

Complaint

IN THE MATTER OF

REEF INDUSTRIES, INC.**D/B/A****REEFCBD.COM AND REEF WELLNESS,****CANNATERA, INC.,****ANDHEMP, LTD.,****ANDREW M. BOUCHIE,****JOHN R. CAVANAUGH,****AND****SHAUN PAQUETTE**CONSENT ORDER, ETC. IN REGARD TO ALLEGED VIOLATIONS OF SECTIONS 5 AND 12 OF THE
FEDERAL TRADE COMMISSION ACT*Docket No. C-4737; File No. 202 3064**Complaint, February 4, 2021 – Decision, February 4, 2021*

This consent order addresses Reef Industries, Inc.’s advertising of cannabidiol (CBD), a cannabinoid compound found in hemp and cannabis. The complaint alleges that respondent violated Sections 5(a) and 12 of the FTC Act by disseminating false and unsubstantiated advertisements claiming that: (1) CBD products can effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions; and (2) studies or scientific research prove that CBD products effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions. The consent order requires requires randomized, double-blind, placebo-controlled clinical testing for the challenged claims or any disease treatment, mitigation, or cure claim for a Covered Product, and prohibits other misleading or unsubstantiated representations about the health benefits, performance, efficacy, safety, or side effects of any Covered Product or essentially equivalent product.

*Participants**For the Commission: Nick Coates and Laura Fremont.**For the Respondents: Robert Hindin, Robert Hindin & Associates.***COMPLAINT**

The Federal Trade Commission, having reason to believe that Reef Industries, Inc., a corporation, Cannatera, Inc., a corporation, AndHemp, Ltd., a limited company, and Andrew M. Bouchie, John R. Cavanaugh, and Shaun Paquette, individually and as officers and/or owners of Reef Industries, Inc., Cannatera, Inc., and/or AndHemp, Ltd. (collectively, “Respondents”), have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Reef Industries, Inc. (“Reef”), also doing business as Reefcbd.com and Reef Wellness, is a California corporation with its principal office or place of business at 3033 Bristol Street #G, Costa Mesa, California 92626.

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2. Respondent Cannatera, Inc., (“Cannatera”) is a California corporation with its principal office or place of business at 1235 E. Francis Street Suite M, Ontario, California 91761.

3. Respondent AndHemp, Ltd., (“AndHemp”) is a United Kingdom limited company with its principal office or place of business at 1235 E. Francis Street, Ontario, California 91761.

4. Respondent Andrew M. Bouchie (“Bouchie”) is an officer, director, and principal shareholder of Reef, an officer of Cannatera, and President and co-owner of AndHemp. Individually or in concert with others, he controlled or had the authority to control, or participated in the acts and practices alleged in this complaint. His principal office or place of business is the same as that of Reef.

5. Respondent John R. Cavanaugh (“Cavanaugh”) is an officer, director, and principal shareholder of Reef. Individually or in concert with others, he controlled or had the authority to control, or participated in the acts and practices alleged in this complaint. His principal office or place of business is the same as that of Reef.

6. Respondent Shaun Paquette (“Paquette”) is an officer and director of Reef, officer of Cannatera, and co-owner of AndHemp. Individually or in concert with others, he controlled or had the authority to control, or participated in the acts and practices alleged in this complaint. His principal office or place of business is the same as that of Reef.

7. Respondents Reef, Cannatera, and AndHemp (collectively, “Corporate Respondents”) have operated as a common enterprise while engaging in the unlawful acts and practices alleged below. Corporate Respondents have conducted the business practices described below through an interrelated network of companies that have common ownership, officers, business functions, business and mailing addresses, and unified advertising and marketing. Because these Corporate Respondents have operated as a common enterprise, each of them is jointly and severally liable for the acts and practices alleged below. Respondents Bouchie, Cavanaugh, and Paquette formulated, directed, controlled, had the authority to control, or participated in the acts and practices of the common enterprise alleged in this Complaint.

8. The acts and practices of Respondents alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

Respondents’ Marketing of CBD Products

9. Cannabidiol (“CBD”) is a substance naturally occurring in, and that can be extracted from, the hemp plant, *cannabis sativa*. Respondents have advertised, promoted, offered for sale, sold, and distributed products containing CBD (“CBD Products”) that are intended for human use. According to the product labels and Respondents’ websites, dosages vary. These CBD Products are “food” and/or “drugs,” within the meaning of Sections 12 and 15 of the Federal Trade Commission Act. For example:

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- a. Reef has sold a variety of CBD Products, including tinctures, gummies, gel caps, salves, gels, sprays, lotions, serums, moisturizers, and vape oils. These products contained, for example, between 9.884 to 644.700 mg of CBD per unit. Until approximately January 2020, consumers could purchase these CBD Products from Respondents by ordering online at reefcbd.com, or at a brick and mortar store called Reef Wellness located at 3033 Bristol Street #G, Costa Mesa, California 92626.
- b. Cannatera has sold a variety of CBD Products containing different amounts of CBD. Cannatera's Refresh (Cleanser), for example, contained 83.520 mg of CBD per unit. Cannatera's Revive (Serum) contained 94.191 mg of CBD per unit. Cannatera's Renew (Moisturizer) contained 187.920 mg of CBD per unit. Until approximately January 2020, consumers could purchase Cannatera CBD Products from Respondents by ordering online at reefcbd.com.
- c. AndHemp has sold a variety of CBD Products containing different amounts of CBD. For example, AndHemp's lavender lotion contained 183.372 mg of CBD per unit. AndHemp's muscle gel contained 138.600 mg of CBD per unit. AndHemp's pain oil spray contained 359.100 mg of CBD per unit. Until approximately January 2020, consumers could purchase AndHemp CBD Products from Respondents by ordering online at andhemp.com or reefcbd.com.

10. Respondents have disseminated or have caused to be disseminated advertisements for CBD Products, including but not necessarily limited to the attached Exhibits A through Q. Respondents promoted CBD Products through a variety of means, including through their websites reefcbd.com and cannatera.com, and through social media platforms such as Twitter, Facebook, YouTube, and Instagram. These advertisements contained the following statements:

a. What Are Some Potential CBD Benefits?

...

CBD hemp oil has a huge range of potential health benefits and uses, including . . . fighting cancer, . . . eliminating depression, [and] preventing inflammatory arthritis . . .

...

Reduces Anxiety and Depression

According to the Anxiety and Depression Association of America, depression affects 6% and anxiety affects 18% of the U.S. population each year. Research shows that CBD oil can help with both.

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CBD has been shown to reduce levels of stress and anxiety in those suffering from conditions such as PTSD, social anxiety disorder, and obsessive-compulsive disorder. . . .

Though a B12 deficiency may also be to blame, CBD has been shown to reduce depression by enhancing both serotonergic and glutamate cortical signaling (both are lacking in those with depression).

Calms Childhood Epilepsy

CBD has anti-seizure properties that have been shown to successfully treat drug-resistant children who have neurological disorders like epilepsy (with no side effects!). In one study published in the New England Journal of Medicine, CBD decreased frequency of seizures by 23 percentage points more than those taking a placebo.

Relief for Chronic Pain

Those suffering from chronic pain from diseases like fibromyalgia are finding relief with CBD. Taking CBD can offer pain relief and can even prevent nervous system degeneration. In fact, it has been approved in Canada for multiple sclerosis and cancer pain [sic].

. . .

Reduces Inflammation

Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information.

Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), CBD oil can help. Research also shows that CBD oil can reduce chronic inflammation that leads to disease.

. . .

Improves Heart Health

Heart disease is a growing problem today. In fact, it's the leading cause of death in the U.S. A healthy diet and lifestyle are a top [sic] priority for heart health, but CBD oil can also help. According to research cannabidiol reduces artery blockage, reduces stress induced cardiovascular

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response, and can [sic] reduce blood pressure. It may also reduce cholesterol.

As mentioned earlier, CBD oil is helpful in preventing oxidative stress and inflammation. Both of these are often precursors to heart disease.

(Exhibit A, blog post by Reef, *What Are Some Potential CBD Benefits?* (January 1, 2019), www.reefcbd.com).

b. **Nature's Medicine: Top 5 Health Benefits of CBD Oil**

If you suffer from chronic pain, anxiety, seizures, or any number of other maladies, finding relief can feel impossible. But did you know there's a natural treatment that can help?

It's true! CBD oil is an effective treatment or supplemental treatment for tons of issues, from everyday aches and pains to complex diseases like cancer.

...

Cancer-Fighting

Although the research about hemp oil as a treatment for cancer is still new, it's very promising. Preliminary studies have shown that CBD slows the growth of certain kinds of cancer cells, or kills them entirely (<https://www.cancer.org/treatment/treatments-and-side-effects/complementary-and-alternativemedicine/marijuana-and-cancer.html>). Although CBD should not be used as a cancer treatment on its own, it's a great addition to professionally supervised medical care.

...

Anti-Seizure

When the electrical activity of the brain fluctuates, seizures occur. Thankfully, CBD oil can help control seizures. One study showed a 38.9 percent drop (<https://www.nejm.org/doi/full/10.1056/NEJMoa1611618#t=article>) in seizure activity in people who regularly took CBD.

Fights Diabetes

If you or someone you love suffers from diabetes, try using CBD oil to treat it. Not only is it safer than the most common diabetes medications, but it's also more effective. CBD oil can prevent diabetes and obesity,

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treat insulin resistance, and help with the chronic skin sensitivity that often accompanies diabetes.

Be Well!

As you can see, CBD is a safe and effective treatment for many ailments and diseases. It works with our bodies' natural processes and rhythms to restore balance and health.

If you suffer from anxiety, pain, diabetes, seizures, or even cancer, try adding CBD oil into your treatment regimen.

It could change your life!

(Exhibit B, blog post by Reef, *Nature's Medicine: Top 5 Health Benefits of CBD Oil* (Jan. 22, 2019), www.reefcbd.com).

c. **Ryan Smith Trains Hard With Reef CBD**

...

Reef CBD has a huge range of potential health benefits and uses, including ... fighting cancer ... [and] preventing inflammatory arthritis ..

...

Not only does Reef CBD interact with receptors in the brain, but it also works with the immune system. Reef CBD oil for pain will reduce inflammation and relieve pain at the same time. Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information. Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient-dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), Reef CBD can help. Research also shows that CBD can reduce chronic inflammation that leads to disease.

...

CBD has been shown to reduce levels of stress and anxiety in those suffering from conditions such as PTSD, social anxiety disorder, and obsessive-compulsive disorder. . . . CBD has been shown to reduce depression by enhancing both serotonergic and glutamate cortical signaling (both are lacking in those with depression).

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(Exhibit C, blog post by Reef, *Ryan Smith Trains Hard with Reef CBD* (May 29, 2019), www.reefcbd.com).

d. **7 CBD Benefits Strongly Backed by Science**

...

Protect Nerves

Studies have shown that CBD may protect the nerve endings and dampen overactive messages traveling through the nervous system. A seizure is an overwhelming of the brain with too many messages at once. But this protection may go beyond seizures.

- A 2018 professional review of existing studies found that nerve protection may help those with Parkinson's and Multiple Sclerosis.
- A 2018 study found that for those with Parkinson's early, [sic] intervention is vital because the damage that Parkinson's does to the nerves happens quickly and is irreversible, making CBD's effects limited.
- A study conducted by Maryland researchers way back in 2000 had already determined that CBD was able to protect nerves from damage. While we have scientific rigor for a reason, it also means that sometimes scientists spend decades studying something before we see practical application in therapeutics or medicine.

Has CBD's day finally come? We hope so. And with each new study confirming the findings of the last, that looks to be the case.

Many scientists believe that CBD benefits may extend to other conditions that damage nerves like celiac, the disease that causes gluten intolerance as well as multiple sclerosis (MS), lupus and rheumatoid arthritis. But it's still too early in the studies. You might choose to use to see if it helps you with conditions of the nervous system. But the jury is still out on these CBD benefits.

But seizures and nerve protection aren't the only areas where the science is strong.

