

*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Ingredients:

Hemp-Derived Cannabidiol (CBD), Corn Syrup, Sugar, Water, Gelatin, Citric Acid, Natural & Artificial Flavors, Carnauba Leaf Wax, FD&C Red 40, FD&C Yellow 5, FD&C Yellow 6, FD&C Blue 1. May contain: Pectin, Palm Oil, Bees Wax, Coconut Oil, and Canola Oil. product.



Warning:

The hemp-derived extract within this product contains < 0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know applicable state and local laws in regard to consumption of this product.



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Suggested use: As an herbal supplement, adults take one (1) capsule daily preferably with a meal or as recommended by a physician.

Not intended for use by anyone under the age of 18 without adult supervision. Do not use if you are pregnant or nursing. Consult your physician prior to use if you are taking any medications. If any adverse reactions occur, discontinue use and consult your doctor.

KEEP OUT OF CHILDREN'S REACH.

Store in cool, dry place.



VIEW NOW



8952485218147



CBD LIQUID CAPSULES

Full Spectrum
Herbal Supplement

25mg PER CAPSULE

30 Capsules

Nutrition Facts

Serving size: 1 Liquid Capsule Servings Per Container: 30

Amount per serving		%DV*
Phytocannabinoids	25 mg	**

*% Daily Value **Daily Value not established.

Other Ingredients: Medium Chain Triglycerides, Hydroxypropyl Methylcellulose and Silicon Dioxide.

WARNING: The hemp-derived extract within this product contains < 0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know the applicable state & local laws in regard to consumption of this product.

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BEWARE OF LABELING REQUIREMENTS - EVER CHANGING REQUIREMENTS

Store in a cool, dry place. KEEP OUT OF CHILDREN'S REACH.



Pure Hemp CBD Extract CBD INTENSIVE RELIEF RUB 1000mg CBD with 10% Emu Oil Per Container

3.4 oz / 100 mL

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Ingredients: Aqua, Emu Oil, Alcohol Denat., Stearic Acid, Menthol, Glycerin, Glyceryl Stearate, Caprylic/Capric Triglyceride, Cetyl Alcohol, Caprylyl Glycol, Phenoxethanol, Hexylene Glycol, Squalane, Stearyl Alcohol, Hemp-Derived Cannabidiol (CBD), Sodium Hydroxide, Aloe Barbadensis, Leaf Extract, Rosewellia Serrata Extract, Arnica Montana Flower Extract.

Warning: For external use only. Avoid direct contact with eyes and mouth. Not intended for use by anyone under the age of 18 without adult supervision. Do not use if you are pregnant or nursing. Consult your physician prior to use if you are taking any medications. If any adverse reactions occur, discontinue use and consult your doctor.

The hemp-derived extract within this product contains < 0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know applicable state and local laws in regard to consumption of this product.

Natural active ingredients may discolor over time.



SCAN ME



0952405266452



SELECT BLEND Pure Hemp CBD Extract

RELIEF ROLL-ON GEL

1000mg of CBD per container

2.8 FL OZ (85mL)

Directions: Apply to the affected area as needed.

Natural active ingredients may discolor over time.

KEEP OUT OF CHILDREN'S REACH.

Ingredients: Aqua, Menthol, Cinnamomum camphora (Camphor) Bark Oil, Eucalyptus Globulus (Eucalyptus) Leaf Essential Oil, Polysorbate 20, Cannabidiol, Arnica Oil (Helianthus Annuus (Sunflower) Seed Oil and Arnica Montana Flower Extract), Glycerin, Tocopheryl acetate, Isopropyl Alcohol, Propylene glycol, Phenoxethanol, Ethylhexylglycerin, Xanthan Gum, Triethanolamine



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WARNINGS: The hemp-derived extract within this product contains < 0% - 0.3% total THC and d9-THC. It is the customer's responsibility to know applicable state and local laws in regard to consumption or use of this product.

For external use only. Avoid direct contact with eyes and mouth. Not intended for use by anyone under the age of 18 without adult supervision. Do not use if you are pregnant or nursing. Consult your physician prior to use if you are taking any medications. If any adverse reactions occur, discontinue use and consult your doctor.



BEWARE OF LABELING REQUIREMENTS - EVER CHANGING REQUIRMENTS

KEEP OUT OF CHILDREN'S REACH.

Store in a cool, dry place.



SELECT BLEND
Pure Hemp CBD Extract

BROAD SPECTRUM
Bacon Flavored
PET DROPS

500mg of CBD Per Container

1oz / 30mL

Suggested Use: For dogs, give 1-2 doses per day using the dosage information below. Do not give more than 8 doses per day.