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Reduce inflammation

The benefits of CBD on inflammation are something anyone can get excited about, even the chilliest dude you know. A lot of the chronic diseases that exist today wouldn't exist without inflammation. For example, irritable bowel syndrome (IBS), colitis, arthritis, dermatitis, autoimmune diseases. Inflammation is important. It's how your body fights infection. But when it sticks around after last call, it becomes that belligerent drunk who's flipping the tables and making those unwanted advances.

The benefits of CBD for inflammation are promising. But it may be some time though before we can say that it can treat a specific disease. More studies are needed to find the right doses. But until then, many people are experimenting and reporting positive results.

- In 2016, researchers found that a high dose of CBD could significantly reduce colon inflammation when given via a suppository.
- A 2017 study showed that CBD reduced joint inflammation[.] They found the most effective dose to be 300 µg, which is approximately 1/3 of a milligram. It reduced inflammation response by nearly 23%.
- In 2016, researchers used CBD to reduce gum inflammation in those with gingivitis.

And we're only scratching the surface here.

...

Reduce anxiety symptoms

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Multiple studies support the anti-anxiety effects of CBD. Researchers are particularly interested in its ability to help people with:

- Panic disorder
- Obsessive-compulsive disorder (OCD)
- Social anxiety disorder
- Post-traumatic stress disorders

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...

Reduce intestinal distress

Irritable Bowel Syndrome is an inflammatory condition, but it deserves its own section. Common IBS diseases include ulcerative colitis and Crohn's.

- A 2013 study on those with IBS found that CBD is a “very promising compound since it shares the typical cannabinoid beneficial effects on gut lacking any psychotropic effects[.]”
- A 2011 study showed a reduction in TNF- α expression as well as the presence of cleaved caspase-3 in the intestines of those with colitis. Both of these markers represent a scientifically measurable reduction in bowel inflammation.
- A 2009 study found that CBD reduced damage to the colon caused by toxins, such as chemo.

(Exhibit D, blog post by Reef, *7 CBD Benefits Strongly Backed by Science* (June 7, 2019), www.reefcbd.com).

e. **Reef CBD Body Rubs Not Your Typical Topical**

...

Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information. Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient-dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), Reef CBD body rub can help. Research also shows that CBD oil can reduce chronic inflammation that leads to disease.

The benefits of CBD on inflammation are something anyone can get excited about, even the chilliest dude you know. A lot of the chronic diseases that exist today wouldn't exist without inflammation. For example, irritable bowel syndrome (IBS), colitis, arthritis, dermatitis, autoimmune diseases. Inflammation is important. It's how your body fights infection. But when it sticks around after last call, it becomes that belligerent drunk who's flipping the tables and making those unwanted advances.

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The benefits of Reef CBD for inflammation are promising. Many people are experimenting and reporting positive results.

- In 2016, researchers found that a high dose of CBD could significantly reduce colon inflammation when given via suppository.
- A 2017 study showed that CBD reduced joint inflammation. They found the most effective dose to be 300 µg, which is approximately 1/3 of a milligram. It reduced inflammation response by nearly 23%.
- In 2016, researchers used CBD to reduce gum inflammation in those with gingivitis.

...

- A 2018 study on HIV patients showed the CBD reduced nerve pain by 30%. This can likely be attributed to the anti-inflammation and neuroprotective properties.

(Exhibit E, blog post by Reef, *Reef CBD Body Rubs Not Your Typical Topical* (June 18, 2019), www.reefcbd.com).

f. **ReefCBD**

@ReefCBD_

Heart disease is a growing problem today. In fact, it's the leading cause of death in the U.S. A healthy diet and lifestyle is a top priority for heart health, but CBD oil can also help. #FridayFeeling

ACCORDING [SIC] TO RESEARCH CANNABIDIOL REDUCES ARTERY BLOCKAGE, REDUCES STRESS INDUCED CARIOVASCULAR [SIC] RESPONSE, AND CAN REDUCE BLOOD PRESSURE.

FOR MORE INFORMATION GO TO WWW.REEFCBD.COM.

*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

(Exhibit F, Tweet by @reefcbd (Nov. 9, 2018), <https://twitter.com/ReefCBD/status/1060932604910723072>).

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g. **CANNABINOID AND CANNATERA: THE BENEFITS OF CBD ON THE SKIN**

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It Soothes Inflammation

If you suffer from eczema, rosacea or psoriasis, you're familiar with the scaly, red bumps that arise due to inflammation. This is where CBD skin care benefits shine.

Applied topically, the oil interacts with our body's own endocannabinoid receptors. In turn, inflammation decreases, along with painful itching.

In fact, one study of 21 patients found that, after three weeks of applying CBD lotion twice a day, eight were able to permanently eliminate their severe skin itching.

...

One study revealed that CBD is also a neurological protectant, helping to treat age-related disorders including cerebral ischemia, which occurs when blood flow to the brain is compromised.

(Exhibit G, web ad by Andrew M. Bouchie, *Cannabinoid and Cannatera: The Benefits of CBD on the Skin* (Mar. 25, 2019), https://medium.com/@andy_67985/cannabinoid-and-cannatera-the-benefits-of-cbd-on-the-skin-b0db6b215175).

h. **HOW CBD PRODUCTS ARE BENEFICIAL TO YOUR BODY**

...

ECZEMA

All of CBD lotion, CBD salve, and even CBD cream [sic] can help to treat eczema. However, at this point, it is necessary to point out that they work to different degrees for different people because people have different skin composition. CBD helps some people to get eczema off their skin completely but it only works partially for others.

This is normal as there is no single drug that works for everyone.

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PAIN

This is the most popular benefit of CBD on the body. Nevertheless, it is necessary to mention it here too. A lot of studies and clinical trials have confirmed it and many people who have used it have also confirmed the efficacy of CBD on chronic pain.

(Exhibit H, blog post by Cannatera, *How CBD Products Are Beneficial to Your Body* (June 13, 2019), <https://cannatera.com/blogs/news/how-cbd-products-are-beneficial-to-your-body>).

i. ACNE, INFLAMMATION AND CBD

...

Scientific Research

Science supports its efficacy in this capacity: research shows that CBD may treat all kinds of skin problems, including chronic conditions. A study finding that CBD slows overproduction of skin cells signals promise for psoriasis; According [sic] to the National Center for Biotechnology Information, chronic inflammation is a consistent problem in the United States, contributing to numerous non-infectious diseases like heart disease and autoimmune disease. Although diet and lifestyle play a significant role in chronic inflammation, CBD oil can encourage improvement.

(Exhibit I, blog post by Cannatera, *Acne, Inflammation and CBD* (July 19, 2019), <https://cannatera.com/blogs/news/acne-inflammation-and-cbd>).

j. UV RAYS: WHY ARE THEY HARMFUL?

...

Exposure to UVA rays contributes to premature aging factors such as wrinkles and fine lines. On the other hand, UVB exposure is linked to sunburns and skin cancers. Although UVC rays do not penetrate the Earth, they can come from tanning beds and lights fixtures which can ultimately lead to skin cancer. People that are overexposed to UV radiation have a higher risk of developing skin cancer.

...

One of the key ingredients in our moisturizer is Cannabidiol. Studies suggest that CBD may prevent premature aging, inflammation, and UV ray damage when applied to the skin.

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(Exhibit J, blog post by Cannatera, *UV Rays: Why Are they Harmful?* (Aug. 19, 2019), <https://cannatera.com/blogs/news/uv-rays-why-are-they-harmful>).

k. CBD OIL FOR ACNE: IS IT EFFECTIVE?

...

Another study in 2016 revealed that the cannabis plant has antibacterial and anti-fungal effects. These characteristics help reduce infections from dirt and other pollutants on the skin.

(Exhibit K, blog post by Cannatera, *CBD Oil for Acne: Is it Effective?* (June 9, 2019), <https://cannatera.com/blogs/news/cbd-oil-for-acne-is-it-effective>).

l. REASONS WHY CBD SHOULD BE IN YOUR SKINCARE REGIMEN

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Hence, CBD may help deal with a wide range of skin conditions such as eczema, psoriasis, and pesky breakouts.

(Exhibit L, blog post by Cannatera, *Reasons Why CBD Should be in Your Skincare Regimen* (May 26, 2019), <https://cannatera.com/blogs/news/reasons-why-cbd-should-be-in-your-skincare-regimen>).

m. CAN CBD REALLY HELP ACNE?

...

Other research shows that CBD can be effective in reducing stress levels, which, in turn, can alleviate skin conditions like acne. CBD might be particularly effective for people who suffer from social anxiety.

“A small 2010 study found that cannabidiol could reduce symptoms of social anxiety in people with a social anxiety disorder (SAD). Brain scans of participants revealed changes in blood flow to the regions of the brain linked to feelings of anxiety,” says Medical News Today.

(Exhibit M, blog post by Cannatera, *Can CBD Really Help Acne?* (May 22, 2019), <https://cannatera.com/blogs/news/can-cbd-really-help-acne>).

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n. HEMP OIL SKIN CARE: HOW HEMP OIL BENEFITS YOUR SKIN

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With sales of CBD products projected to hit \$22 billion by 2022, it's important to know why people are using it so much.

From helping diabetics, to preventing heart disease and anxiety, the benefits seem to be endless.

...

LOWERS BLOOD SUGAR

CBD is commonly used by diabetics for its regulating effects on blood sugar, but how does that affect your skin?

Hyperglycemia, high blood sugar, is believed to be a common cause of acne. CBD, even when absorbed through the skin, can help regulate that, lowering your risk of pesky pimples.

(Exhibit N, blog post by Cannatera, *Hemp Oil Skin Care: How Hemp Oil Benefits Your Skin* (Apr. 18, 2019), <https://cannatera.com/blogs/news/how-does-hemp-oil-benefit-your-skin>).

o. INFLAMMATORY CONDITIONS LEAD TO MANY SKIN PROBLEMS

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Inflammation causes an itchy rash that can often be treated and dealt with easily. Other times, inflammation leads to chronic conditions like eczema, psoriasis, rosacea, and seborrheic dermatitis that require ongoing treatment to keep under control.

...

When skin inflammation is severe, medical interventions are often sought to fight it. However, in many cases, mild to severe inflammation can be kept in check by using the proper skincare products on a daily basis. This would include those offered by Cannatera. Our products contain CBD, a compound found in the hemp plant. You've probably heard of it. CBD has been garnering a lot of attention over the last few years in the health and beauty world for its anti-inflammatory and anti-aging properties.

According to recent research on the subject, by regularly using products containing CBD, such as Cannatera skincare products, you'll be applying

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the anti-inflammatory power of CBD oil and the powerful anti-oxidants it contains directly to the source of your inflammation, and relief can be achieved quickly.

(Exhibit O, blog post by Cannatera, *Inflammatory Conditions Lead to Many Skin Problems* (Jan. 23, 2019), <https://cannatera.com/blogs/news/inflammatory-conditions-lead-to-many-skin-problems>).

- p. Studies show that the endocannabinoid system may be critical for regulating sleep and sleep stability, as it promotes harmony throughout the body. When CBD interacts with this system, those who suffer may be able to achieve longer periods and overall quality of sleep. CBD may also provide relief for insomnia sufferers who struggle to achieve REM sleep due to anxiety.

...

CBD for Insomnia

Nearly 40 million people in America suffer from chronic insomnia.

Source: National Center for Biotechnology Information

(Exhibit P, Facebook post by @AndHemp (Nov. 3, 2019), <https://www.facebook.com/andhemp/photos/a.557224958418793/560463798094909/?type=3&theater>).

- q. **CBD Benefits: A Look at CBD as a Potential Digestive Aid**

...

To date, the most effective methods of treatment for people with these debilitating conditions has been to offer some kind of medication to help combat symptoms. The cannabinoid cannabidiol (CBD) which is one of over a hundred cannabinoids found in the cannabis plant, could bring new levels of relief to people who have issues with things like irritable bowel syndrome or Chron's [sic] disease.

...

Scientists have stated:

“Pharmacological modulation of the endogenous cannabinoid system could provide a new therapeutic target for the treatment of a number of gastrointestinal diseases...”

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This is exciting news for people who deal with GI issues on a daily basis, especially when so many other prescription medication alternatives come along with side effects that can be just as troubling as the condition alone.

There have been a few small formal studies to help solidify this abstract assumption that scientists have made about CBD. One small study of 46 people who had moderately severe Chron's [sic] disease showed that 65 percent of participants saw a full remission of their symptoms. There was a review published in 2008 by a neurologist that stated IBS could be a result of a clinical endocannabinoid deficiency. In 2011, one study found that CBD helped create a reduction in inflammation in the bowels caused by a pesky bacterium called bacterial lipopolysaccharides (LPS), which just happens to be a major thing in the bodies of people with have IBS.

...

Even though there is no definitive dosing guidelines or proof that CBD is a cure-all for digestive issues, it is an alternative treatment that could be worth a shot if you are suffering from GI issues. Check out the CBD oil for sale on AndHemp.

(Exhibit Q, blog post by AndHemp, *CBD Benefits: A Look at CBD as a Potential Digestive Aid* (July 8, 2019), www.andhemp.com).

Count I
False or Unsubstantiated Efficacy Claims

11. In connection with the advertising, promotion, offering for sale, sale, or distribution of CBD Products, Respondents have represented, directly or indirectly, expressly or by implication, that CBD Products effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions, including: acne, Alzheimer's disease, arthritis, autoimmune disease, cancer, celiac disease, childhood epilepsy, chronic inflammation, chronic insomnia, chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, and cancer), colitis, Crohn's disease, damage to the colon due to chemotherapy, depression, diabetes, eczema, epilepsy, gingivitis, heart disease, insulin resistance, irritable bowel syndrome ("IBS"), lupus, multiple sclerosis, neurodegenerative disorders, neurological and age-related disorders (including cerebral ischemia), obsessive-compulsive disorder ("OCD"), panic disorder, Parkinson's disease, post-traumatic stress disorder ("PTSD"), psoriasis, rosacea, seizures, seizure disorders, skin cancer, skin infections, social anxiety disorder, and strokes.

12. The representations set forth in Paragraph 11 are false or misleading, or were not substantiated at the time the representations were made.

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Count II
False Establishment Claims

13. In connection with the advertising, promotion, offering for sale, sale, or distribution of CBD Products, Respondents have represented, directly or indirectly, expressly or by implication, that studies or scientific research prove that CBD Products effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions, including: arthritis, autoimmune disease, cancer, childhood epilepsy, chronic inflammation, chronic insomnia, chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, and cancer), colitis, Crohn's disease, damage to the colon due to chemotherapy, depression, epilepsy, gingivitis, heart disease, irritable bowel syndrome ("IBS"), multiple sclerosis, neurological and age-related disorders (including cerebral ischemia), obsessive-compulsive disorder ("OCD"), panic disorder, Parkinson's disease, post-traumatic stress disorder ("PTSD"), psoriasis, seizures, seizure disorders, skin cancer, skin infections, social anxiety disorder, and strokes.

14. In fact, studies or scientific research do not prove that CBD Products effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions, including: arthritis, autoimmune disease, cancer, childhood epilepsy, chronic inflammation, chronic insomnia, chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, and cancer), colitis, Crohn's disease, damage to the colon due to chemotherapy, depression, epilepsy, gingivitis, heart disease, irritable bowel syndrome ("IBS"), multiple sclerosis, neurological and age-related disorders (including cerebral ischemia), obsessive-compulsive disorder ("OCD"), panic disorder, Parkinson's disease, post-traumatic stress disorder ("PTSD"), psoriasis, seizures, seizure disorders, skin cancer, skin infections, social anxiety disorder, and strokes. Therefore, the representations set forth in Paragraph 13 are false or misleading.

Violations of Sections 5 and 12

15. The acts and practices of Respondents as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this fourth day of February, 2021, has issued this Complaint against Respondents.

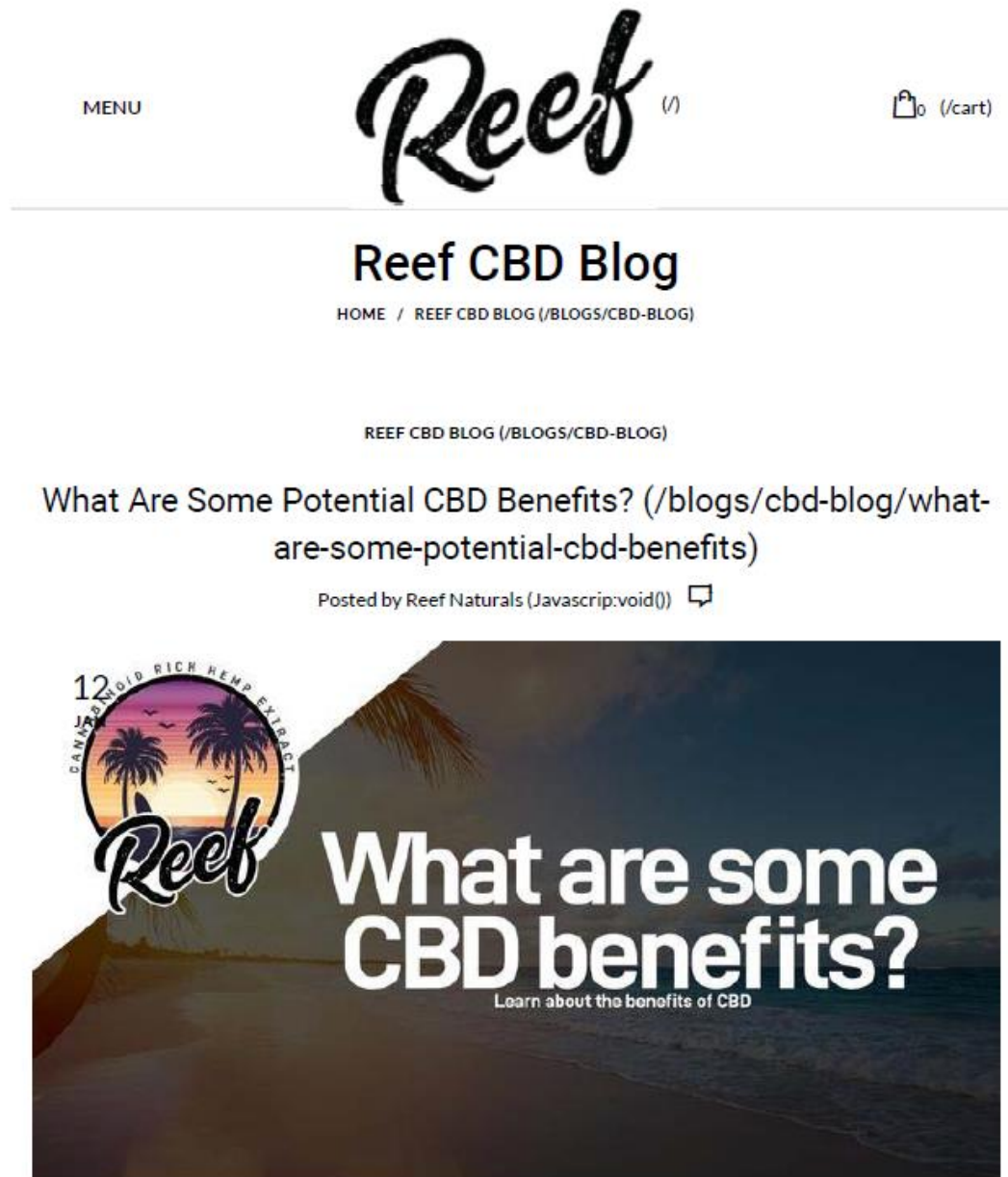
By the Commission.

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Exhibit A

Reef CBD Blog - Reef CBD

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CBD hemp oil has a huge range of potential health benefits and uses, including reducing pain, soothing anxiety, fighting cancer, improving mood, eliminating depression, preventing inflammatory arthritis, protecting the immune system, balancing the metabolism, aiding sleep disorders, and healing the skin, among others. CBD oil can also be used in many ways and has a variety of applications for natural health.

It may have side effects such as low blood pressure, light-headedness, fatigue, dry mouth, and slowed motor functions. However, these side effects have been found to be mild according to various studies. Use of CBD oil is recommended if you live in a country or region where the possession, use, and distribution of marijuana is legal.

Reduces Anxiety and Depression

According to the Anxiety and Depression Association of America, depression affects 6% and anxiety affects 18% of the U.S. population each year. Research shows that CBD oil can help with both.

CBD has been shown to reduce levels of stress and anxiety in those suffering from conditions such as PTSD, social anxiety disorder, and obsessive-compulsive disorder. CBD even reduced the stress and discomfort surrounding public speaking.

Though a B12 deficiency may also be to blame, CBD has been shown to reduce depression by enhancing both serotonergic and glutamate cortical signaling (both are lacking in those with depression).

Calms Childhood Epilepsy

CBD has anti-seizure properties that have been shown to successfully treat drug-resistant children who have neurological disorders like epilepsy (with no side effects!). In one study published in the New England Journal of Medicine, CBD decreased frequency of seizures by 23 percentage points more than those taking a placebo.

Relief for Chronic Pain

Those suffering from chronic pain from diseases like fibromyalgia are finding relief with CBD. Taking CBD can offer pain relief and can even prevent nervous system degeneration. In fact, it has been approved in Canada for multiple sclerosis and cancer pain.

What's amazing is that CBD doesn't cause dependence or tolerance, so it's a great choice for those trying to stay away from opioids.

Promotes Healthy Weight

Cannabidiol can help maintain healthy blood sugar, stimulates genes and proteins that helps break down fat, and increase mitochondria that helps burn calories.

CBD also encourages the body to convert white fat to brown fat. White fat is the kind of fat we typically think of when we think about body fat. Brown fat is fat that is in small deposits that behaves differently than white fat. Brown fat is said to improve health by enhancing the bodies ability to burn white fat, create heat, and even regulate blood sugar.

Fights Multi-Drug Resistant Bacteria

Researchers discovered that cannabinoids (including CBD) have an unusual ability to destroy bacteria (especially drug-resistant strains). More research is needed to find out how and why it works.

A 2011 study found that CBD can also slow the progression of tuberculosis in rats. Researchers concluded that CBD likely does this by inhibiting T-cell proliferation, rather than possessing antibacterial properties.

Whatever the mechanism is for destroying bacteria, CBD seems to be a potent weapon against the antibiotic resistant "superbugs" that are becoming more and more of a problem today.

Reduces Oxidative Stress

Oxidative stress is responsible for many ailments today. Oxidative stress is when the body has too many free radicals and can't keep up with neutralizing them (with antioxidants). This is more of a problem now than in the past because our environment is so much more toxic than it once was. A 2010 study shows that CBD oil acts as an antioxidant and another study found CBD has neuroprotective qualities. So, CBD can reduce neurological damage caused by free radicals.

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Fights Cancer

CBD oil's role in cancer treatment still needs more research, but what is available is looking promising. According to the American Cancer Society, CBD oil can slow growth and spread of some kinds of cancer (in animals). Because it fights oxidative stress and inflammation, (and both are linked to cancer) it makes sense that CBD oil could help fight cancer cells.

Reduces Inflammation

Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information.

Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient-dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), CBD oil can help. Research also shows that CBD oil can reduce chronic inflammation that leads to disease.

Help for Schizophrenia

Schizophrenia is a complicated and serious disease that is typically managed through therapy and pharmaceutical drugs (that carry hefty side effects). Anecdotally, many folks have found that CBD oil has helped reduce hallucinations. Research is beginning to catch up too. A March 2015 review of available research found that CBD was a safe, effective, and well tolerated treatment for psychosis. But more research is needed to bring CBD into clinical practice.

It should be mentioned that THC, the psychoactive compound in marijuana, may increase psychosis for those at risk. CBD oil, on the other hand, only helps reduce psychosis and may even counteract psychosis brought on by marijuana use.