DOSAGE INFORMATION

Under 25lbs: 4mg CBD/0.25mL Dose. Use 1/4 dropper.
25 to 50lbs: 8mg CBD/0.5mL Dose. Use 1/2 dropper.
50 to 75lbs: 11.5mg CBD/0.75mL Dose. Use 3/4 dropper.
75lbs or More: 17mg CBD/1mL Dose. Use 1 full dropper.

Ingredients:
Caprylic/Capric
Triglyceride,
Cannabidiol,
Natural Bacon
Flavor

 **NO HARSH
CHEMICALS**


**Superior
Quality**



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CBD PET TREATS

Great for Cats and Dogs

ANIMAL HERBAL SUPPLEMENT

5mg of CBD per serving

30 Treats per Pouch



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Warning: The hemp-derived extract within this product contains <0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know applicable state and local laws in regard to consumption of this product. Always consult a veterinarian before using CBD on your pets.

BEWARE OF LABELING REQUIREMENTS - EVER CHANGING REQUIRMENTS

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Ingredients: Broad Spectrum Hemp Extract, Organic Coconut Derived MCT Oil, Prunus Amygdalus (Sweet Almond) Oil, Simmondsia Chinensis (Organic Jojoba) Oil, All Natural Fragrance

The hemp-derived extract within this product contains < 0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know applicable state and local laws in regard to consumption of this product.

MADE IN THE USA & GMP COMPLIANT



Directions

Dispense a small amount of oil into hands.

Rub hands together & gently massage the desired area.

Natural active ingredients may discolor over time.

Red Hot



Red Hot Massage Oil

50mg of CBD per container

Lavender Rose Scent

1 fl oz (30 mL)

Suggested Use: As an herbal supplement, adults take one (1) capsule daily preferably with a meal or as recommended by a physician.



SELECT BLEND
Pure Hemp CBD Extract

BROAD SPECTRUM NANO CBD SOFTGEL

25mg PER SOFTGEL

30 Softgels



Nutrition Facts

Serving size: 1 Softgel Capsule Servings Per Container: 30

Amount per serving		%DV*
Phytocannabinoids	25 mg	**

*% Daily Value **Daily Value not established.

Ingredients: Caprylic/Capric Triglyceride, Cannabidiol, Gelatin (kosher beef), Aqua, Glycerin, Tocopherol

KEEP OUT OF CHILDREN'S REACH. Store in cool, dry place.

WARNING: The hemp-derived extract within this product contains < 0% - 0.3% total THC and D9-THC. It is the customer's responsibility to know the applicable state & local laws in regard to consumption of this product.

*Not intended for use by anyone under the age of 18 without adult supervision. Do not use if you are pregnant or nursing. Consult your physician prior to use if you are taking any medications. If any adverse reactions occur, discontinue use and consult your doctor.

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**NO HARSH
CHEMICALS**

**Superior
Quality**

**GOOD MANUFACTURING
PRACTICE**

MADE IN USA

SHARING BENEFITS IN AN FDA-COMPLIANT WAY

When it comes to sharing information from research it is important to be mindful of the words you choose to use. There are two types of claims; a disease claim (which is not okay), and a structure function (S/F) claim (which is okay).

DISEASE CLAIM - claims that the product will diagnose, prevent, treat, or cure disease in one of the following ways: Refers to disease or class of disease (cancer, diabetes, autism, depression, obesity, cold, flu, etc.)

- Refers to disease or class of disease (cancer, diabetes, autism, depression, obesity, cold, flu, etc.)
- Refers to characteristic signs or symptoms of a disease Uses pictures or symbols to imply a disease claim
- Refers to a type of drug (ex. analgesics, anesthetic, expectorant, anxiolytic etc.) Says it is a substitute for a drug
- Says it augments a therapy or drug
- Refers to the body's response to disease (ex. supports body's ability to resist infection, not okay, but supports the immune system is okay)
- Refers to the adverse effects of a drug or therapy (ex. maintains intestinal flora in people on antibiotics)

SHARING BENEFITS IN AN FDA-COMPLIANT WAY

Structure-Function claims

Claims that a product helps the body stay healthy and function normally or contributes to general well-being in one of the following ways:

1. Supports the immune system
2. Supports urinary tract health
3. Promotes relaxation
4. Aids Digestion
5. Soothes irritated skin

Disease claims to Structure-Function claims:

1. Fights symptoms like flu and cold > CBD boosts the immune system.
2. Fights insomnia > CBD offers relief for sleeping disorders.
3. Used for arthritis > CBD Used for joint and muscle aches.
4. Reduced symptoms of ADHD > CBD enhances focus and increases attention span.
5. For chronic fatigue > CBD improves daytime mental alertness at mild doses.
6. Relieves headaches > CBD reduces head and neck tension.