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Improves Heart Health

Heart disease is a growing problem today. In fact, it's the leading cause of death in the U.S. A healthy diet and lifestyle are a top priority for heart health, but CBD oil can also help. According to research cannabidiol reduces artery blockage, reduces stress induced cardiovascular response, and can reduce blood pressure. It may also reduce cholesterol.

As mentioned earlier, CBD oil is helpful in preventing oxidative stress and inflammation. Both of these are often precursors to heart disease.

Improves Skin Conditions

CBD oil can be used topically to treat skin conditions. Studies show CBD oil has a high potential for treating skin conditions like eczema by encouraging abnormal cell death. It can also help regulate the skin's oil production, reducing acne. CBD also contains many nutrients like vitamin E that help improve and protect the skin.

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Nature's Medicine: Top 5 Health Benefits of CBD Oil (/blogs/cbd-blog/natures-medicine-top-5-health-benefits-of-cbd-oil)Posted by Reef Naturals (Javascript:void()) <https://reefcbd.com/blogs/cbd-blog/natures-medicine-top-5-health-benefits-of-cbd-oil>

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If you suffer from chronic pain, anxiety, seizures, or any number of other maladies, finding relief can feel impossible. But did you know there's a natural treatment that can help?

It's true! CBD oil is an effective treatment or supplemental treatment for tons of issues, from everyday aches and pains to complex diseases like cancer. Want to know more?

Keep reading to learn all about the health benefits of CBD oil and where to get the best product available on the market. Let's get started!

Why the Health Benefits of CBD Oil Matter

More than half of Americans take an average of four prescription pills (<https://www.consumerreports.org/prescription-drugs/too-many-meds-americas-love-affair-with-prescription-medication/>) every day. And prescriptions come with a slew of nasty side effects. They often put a thin band-aid over the symptoms, rather than treating the illness itself.

CBD oil is a natural alternative to these harmful meds. It's one of the 85 or so types of cannabinoids (<https://reefcbd.com/blogs/cbd-blog/tagged/what-is-cbd>) present in marijuana, and because it doesn't contain THC, it's not psychoactive.

Now that we know a little more about why the health benefits of CBD oil matter, let's dive into its top five advantages.

1. Anti-Anxiety

Just because CBD isn't psychoactive doesn't mean that it can't treat psychological issues. CBD affects both the paralimbic and limbic areas of the brain. It helps to effectively control and ease anxiety, especially when it's related to a social anxiety disorder.

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2. Cancer-Fighting

Although the research about hemp oil as a treatment for cancer is still new, it's very promising. Preliminary studies have shown that CBD slows the growth of certain kinds of cancer cells, or kills them entirely (<https://www.cancer.org/treatment/treatments-and-side-effects/complementary-and-alternative-medicine/marijuana-and-cancer.html>). Although CBD should not be used as a cancer treatment on its own, it's a great addition to professionally supervised medical care.

3. Plant Therapy Can Relieve Pain

Have you ever heard of using CBD oil for pain relief? It really works!

If you suffer from occasional or chronic pain, CBD oil can help. Not only does CBD interact with receptors in the brain, but it also works with the immune system. The best CBD oil for pain will reduce inflammation and relieve pain at the same time.

4. Anti-Seizure

When the electrical activity of the brain fluctuates, seizures occur. Thankfully, CBD oil can help control seizures. One study showed a 38.9 percent drop (<https://www.nejm.org/doi/full/10.1056/NEJMoa1611618#t=article>) in seizure activity in people who regularly took CBD.

5. Fights Diabetes

If you or someone you love suffers from diabetes, try using CBD oil to treat it. Not only is it safer than the most common diabetes medications, but it's also more effective. CBD oil can prevent diabetes and obesity, treat insulin resistance, and help with the chronic skin sensitivity that often accompanies diabetes.

Be Well!

As you can see, CBD is a safe and effective treatment for many ailments and diseases. It works with our bodies' natural processes and rhythms to restore balance and health.

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If you suffer from anxiety, pain, diabetes, seizures, or even cancer, try adding CBD oil into your treatment regimen. It could change your life!

Do you have any questions about the health benefits of CBD oil, or would you like to know where to get the best CBD oil on the market? Contact us (<https://reefcbd.com/pages/contact-us>) anytime. We're here to help.

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Ryan Smith Trains Hard With Reef CBD (/blogs/cbd-blog/ryan-smith-trains-hard-with-reef-cbd)

Posted by Reef Naturals (Javascript:void()) 



Ryan Smith is a world class triathlete from southern California who trains hard and cites Reef CBD as an integral part of his exercise regimen and lifestyle. Smith began his journey several years ago searching for the best way to maximize his health as he aged. Smith's search would lead him to compete in the iconic Ironman competition and also to Reef CBD to aid in recovery from the rigors of the sport.

Five years ago, Smith found that he was experiencing massive back pain. In an effort to find relief for his chronic condition Smith turned to cycling and Reef CBD.

"I find that riding a bike is very therapeutic as far as allowing your mind to breathe," said Smith. "I find that CBD

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helps with the pain associated with riding a bike."

Smith rides anywhere from 40 to 100 miles at a time and trains six days a week, allowing one day for rest and recovery. Smith's body has to maintain peak physical shape and Reef CBD helps Smith with much needed maintenance.

"I find that by taking Reef CBD it helps to alleviate the pain associated with riding a bike for a long time," said Smith.

Reef CBD has a huge range of potential health benefits and uses, including reducing pain, soothing anxiety, fighting cancer, improving mood, eliminating depression, preventing inflammatory arthritis, protecting the immune system, balancing the metabolism, aiding sleep disorders, and healing the skin, among others. Reef CBD oil can also be used in many ways and has a variety of applications for natural health.

Reef Relief with Ryan Smith | Reef CBD



Not only does Reef CBD interact with receptors in the brain, but it also works with the immune system. Reef CBD oil for pain will reduce inflammation and relieve pain at the same time. Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information. Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient-dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), Reef CBD can help. Research also shows that CBD can reduce chronic inflammation that leads to disease.

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Smith also credits Reef CBD for benefits other than its anti-inflammatory properties. As Jess Tolon told us, CBD also aids in mental relief from conditions such as anxiety and depression. According to the Anxiety and Depression Association of America, depression affects 6% and anxiety affects 18% of the U.S. population each year. Research shows that CBD can help with both.

CBD has been shown to reduce levels of stress and anxiety in those suffering from conditions such as PTSD, social anxiety disorder, and obsessive-compulsive disorder. CBD even reduced the stress and discomfort surrounding public speaking. CBD has been shown to reduce depression by enhancing both serotonergic and glutamate cortical signaling (both are lacking in those with depression).

A 2010 study shows that CBD acts as an antioxidant and another study found CBD has neuroprotective qualities. CBD can reduce neurological damage caused by free radicals. Oxidative stress is responsible for many ailments today. Oxidative stress is when the body has too many free radicals and can't keep up with neutralizing them (with antioxidants). This is more of a problem now than in the past because our environment is more toxic than it once was.

Ryan Smith changed his life in just a few short years. Rather than submit to the ills of age and chronic back pain, Smith took action and in his search for a remedy he found that adopting both a more healthy, physical lifestyle, and making Reef CBD a part of his daily routine has allowed this proud father a new lease on life.

"I take Reef CBD religiously," said Smith. "Every single day."

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7 CBD Benefits Strongly Backed by Science (/blogs/cbd-blog/7-cbd-benefits-strongly-backed-by-science)Posted by Reef Naturals (Javascript:void()) 07
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As you're confidently strolling down the aisle in a supplements shop, you may take certain things for granted. For example, those shakes really do help you build muscle mass. That supplement really will detoxify your blood. This other one will help me grow two inches...taller. But the supplement industry was a dirty little secret. There's not a whole lot of science behind most of the supplements you find on those pristine shelves.

They've probably done little testing. And what they say is in the that 80-pound tub of protein mix or even in that 1oz *sciency* looking vial may not even be in there.

The Food and Drug Administration (FDA) does very little to oversee the industry. As long as they're not saying that they can prevent, cure or treat a disease, they can pretty much do anything they want. It's up to you as the consumer to do the research and come to your own conclusions. Cannabidiol (CBD) is no different. In fact, CBD (<https://reefcbd.com/>) is one of the latest party-goers to crash this supplements party.

But unlike some supplements, some strong evidence really does have CBD's back. In fact, it's rounded up a posse by now. And while scientists need to stay objective to do good research, there's a lot of excitement out there about what they're finding and what more they must find. But it's important to re-iterate that not all studies are created equal. We have something called the Scientific Method that helps keep scientists honest and objective.

Before we jump right into the ocean of scientific evidence supporting CBD and start surfing those waves of information, it pays to familiarize ourselves with some important science concepts on which the studies in the article are built.

Science Concepts You Need to Know



([https://reefcbd.com/blogs/cbd-blog/7-cbd-benefits-strongly-backed-by-](https://reefcbd.com/blogs/cbd-blog/7-cbd-benefits-strongly-backed-by-science)

science)

The Scientific Method was invented around the 17th Century. Before that pretty much anyone could claim anything and call it scientific proof. You remember...

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If she sinks, she's a witch. Or is it... if she floats, she's a witch? It doesn't really matter because the accusers had already decided she (or he) was a witch and were using fake science to convince the townsfolk of the fact. That's not science. That's insanity.

To eliminate this nonsense, several scientific concepts have been developed and we'll be looking at these as we explore CBD evidence.

- **Anecdotal Evidence** - The evidence is based upon individual observations. If someone says, "CBD cured my anxiety", that's based on their personal experience. Anecdotal evidence generally needs to be taken with a grain of salt -- or a ml of Reef CBD if you prefer. But if enough people have this experience, the proof gets stronger. A survey of 100 people may not mean a whole lot. But you survey thousands and you may be onto something.
- **Controlled Study** - Some participants received a placebo so that the researchers can know for certain that CBD did something and that the results aren't tainted by placebo effect. The mind is a curious thing. We often see what we want to see. We only see things that support what we already believe. If people think CBD should help X, then that's what they experience up to a point. Controlled studies tell us that CBD benefits aren't all in our heads.
- **Double-Blind** - Neither the scientists nor the participants know if they got a placebo or the real deal. The observations are genuine. As a side note, it's notoriously hard to do a double-blind, controlled study on marijuana because it's pretty obvious who took a placebo. They're the ones wondering what's so funny.
- **Clinical Studies** - These are the studies done with the highest scientific rigor on humans with a condition typically over a longer period of time to confirm safety and effectiveness. Clinical studies are resource-intensive, so they're usually only done when something wants FDA approval and after numerous pre-clinical studies have shown that it's worth the investment. Most CBD studies right now are in pre-clinical stages.
- **Peer-Reviewed** - This means that a scientist that has no conflict of interest has reviewed a study to verify that standard scientific practices were followed. They can repeat the study and get a comparable result.

It's also important to note that a study needs to be repeatable again and again and get more or less the same result to be valid. Did you ever wonder why there are so many similar studies out there? This is why.

Now, on to the CBD benefits strongly backed by science.

1. Reduce number of seizures

What's the strongest possible proof for the safety and effectiveness of a medication? In the US, that's an FDA approval. This isn't to say they never get it wrong and have to pull drugs from the market. But they do require some significant scientific proof before they'll approve a drug. Drum roll, please.

Enter Epidiolex. In 2018, this became the first federally approved cannabis-based drug in the US. CBD is the active ingredient. For children with hard-to-treat seizures, this drug is a lifesaver.

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In 2016, a little girl named Charlotte suffered from nearly perpetual violent seizures. Each seizure did more damage to her brain. Charlotte couldn't talk or control her body normally. She was having 1000's of seizures a month. Charlotte went on a regimen of CBD oil, which her parents acquired from a Colorado-based company and the seizures nearly stopped. Charlotte is now regaining much of her lost function and enjoying the normal childhood every child deserves.

As a result of Charlotte's story, farmers in states where marijuana laws are laxer began cultivating cannabis called Charlotte's Web that is very high in CBD and very low in THC, the substance that makes people high. Because of Charlotte more children with similar seizures now had access to CBD.

Charlotte's isn't the only story like this. But it was influential as it may have strongly contributed to the reclassification of hemp in the 2016 and 2018 Farm bills. These bills opened the doors for hemp-derived CBD to be sold in the US. It also encouraged the FDA to take CBD claims seriously leading to the approval of Epidiolex.

But one child's story isn't enough for the FDA. Let's look at some of the scientific proof of CBD benefits for seizures that went into the approval decision.

You Want the Proof?

In 2017, researchers in the US and Europe conducted a placebo-controlled, double-blind, clinical study on CBD for individuals with a rare form of seizures called Dravet's. Each participant was having at least 4 seizures a month, a far cry from poor Charlotte's condition, but still terrible. During the study, the CBD group's seizures reduced by half. The placebo group had no significant reduction.

How did CBD do this? The next benefit may shed some light on that.

2. Protect Nerves

Studies have shown that CBD may protect the nerve endings and dampen overactive messages traveling through the nervous system. A seizure is an overwhelming of the brain with too many messages at once. But this protection may go beyond seizures.

- > A 2018 professional review of existing studies found that nerve protection may help those with Parkinson's and Multiple Sclerosis
- > A 2018 study found that for those with Parkinson's early, intervention is vital because the damage that Parkinson's does to the nerves happens quickly and is irreversible, making CBD's effects limited.
- > A study conducted by Maryland researchers way back in 2000 had already determined that CBD was able to protect nerves from damage. While we have scientific rigor for a reason, it also means that sometimes scientists spend decades studying something before we see practical application in therapeutics or medicine.

Has CBD's day finally come? We hope so. And with each new study confirming the findings of the last, that looks to

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be the case.

Many scientists believe that CBD benefits may extend to other conditions that damage nerves like celiac, the disease that causes gluten intolerance as well as multiple sclerosis (MS), lupus and rheumatoid arthritis. But it's still too early in the studies. You might choose to use to see if it helps you with conditions of the nervous system. But the jury is still out on these CBD benefits.

But seizures and nerve protection aren't the only areas where the science is strong.

3. Reduce Chemo and HIV-induced nausea

Healers of all kinds have been using cannabis to treat nausea for 1000's of years. The first recorded usage was over 5000 years ago in what is now Romania. In the US, up until marijuana prohibition in the mid-20th Century, doctors regularly prescribed cannabis to their patients for conditions like nausea. In fact, the American Medical Association opposed the restrictive laws and regulations on cannabis. In the 1930s, they wrote a letter proclaiming the health benefits of cannabis and requested that it be researched. Despite their request, cannabis research in the US all but ceased around this time.

To healers, both ancient and modern, the proof was in the many patients who anecdotally described their relief. And likely some personal experience of healers was in there as well. Now, we finally have the scientific evidence to support what ancient apothecaries and herbalists knew all along.

At this time, a major double-blind, controlled study is underway to provide FDA level proof of CBD benefits for nausea. Once this study is completed, we can expect to see more prescribed CBD drugs hit the market. But even though this study has not yet been completed, it wouldn't even be happening if we didn't already have some very promising studies.

- A study from 2015 showed that a drug now available in Europe called Sativex reduced nausea in 71% of participants in the study.
- A 2011 study showed a reduced nausea response in people exposed to a harmless but nausea-causing substance.

Numerous other studies support the anti-nausea effects of CBD. In most cases, researchers studying the effect of CBD on nausea study it with THC. But don't get it twisted. This is not because CBD can't relieve nausea on its own. It's because the THC in cannabis is an appetite stimulant. Not being able to eat is common for people on chemo and those with HIV/AIDS, so researchers are very interested in how both work together for these patients.

But if getting high isn't the look you're going for, know that CBD can stand on its own.

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4. Reduce inflammation

The benefits of CBD on inflammation are something anyone can get excited about, even the chilliest dude you know. A lot of the chronic diseases that exist today wouldn't exist without inflammation. For example, irritable bowel syndrome (IBS), colitis, arthritis, dermatitis, autoimmune diseases. Inflammation is important. It's how your body fights infection. But when it sticks around after last call, it becomes that belligerent drunk who's flipping the tables and making those unwanted advances.

The benefits of CBD for inflammation are promising. But it may be some time though before we can say that it can treat a specific disease. More studies are needed to find the right doses. But until then, many people are experimenting and reporting positive results.

- In 2016, researchers found that a high dose of CBD could significantly reduce colon inflammation when given via suppository.
- A 2017 study showed that CBD reduced joint inflammation. They found the most effective dose to be 300 µg, which is approximately 1/3 of a milligram. It reduced inflammation response by nearly 23%.
- In 2016, researchers used CBD to reduce gum inflammation in those with gingivitis.

And we're only scratching the surface here.

5. Reduce pain

Inflammation and pain often go hand in hand. But it's important to look at these separately. Does reducing the inflammation also reduce the pain associated with it?

- A 2018 study on HIV patients showed the CBD reduced nerve pain by 30%. This can likely be attributed to the anti-inflammation and the neuroprotective properties.
- A 2018 study on our very best friend, the dog, is also interesting. A controlled, double-blind, randomized study gave CBD to dogs who had crippling osteoarthritis that made it hard for them to move. At the 0, 2, 4, 8 and 24 marks they measured attitude, behavior and the ease with which they could walk. Dogs who received the CBD performed better on all measures compared to placebo.

Why is a dog study so significant? Pain reduction is very difficult to measure scientifically because it's based on perception. On a scale of 1 to 10, how bad is your pain? But dogs don't lie. If they're moving around and look like they feel better, then they do.

6. Reduce anxiety symptoms

Most of us try to go with the flow and hang loose, but in today's busy culture, the stress is eating away at us all the time no matter how many times a week you hit to the yoga studio. So, is there strong science to show that CBD may help reduce anxiety? Good videos are coming your way.

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Multiple studies support the anti-anxiety effects of CBD. Researchers are particularly interested in its ability to help people with:

- > Panic disorder
- > Obsessive-compulsive disorder (OCD)
- > Social anxiety disorder
- > Post-traumatic stress disorders

In fact, CBD-Anxiety studies give us one of the best studies so far. What would you do if you have severe social anxiety and had to give a speech in an auditorium? Freeze? Pass out? Lose bodily fluids? Maybe.

Scientists gathered a bunch of participants who had significant clinically-diagnosed anxiety. They gave each of them a public speaking project. But before they pushed them petrified out onto the stage, they gave half of them CBD and the other half a placebo.

During the students' speeches, they measured physical indicators of anxiety:

- > Blood pressure
- > Heart rate
- > Skin temperature

They also did some observational measurements like:

- > Whether they looked cognitively impaired (eg, forgot things or couldn't speak)
- > How comfortable they looked
- > The participant's perceived level of anxiety

The CBD group outperformed placebo on every measure.

7. Reduce intestinal distress

Irritable Bowel Syndrome is an inflammatory condition, but it deserves its own section. Common IBS diseases include ulcerative colitis and Crohn's.

- > A 2013 study on those with IBS found that CBD is a "very promising compound since it shares the typical cannabinoid beneficial effects on gut lacking any psychotropic effects"
- > A 2011 study showed a reduction in TNF- α expression as well as the presence of cleaved caspase-3 in the intestines of those with colitis. Both of these markers represent a scientifically measurable reduction in bowel inflammation.
- > A 2009 study found that CBD reduced damage to the colon caused by toxins, such as chemo.

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- > Results on those with Crohn's Disease have been mixed. A small randomized, controlled, double-blind study resulted in remission for 65% of the CBD participants after 8 weeks. But we should note that 35% of the placebo group also went into remission, reminding us once again that sometimes it's mind over matter. Another smaller controlled study found no benefits over placebo for Crohn's.

That last point is an important reminder that research is still ongoing. Despite the fact that many studies have been done, there's a lot we still don't know. That's especially true when it comes to how much CBD a person needs for different benefits. The above studies have shown that CBD is safe in high doses and has no significant side effects. And they are bringing to light what administration methods and doses work best. Before we go, let's take a quick look at what these studies are showing us.

CBD Administration Methods

How do you take your CBD? You've got a lot of choices.

Vaping

You can vape CBD straight into your lungs by inhaling CBD vape juice (<https://reefcbd.com/collections/cbd-vape-oils>) through a vape pen. The lungs are filled with mucous membrane that quickly absorbs CBD.

Topical/Transdermal CBD

CBD can be absorbed through the skin using a CBD tincture or there are numerous cbd creams, lotions and body rubs. If you have inflamed joints, applying it directly to that area is the most direct way to get the CBD where you need it.

CBD IV/Injections

In some of these studies, the CBD was given through IV. We don't recommend that you try that at home. But that's one way to get your daily CBD.

Suppository CBD

CBD can be administered through suppository. Not pleasant to think about. But again, this can get the CBD where it needs to go.

CBD Spray

Just like a breath spray, you can spray directly into your mouth or onto your skin.

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CBD Tincture

The CBD tincture (<https://reefcbd.com/collections/cbd-tinctures>) is your most versatile option. You can take it orally, sublingually, topically or turn it into a spray. You can drip tincture under your tongue, hold it for 90 seconds or so, swish and then swallow. This helps deliver the CBD more directly into your bloodstream because it bypasses the stomach and liver.

CBD Capsules

CBD also comes in CBD capsules that could be taken with your morning coffee.

CBD Flavor Shots

One of the newest and most fun ways to get your CBD is through CBD shots. Following the 5-Hour Energy concept, you can take the little bottles with you anywhere. Open it up and get your CBD boost.

Hemp Flower

And for those who like things in the most natural form possible, you can get CBD in the form of a hemp flower. It's naturally high in cannabidiol and below the legal amount of THC. So, go ahead. Grind it. Pack it. Roll it up into a CBD blunt. But whatever you do, enjoy these priceless nuggets the way mother nature intended.

CBD Benefits Backed by Science

As the mysteries of the universe unfold before us, the benefits of CBD on the human body -- and our fur babies -- becomes clearer. And we see the great potential CBD holds in the world of therapeutics. Do we know all the answers? No. Are more human studies needed? Absolutely. But there's no reason to wait to explore the benefits of CBD for yourself. To learn more about CBD, follow our blog.

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Chris says:

06 19, 2019 at 13:42pm (/blogs/cbd-blog/7-cbd-benefits-strongly-backed-by-science#21415067748)

Amazing resource here, thank you for the fantastic research and easy to understand information. This is a great post.

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Reef CBD Body Rubs Not Your Typical Topical (/blogs/cbd-blog/reef-cbd-body-rubs-not-your-typical-topical)Posted by Reef Naturals (Javascript:void()) 

At Reef CBD we believe in the healing properties of CBD so much that we feel it imperative to ensure that our customers have access to Reef CBD in any form and method they prefer. That's why Reef CBD continues to expand our product offerings to suit you, which is why we're proud to introduce Reef CBD topical body rubs.

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Reef CBD body rub makes our signature CBD formula available topically in the form of a lotion or salve like cream for external application on skin. The active ingredients in Reef CBD body rubs interact with the cells of skin layers while not entering into the bloodstream. Reef CBD body rub is the best solution best for individuals who are looking for isolated pain relief for muscles, joints, or to address severe skin conditions.

Chronic inflammation is a huge problem in our society that contributes to many non-infectious diseases including heart disease, cancer, Alzheimer's, autoimmune disease, and more, according to the National Center for Biotechnology Information. Diet and lifestyle play a huge part in chronic inflammation but when folks are already eating a healthy, nutrient-dense diet and optimizing their lifestyle (getting enough sleep and exercise for example), Reef CBD body rub can help. Research also shows that CBD oil can reduce chronic inflammation that leads to disease.

The benefits of CBD on inflammation are something anyone can get excited about, even the chilliest dude you know. A lot of the chronic diseases that exist today wouldn't exist without inflammation. For example, irritable bowel syndrome (IBS), colitis, arthritis, dermatitis, autoimmune diseases. Inflammation is important. It's how your body fights infection. But when it sticks around after last call, it becomes that belligerent drunk who's flipping the tables and making those unwanted advances.