SHARING BENEFITS IN AN FDA-COMPLIANT WAY

REFERRING TO SCIENTIFIC STUDIES

As mentioned previously, we are able to share scientific studies in their entirety; however, we may only use S/F claims to describe, paraphrase, or summarize them. For example, if you find a study on Orange oil and anxiety:

1. Disease claim: Here is a study that showcases the anxiety properties of Wild Orange oil in a dental setting.
2. S/F claim: Here is a study that showcases the calming properties of Wild Orange oil in a dental setting.

Even if the study specifically states that Wild Orange helped with anxiety, by saying anxiety, you would be making a disease claim.

CAN'T SAY:

1. Cure, treat, heal, correct, prevent, restore
2. Antibiotic, analgesic, antiviral, diuretic, antimicrobial, antiseptic., antidepressant, anti-inflammatory, reduces inflammation
3. Anxiety disorders
4. Pain (instead use discomfort) Nature's Medicine Cabinet
Medicinal (instead use therapeutic)
5. Health symptoms (instead use health concerns)

SHARING BENEFITS IN AN FDA-COMPLIANT WAY

DESCRIPTIONS TO USE:

1. Cosmetic claims like “beautifies”, “improves”
2. Emotions like “decreases irritability”
3. Words like “wellness”, “supports,” “maintains”
4. Refer to general body parts and systems like cardiovascular and endocannabinoid
5. Qualifiers like “mild”, “occasional” to differentiate a temporary condition from the symptoms of the disease.

EXAMPLES OF WORDS AND PHRASES YOU CAN SAY:

1. Stimulate, maintain, support, reduce, relief, response, promote—if not implied as a disease claim (for example, maintain healthy lung function, support cartilage and joint function, reduce stress, helps relieve digestive upset, healthy inflammatory response, promotes relaxation, etc.)
2. Eases head and neck tension (rather than saying headache)
3. Helps with anxious feelings or distress
4. Sore and achy muscles (instead of muscle pain)

SHARING BENEFITS IN AN FDA-COMPLIANT WAY

EXAMPLES OF WORDS AND PHRASES YOU CAN SAY:

1. Environmental threats (instead of virus or bacteria)
2. Seasonal threats (instead of cold, flu, or allergies)
3. Normal cell reproduction/growth (instead of cancer fighting)
4. Therapeutic (instead of medicinal)

***Remember to always include the FDA disclaimer: “This statement has” or “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.”**

DO I NEED OR WANT PRODUCT LIABILITY INSURANCE??

Good Info to gather if you are going to apply
for product liability insurance:

- 1- Must fill out Application on website
- 2- Are you growing hemp?
- 3- Do you perform extraction/manufacturing? Or are you white labeling products made by others?
- 4- What are your products?
- 5- Are you selling the finished product? Or selling in bulk (not labeled for end consumer)?
- 6- Do you have a employee handbook
- 7- Do you have a business plan with financials
- 8- Owners experience

Casualty Coverage for CBD Company Example

Coverage Capabilities

- ▶ Maximum limits of \$5M/\$5M/\$5M
- ▶ Primary limits or \$1M/\$2M/\$2M
- ▶ Primary limits with excess up to \$10 Million
- ▶ True worldwide coverage
- ▶ Very limited ingredient restriction list
- ▶ Products bodily injury coverage arising out of mold & silica
- ▶ Claims-made
- ▶ Additional insured coverage for vendors and tradeshow sponsors

Casualty Coverage for CBD Company Example

SAMPLE CLASSES

- ▶ Pet care products
- ▶ Hemp farms
- ▶ Oils or lotions
- ▶ Hemp-infused beverages
- ▶ Protein supplements
- ▶ Extracts or isolates
- ▶ Food with additives
- ▶ Manufacturers/distributors
- ▶ Retailers/wholesalers
- ▶ Extractors/processors/growers

EXCLUDED EXPOSURES

- ▶ Prescription Products
- ▶ Nicotine Products
- ▶ Liquor Liability
- ▶ CBD or hemp products from an unlicensed grower
- ▶ Products with more than 0.3% THC/cannabis products*

*Subject to cannabis underwriting guidelines

Companies to consider:

- ▶ **Risk Source: Seth Phillips**, Commercial Risk Advisor
- ▶ Admiral
- ▶ James River
- ▶ Colony's Farm and Ranch

THANK YOU