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Reef CBD body rub can be used topically to treat skin conditions. Studies show CBD has a high potential for treating skin conditions like eczema by encouraging abnormal cell death. It can also help regulate the skin's oil production, reducing acne. Reef CBD body rub also contains many nutrients like vitamin E that help improve and protect the skin. Some companies also manufacture topical hemp or CBD oil within the range of beauty products like body wash, shampoo, skin conditioners, or moisturizing lotions.

Reef CBD body rubs are the perfect remedy for your muscle and joint pain. Packages in 2 ounce jars containing 125mg of cannabinoids each. Reef CBD body rubs are also available in three pleasing scents: Natural Mint, Calming Chamomile, and Citrus Zen Citral.

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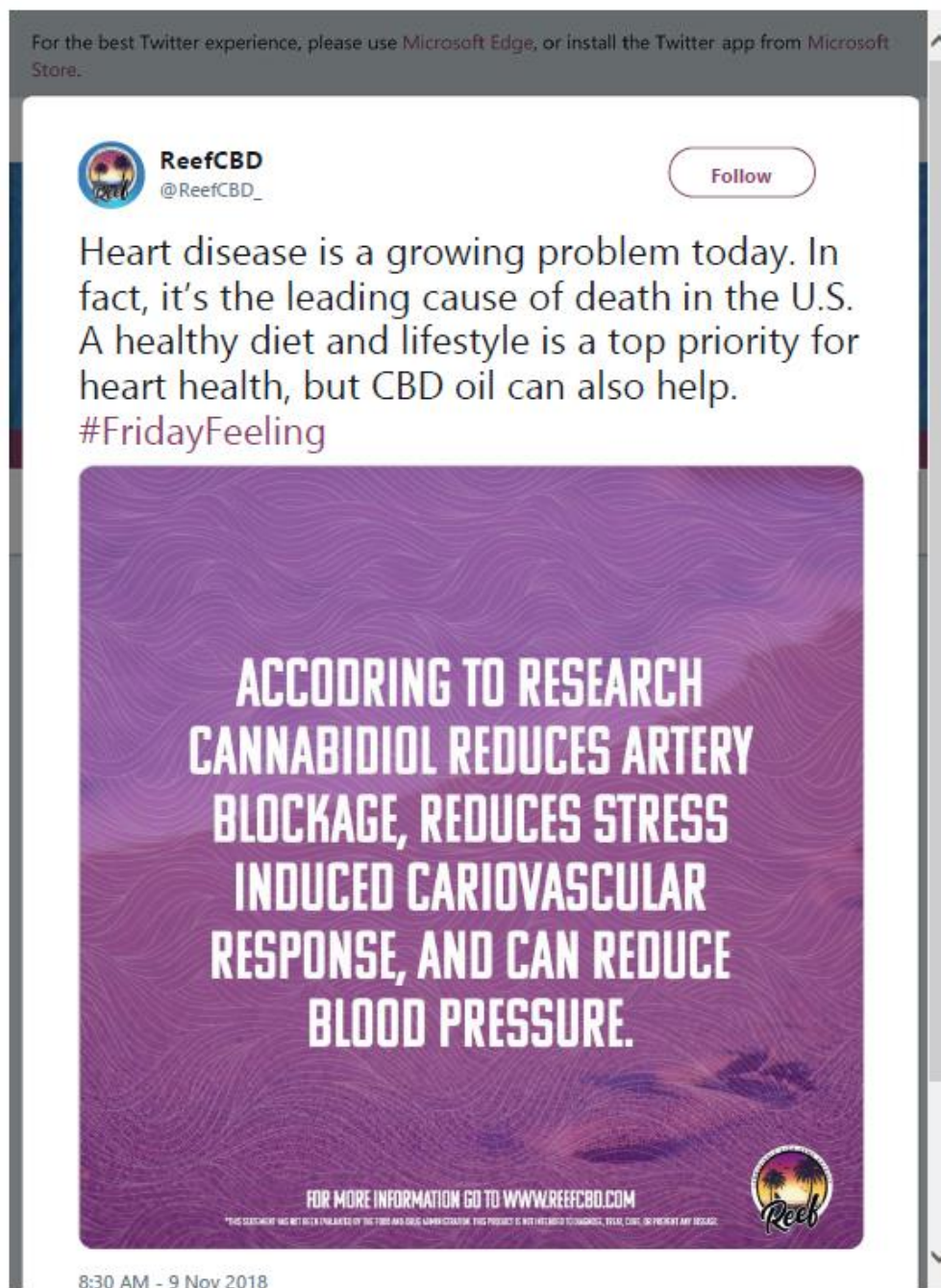
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Refresh, Revive, and Renew with Cannatera today!

Research predicts that the CBD market will reach \$22 billion by 2022.

From edibles to capsules, there are myriad ways to use and consume CBD, which is one of around 113 cannabinoids identified in the cannabis plant. One of the most powerful and effective methods is to apply CBD oil on skin.

Today, we're sharing a few ways this natural extract can enhance and amplify your skincare routine.

Ready to learn more? Let's get started!



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. Cannatera is a brand utilizing nature's best assets. Highly concentrated with cannabinoid rich extract - an ingredient known to fight against aging, protect against free radicals and keep skin calm. Each and every active ingredient was chosen to leave your skin beautifully hydrated with a balanced glow. Refresh, Revive, Renew your skin with Cannatera.

1. IT SOOTHES INFLAMMATION

If you suffer from eczema, rosacea or psoriasis, you're familiar with the scaly, red bumps that arise due to inflammation.

This is where CBD skin care benefits shine.

Applied topically, the oil interacts with our body's own endocannabinoid receptors. In turn, inflammation decreases, along with painful itching.

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In fact, one study of 21 patients found that, after three weeks of applying CBD lotion twice a day, eight were able to permanently eliminate their severe skin itching.

2. IT'S AN ACNE FOE

From excess sebum production to hormones, there are many reasons why we experience breakouts, even after our adolescent years are over.

Not only does CBD oil help fight the inflammation associated with acne, but it also helps to better regulate our skin's oil production.

It does so by interacting with a fatty acid transmitter known as anandamide. When this occurs, cell growth regulates and pores are less susceptible to clogging.

3. IT REDUCES SIGNS OF AGING

If there is a fountain of youth, it's filled with CBD oil.

Known to be a more powerful anti-oxidant than even Vitamins C and E, it's an anti-aging superstar. It works by acting as a protective barrier, safeguarding our skin from outside pollutants and other stressors.

Yet, its benefits are far from skin-deep.

One study revealed that CBD is also a neurological protectant, helping to treat age-related disorders including cerebral ischemia, which occurs when blood flow to the brain is compromised.

4. IT'S AN INSTANT REFRESHER

Forget cucumber slices or gel packs. When you wake up puffy-eyed and exhausted, a few drops of CBD oil can do the trick instead.

Its high concentration of Vitamin C boosts your skin's natural levels of collagen to visibly tighten and reduce redness. It also reduces inflammation, putting those under-eye bags to rest.

5. IT'S THE DEWY GLOW YOU CRAVE

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CANNABINOID AND CANNATERA: THE BENEFITS OF CBD ON THE SKIN | by Andy Bouchie | Medium

Today, everyone is after that fresh, dewy glow. Yet, instead of slathering on foundations that can leave you looking slicker than a frying pan, give CBD oil a try.

It's chocked-full of fatty acids and vitamins that boost moisture levels without making you too oily. It gives you the hydration and firmness that are synonymous with luminosity!

TRY CBD OIL ON SKIN TODAY

It's all the rage and for good reason.

Ultimately, CBD oil on skin can transform your look from the inside out. Whether you're dealing with hormonal acne, uncomfortable itching or fine lines, it's the all-in-one treatment that delivers.

Looking to incorporate it into your skincare routine? Take a look at the CBD-infused products we provide. Then, watch as your complexion transforms, one application at a time.



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CBD BEAUTY & SKIN-CARE

HOW CBD PRODUCTS ARE BENEFICIAL TO YOUR BODY

June 13, 2019



Whether it is CBD cream, CBD lotion, CBD salve or even the special CBD cream for pain, they all offer the same benefits to the body since they all have the same ingredients. The difference is that they are just produced in different form. This article discusses some of the benefits of the products and how to apply them.

Benefits of CBD cream, lotion, and salve:

SKIN INFLAMMATION

CBD is generally an [anti-inflammation agent](#) so whenever it is in any product, it works against inflammation. If it is applied on the skin, it will work against inflammation as a preventive measure or a curative therapy. CBD cream, CBD salve, and CBD lotion all react the same way on the skin. CBD cream for pain will go even a step further by relieving the pain attached to the inflammation. Skin inflammation induced by acne can also be minimized by using a [facial cleanser](#). Rub the cleanser in slow circles around the inflamed area for 30 seconds and proceed to rinse off your face. For maximum benefits, use daily.

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ECZEMA

All of CBD lotion, CBD salve, and even CBD cream can help to treat eczema. However, at this point, it is necessary to point out that they work to different degrees for different people because people have different skin composition. CBD helps some people to get eczema off their skin completely but it only works partially for others.

This is normal as there is no single drug that works for everyone. There are always exceptions. It could also mean that some people's skin will require more of CBD cream or lotion for about the same level of eczema. Even CBD oil is equally potent against eczema.

CBD cream and lotion help to moisturize the skin and it is hard for any skin disease to thrive on constantly moisturized skin. Suffice to say it is easier for skin diseases to attack a dry skin.

PAIN

This is the most popular benefit of CBD on the body. Nevertheless, it is necessary to mention it here too. A lot of studies and clinical trials have confirmed it and many people who have used it have also confirmed the efficacy of CBD on chronic pain. Don't get it wrong. CBD lotion, CBD salve, and CBD cream can all be used for pain but CBD cream for pain works faster and deeper in pain-relief.

HOW TO APPLY CBD CREAM, LOTION, OR SALVE ON YOUR SKIN

Sometimes finding the root of your pain will determine the best place to apply the product. For instance, if you have tension headache, there is no better place to apply CBD lotion or salve than your neck, especially towards the back.

To apply it, you need to first clean the spot to remove bacteria or other pathogens from the surface. You also need to wash your hands as it could also be fraught with bacteria.

If you apply it mildly, it won't go beyond the surface of the skin but when you massage the lotion or cream into the skin, the substance will penetrate through multiple layers and go deep into the skin. Wait until it dries off completely.

After massaging the skin, it is also necessary to wash off your hands thoroughly. It is not recommended for CBD lotion, salve, and cream to come in contact with you genitals, nose, or eyes.

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CBD BEAUTY & SKIN-CARE

ACNE, INFLAMMATION AND CBD

July 19, 2019



Let's face it. We'd all love a magic pill that would magically make our acne disappear. Trust us, it's stressful to manage. Having acne, on top of being stressed about our blemishes, feels like it only creates more blemishes appearing on the skin. Introducing **CBD** into your skin care routine could be just what the doctor ordered.

Have you ever heard the phrase "You are what you eat"? Well, it's true. Sort of. Starting in the kitchen can manifest what appears outwardly on your body. Did you know **CBD** isn't just an ingredient in **skin care**, it's also consumed orally. Introducing CBD into your diet could be as simple as eating a gummy, swallowing a drop from a tincture or consuming chocolate. Eating cleaner by cutting out sugar and any unnecessary artificial flavorings can reduce the amount of sebum being produced onto the skin.

Sebum Production

Sebum is the main factor of acne, as too much of it produces the oily substance on your skin, thus inducing the invitation for acne. An overproduction of sebum causes bacteria to form, which causes an inflammation reaction. Inflammation is a high factor in producing redness and acne throughout the

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Acne, Inflammation and CBD - Cannatera

face. This can be balanced with the use of CBD typically applied, whether that be a [cleanser](#), [moisturizer](#), [serum](#) or all three.

Scientific Research

Science supports its efficacy in this capacity: research shows that CBD may treat all kinds of skin problems, including chronic conditions. A study finding that CBD slows overproduction of skin cells signals promise for psoriasis; According to the National Center for Biotechnology Information, chronic inflammation is a consistent problem in the United States, contributing to numerous non-infectious diseases like heart disease and autoimmune disease. Although diet and lifestyle play a significant role in chronic inflammation, CBD oil can encourage improvement.

Endocannabinoid System

Adding the properties of CBD into this equation can make us feel the glow radiating off of our skin already. Whether you know it or not, we have an endocannabinoid system. CBD promotes the existing endocannabinoid system by reacting with our CB receptors and triggering a response in our body. "The skin's cannabinoid receptors, which CBD interacts with, help regulate pain and itching," says NYC dermatologist Dendy Engelman. That's a big deal, since many skin issues, from breakouts to signs of aging, are fueled by inflammation in the first place.

Ultimately, the main issue with higher levels of inflammation that manifests is due to the fact that when inflammation has been turned on, it increases the production of damaging free radicals, which we call oxidative stress. When oxidative stress is uncontrolled, damage occurs to our proteins, fat, and even our DNA.

CBD in Everyday Use

Allowing CBD to be a key step in your skin care routine will allow the ingredient to flourish on the skin. Once the skin absorbs the CBD, it will treat the infected area, thus creating a chain reaction. When sebum is controlled, acne and inflammation will decrease.

It's an ingredient that's become almost as present as eye-shadow palettes in beauty aisles, but there is still a lot of confusion regarding CBD oil's benefits for skin. And actually, that shouldn't come as a surprise. Although the research may be new, it's nonetheless impressive.

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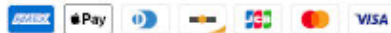
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UV RAYS: WHY ARE THEY HARMFUL?

August 19, 2019



Ultraviolet radiation are invisible rays from sunlight that can burn the skin or cause skin cancer do to overexpose. Though UV radiation comes from the sun, it also can be sourced from man-made items such as tanning beds and lamps. There are three types of UV Rays – UVA, UVB, and UVC. UVC has the most energy amongst the three, but it cannot impact human life because it does not penetrate the Earth.

UV rays are most active during the spring and summertime. Exposure to UVA rays contributes to premature aging factors such as wrinkles and fine lines. On the other hand, UVB exposure is linked to sunburns and skin cancers. Although UVC rays do not penetrate the Earth, they can come from tanning beds and lights fixtures which can ultimately lead to skin cancer. People that are overexposed to UV radiation have a higher risk of developing skin cancer.

UV Rays and Skin

When your skin is exposed to UV rays, your elastin fibers begin to get damaged. Elastin fibers give the skin elasticity that allows it to snapback. When these fibers are damaged, the skin loses elasticity which leads to premature wrinkles and fine lines. Sunburns also form due to overexposure of UV rays.

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Long-term effects of sunburns include pre-mature aging.

How Do You Protect Your Skin from UV Rays?

Sunscreen helps protect the skin from damage. Whether you plan on enjoying a day at the beach or stepping out for a quick bite, apply sunscreen, especially during the spring and summer. UV rays are the most powerful between the hours of 10AM – 4PM. Try to limit going out between these hours or wear an extra layer of clothing to protect the skin.

Avoid tanning beds and other man-made UV lights. Tanning contributes to discoloration, premature aging, burns, eye damage, etc. Tanning may also increase your risk of skin cancer. When exposed to UV rays when tanning, the production of melanin in the body increases in order to protect the skin.

Cannatera REFRESH Anti-Aging Moisturizer

Protect your skin this summer and prevent premature aging by trying Cannatera today! Our products are loaded with ingredients that will reduce wrinkles while supplying your skin with nutrients. Refresh Anti-Aging Moisturizer aids in repairing and increasing the elastin fibers on your skin. Increased and renewed elastin fibers minimize wrinkles and fine lines on the skin.

One of the key ingredients in our moisturizer is Cannabidiol. Studies suggest that CBD may prevent premature aging, inflammation, and UV ray damage when applied to the skin. Additionally, research shows that CBD promotes the mood of relaxation, which contributes to fewer wrinkles and fine lines. Refresh, Revive, and Renew your skin this summer with Cannatera!

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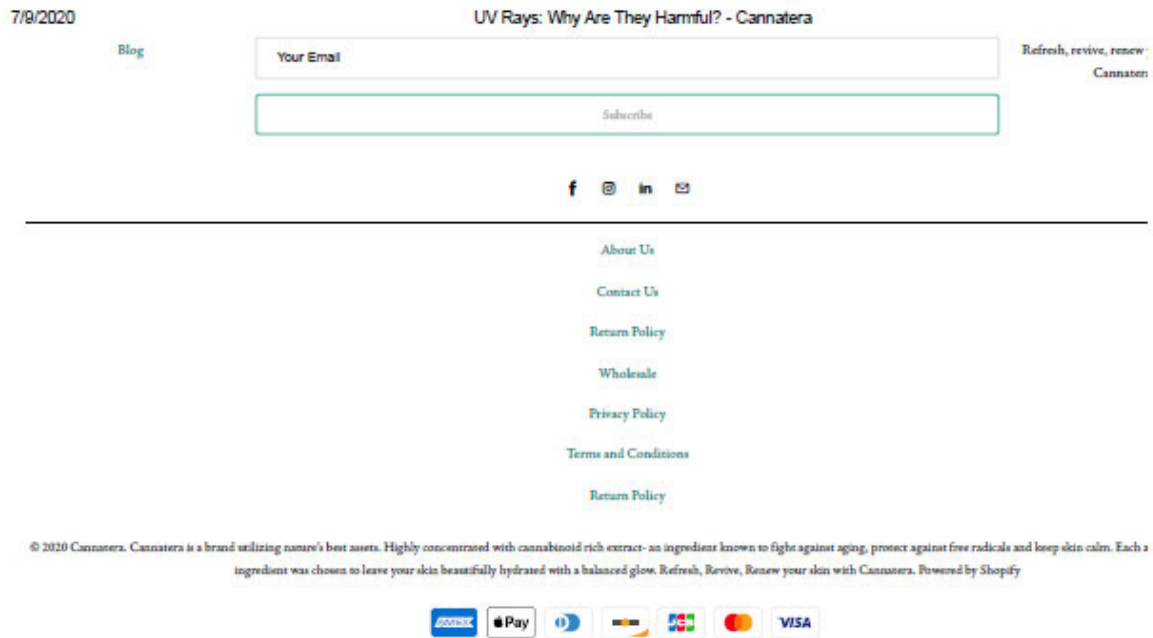
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CBD OIL FOR ACNE: IS IT EFFECTIVE?

June 09, 2019



Acne is a common condition that affects thousands of people across the world. It can be frustrating for people dealing with acne. One of the trending treatment options for acne today is cannabidiol (CBD). The root of healthy skin starts with the inside. If you can maintain a healthy balance of consumption, then chances are you are more likely to reap the benefits of skincare used topically. CBD can be used topically or ingested orally for skincare.

What is Acne?

Acne is a condition caused by hair follicles and dead skin cells blocking the pores on the skin. This causes whiteheads, blackheads, or pimples to appear. Acne usually affects the forehead, chest, upper back, shoulders, and the face. Although it is common in teens, it can affect people of all ages.

There are various ways to treat acne, but preventing it is challenging. Pimples and bumps may heal, but when one goes away, another one pops out at a different place. Depending on what type of skin you have, acne can be a persistent issue. If you're not careful with treating it, acne can lead to permanent scarring.

Treating Acne with CBD oil

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There is evidence that CBD can treat acne, but it might depend on the source of the problem. CBD lessens acne because of its ability to regulate the body's production of sebum. Sebum is a waxy, oily substance which the skin produces. It traps dead skin cells, dirt, and other pollutants from getting into the skin pores. However, sebum can lead to clogged pores and, eventually, acne.

Various factors influence acne, including sebum production, hormonal imbalance, genetics, diet, stress levels, and medications.

CBD also has anti-inflammatory properties, which helps to root out acne. A 2014 study found that CBD prevents sebocytes cells from creating too much sebum. The researchers also found that CBD's anti-inflammatory properties prevent the activation of cytokine, which in turn prevents further breakouts.

Another study in 2016 revealed that the cannabis plant has antibacterial and anti-fungal effects. These characteristics help reduce infections from dirt and other pollutants on the skin.

Using CBD oil

When using CBD oil for acne treatment, it's essential to mix the concentrated solution with a natural carrier oil before application. These carrier oils include coconut oil, olive oil, shea butter or argan oil.

Users may also take CBD orally or sublingually. However, topical application of CBD may be the most effective for dealing with skin issues.

Keep in mind that although many shops online claim to have natural CBD products, it is essential to buy from a trusted brand. Check out the results of third-party laboratory tests on the product to determine if what you are buying is worth it.

A study conducted in 2017 on 84 different consumer products containing CBD revealed that 26% of them contained less CBD than the label suggested. Also, some products include more than 0.3% of THC. As a result, these products may cause psychoactive effects. Always do your research before buying a CBD product, and check out what other users have to say about the brand.

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REASONS WHY CBD SHOULD BE IN YOUR SKINCARE REGIMEN

May 26, 2019



A few beauty products on the market may cause skin issues because they contain ingredients that can cause damage instead of helping the skin. Many pieces of information point to CBD use as a natural and excellent way to deal with skin care issues.

Cannabidiol (CBD) comes from the hemp plant and has become a sensation in the beauty industry. CBD oil contains several ingredients, like Vitamin E and omega fatty acids.

Even if your skin benefits from staying fit and eating well, it needs a little push to receive all the necessary nourishment. CBD products like lotion, topical creams, ointment, salves or original oil itself are rich in vitamins. These vitamins protect our skin from environmental stress and slow down the aging process.

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A Natural Treatment for Acne

CBD skin cream has essential fatty acids and anti-inflammatory properties, which help manage acne and reduce the effects of bacteria on the skin. CBD also has antibacterial properties, which helps to strengthen the skin's defense against harmful elements.

Decrease Tired and Puffiness Around the Eyes

Extreme fatigue and stress can cause the eyes to puff. The appearance of puffiness around the eyes is a tell-tale sign of lost elasticity in that area of the skin. Since the skin under the eyes is thinner and vulnerable to damage, it requires extra care. Skin creams infused with CBD helps tighten and reduce puffiness in the delicate areas under eye without irritation.

Natural Anti-Aging

Studies show that receptors in the brain interact with CBD. In fact, our body produces a certain amount of cannabinoids. When a person consumes CBD, it interacts with these endocannabinoid receptors to boost cell regeneration. Hence, it helps generate fresh healthy-looking skin with fewer signs of aging.

One for All Approach for Multiple Skin Issues

CBD helps not only to treat acne and reduce the visible signs of aging, but it also targets the different parts of the body. Hence, CBD may help deal with a wide range of skin conditions such as eczema, psoriasis, and pesky breakouts.

The Need for High-Quality CBD

Just like any other natural skin treatment option, CBD performs better when combined with other natural healing ingredients like Manuka honey.

Honey is beneficial for both beauty and health. Honey has antibacterial and healing properties. There are about 300 types of honey produced by different bees in America alone. Manuka comes from specific bees that pollinate the Manuka bush native to New Zealand.

Since Manuka Honey has a high concentration of compounds with significant antibacterial, antiviral, and anti-inflammatory properties, it goes well with CBD and has similar therapeutic effects.

Despite the reported healing benefits of CBD, don't forget to consult your doctor to determine the right product to use for your skincare regimen. Also, maintain a healthy diet. Skin health starts from within, and not from the external areas of the body. It's best to start feeding your body with healthy treats as well as topical creams. In doing so, you may have a better chance of correcting your skin condition.

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CBD BEAUTY & SKIN-CARE

CAN CBD REALLY HELP ACNE?

May 22, 2019



Acne. It's the most common skin condition in the United States, with more than [50 million sufferers](#), according to the American Academy of Dermatology. Around 85 percent of 12-24 year-olds experience at least minor acne, but this skin condition can extend well into adulthood and impact someone's self-confidence.

If you suffer from acne, expensive creams and lotions might not work. Neither will nutrition. Or exercise. Or all of the things people claim will clear up your complexion. There could be a breakthrough, though. Research suggests that CBD might be beneficial if you experience acne. Here's everything you need to know:

1. CBD COULD REDUCE SEBUM PRODUCTION

Research suggests that CBD could reduce sebum — the yellow, sticky substance secreted by your sebaceous glands that keeps your skin moisturized. Although it's a great natural moisturizer, too much sebum can cause acne. However, CBD could reduce sebum production and provide you with a clearer complexion.

"CBD oil may help reduce various types of acne thanks to its ability to adjust how the body creates sebum," says [Medical News Today](#). "Sebum is a waxy, oily substance the skin makes. CBD oil also has anti-inflammatory properties."

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You can buy various [CBD-infused products](#) that could help to slow down sebum production and improve acne, including moisturizers and serums.

2. CBD COULD REDUCE BACTERIA

Bacteria thrive on your skin, and this can lead to acne breakouts. If you suffer from acne, infection from dirt and other pollutants on your skin could be the culprit. This isn't just a case of not touching your face with dirty hands. Environmental factors could be causing bacterial problems, too.

[Research from 2016](#) suggests that the cannabis plant might be effective in combating bacteria because of its anti-fungal effects. As a result, CBD-infused products can reduce infections from dirt and pollutants and potentially improve acne and other skin conditions.

Incorporating CBD-infused products into your skincare regime is pretty easy as you can substitute products that contain nasty chemicals with these skin-loving lotions and moisturizers.

3. CBD COULD IMPROVE STRESS LEVELS

Research shows a correlation between stress and acne. The more stressed you are, some experts say, the more likely you are to experience an acne breakout.

"While stress alone isn't the cause of acne pimples — age, hormones, acne-producing bacteria, and other factors are at play — it's evident that stress can trigger breakouts and make existing acne issues worse," says [Time magazine](#).

Other research shows that CBD can be effective in reducing stress levels, which, in turn, can alleviate skin conditions like acne. CBD might be particularly effective for people who suffer from social anxiety.

"A small 2010 study found that cannabidiol could reduce symptoms of social anxiety in people with a social anxiety disorder (SAD). Brain scans of participants revealed changes in blood flow to the regions of the brain linked to feelings of anxiety," says [Medical News Today](#).

If you suffer from acne, you know how difficult it can be. This skin condition can not only affect your appearance but impact your self-esteem, too.

There could be a solution. Research suggests that CBD could reduce sebum production, fight skin bacteria, and improve stress levels.

Incorporate CBD-infused skincare products into your regime and you could improve your acne over time. [Click here](#) to find out more!

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CBD BEAUTY & SKIN-CARE

HEMP OIL SKIN CARE: HOW HEMP OIL BENEFITS YOUR SKIN

April 18, 2019



CBD has been gaining so much attention recently for all of its health benefits, as well as its sales.

With sales of CBD products projected to hit **\$22 billion by 2022**, it's important to know why people are using it so much.

From helping diabetics, to preventing heart disease and anxiety, the benefits seem to be endless.

So what can hemp oil do for your beautiful skin? Let's talk about that.

HOW DOES HEMP OIL HELP WITH SKIN?

CBD is a cannabinoid found in the marijuana plant, but it does not get you high. Research is still being conducted for all of its health benefits, and the results are promising.

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While people use CBD in pills, sweeteners, candies, food, and a lot of other products, more people are using it in lotions and soaps. This only triggers curiosity for what hemp oil does to your skin, so let's start by saying: it does a lot.

MOISTURIZES

Hemp oil has one of the critical fatty acids in it, Omega-6, which is not naturally produced by the body. This is a natural oil that prevents inflammation and encourages skin regeneration.

Check out more about its [anti-inflammatory benefits](#) to learn more.

LOWERS BLOOD SUGAR

CBD is commonly used by diabetics for its regulating effects on blood sugar, but how does that affect your skin?

Hyperglycemia, high blood sugar, is believed to be a common cause of acne. CBD, even when absorbed through the skin, can help regulate that, lowering your risk of pesky pimples.

MODERATES OIL PRODUCTION

This is another great way that hemp oil fights acne. It can prevent dry skin without clogging pores, making it a perfect balance to prevent blackheads and whiteheads, keeping your skin looking young!

ANTI-AGING

Right when you thought CBD products couldn't get any better, hemp oil has anti-aging properties.

While moisturizing the skin is, itself, critical to preventing the aging effects on the skin, the linoleic and oleic acids found in hemp oil cannot be produced by the body. However, they can play a key role in anti-aging.

HEALTHY VITAMINS

Vitamin E is most commonly associated with skin health, and hemp seed oil is absolutely rich in it, as well as Vitamin A.

Not only that, but it also contains trace amounts of important minerals like potassium, magnesium, iron, zinc, calcium, and phosphorus.

These are great for improving blood flow to the skin, especially when taken as a dietary supplement. Find out more about what roles these vitamins and minerals play [for skin health](#).

WHAT ELSE?

The benefits of hemp oil almost sound too good to be true. The antioxidant and anti-inflammatory benefits of its use are too great to pass up for proper skin care.

Using hemp oil for the skin is clearly beneficial, so do your research and try it for yourself!

Also, if you've ever wondered why some people look so young for their age, check out [more skin care tips](#) to find out and get started for yourself.

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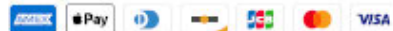
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CBD BEAUTY & SKIN-CARE

INFLAMMATORY CONDITIONS LEAD TO MANY SKIN PROBLEMS

January 23, 2019



Inflammatory skin conditions are far and away the most common issues dermatologists see when their patients visit. In fact, some say they see these types of afflictions on a daily basis. What is inflammation and is it serious? The answer to this question is yes and no.

Inflammation causes an itchy rash that can often be treated and dealt with easily. Other times, inflammation leads to chronic conditions like eczema, psoriasis, rosacea, and seborrheic dermatitis that require ongoing treatment to keep under control.

What Causes Skin Inflammation?

The exact process of skin inflammation isn't completely understood. Generally, dermatologists believe that when the skin comes into contact with a certain irritant (which can be different for everyone) such as sunlight, dyes and fragrances, soaps, or allergens, inflammatory messenger hormones are produced in the skin. These hormones spread to other cells and trigger the production and release of additional hormones.

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This second batch of hormones the skin produces can trigger responses like vasodilation (redness) and nerve activation (itchiness). In cases of severe inflammation, even more hormones are produced. This can signal cells to produce free radicals, enzymes, and chemicals that damage the skin.

How Can You Fight Inflammation?

When skin inflammation is severe, medical interventions are often sought to fight it. However, in many cases, mild to severe inflammation can be kept in check by using the proper skincare products on a daily basis. This would include those offered by Cannatera. Our products contain CBD, a compound found in the hemp plant. You've probably heard of it. CBD has been garnering a lot of attention over the last few years in the health and beauty world for its anti-inflammatory and anti-aging properties.

According to recent research on the subject, by regularly using products containing CBD, such as Cannatera skincare products, you'll be applying the anti-inflammatory power of CBD oil and the powerful anti-oxidants it contains directly to the source of your inflammation, and relief can be achieved quickly.

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FACT

Each and every active ingredient is chosen to leave your skin hydrated with a balance. Refresh, revive, renew: Cannatera.

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7/9/2020

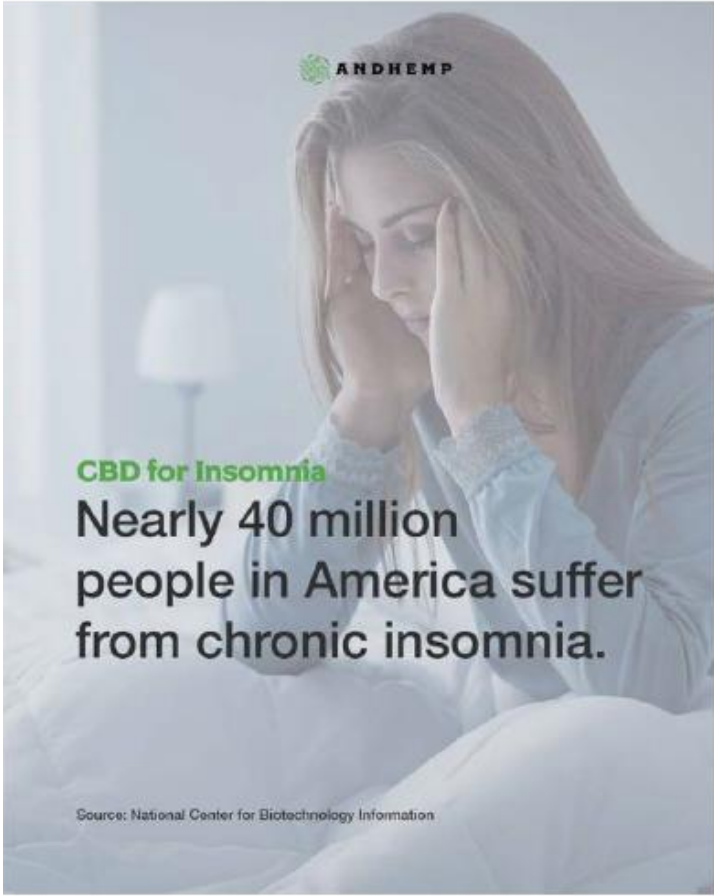
Inflammatory Conditions Lead to Many Skin Problems - Cannatera

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© 2020 Cannatera. Cannatera is a brand utilizing nature's best assets. Highly concentrated with cannabinoid rich extracts- an ingredient known to fight against aging, protect against free radicals and keep skin calm. Each ingredient was chosen to leave your skin beautifully hydrated with a balanced glow. Refresh, Revive, Renew your skin with Cannatera. Powered by Shopify



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Exhibit P**Exhibit P**

The advertisement features a woman with long blonde hair lying in bed, looking distressed with her hands covering her face. The background is a soft, out-of-focus bedroom setting. The AndHemp logo is in the top left corner. The main text is overlaid on the image, and a source note is at the bottom left.

ANDHEMP

CBD for Insomnia

Nearly 40 million people in America suffer from chronic insomnia.

Source: National Center for Biotechnology Information

AndHemp
Like This Page · 3 November 2019 · Edited ·

Studies show that the endocannabinoid system may be critical for regulating sleep and sleep stability, as it promotes harmony throughout the body. When CBD interacts with this system, those who suffer may be able to achieve longer periods and overall quality of sleep. 🌙 CBD may also provide relief for Insomnia sufferers who struggle to achieve REM sleep due to anxiety 😊 Have you found your relief?

AndHemp.com | Quality By Nature

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Exhibit Q

6/29/2020 **Exhibit Q** CBD Benefits: A Look at CBD as a Potential Digestive Aid - And Hemp

This is Google's cache of <https://amp.andhemp.com/blogs/cbd-news/cbd-benefits-a-look-at-cbd-as-a-potential-digestive-aid>. It is a snapshot of the page as it appeared on Jun 23, 2020 15:46:04 GMT. The [current page](#) could have changed in the meantime. [Learn more](#).

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FREE Domestic Shipping on all Orders \$75+



 Cart (0) [Check Out](#)





NEW PRODUCTS

- CBD Oil
- CBD Edibles
- CBD Vape Juice
- CBD Vape Pens
- CBD Capsules
- CBD Topicals
- CBD for Pets



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6/29/2020

CBD Benefits: A Look at CBD as a Potential Digestive Aid - And Hemp

CBD Benefits: A Look at CBD as a Potential Digestive Aid

on July 08, 2019

Stomach aches, diarrhea, nausea—most of us have had problems with our digestive system at certain times, but for some people, problems with digestion can be so severe that they impede upon their lives in the most challenging ways. Digestive issues actually silently plague many people across the country, some of whom have been diagnosed with things like chronic inflammation of the bowels and digestive tract.

To date, the most effective methods of treatment for people with these debilitating conditions has been to offer some kind of medication to help combat symptoms. The cannabinoid cannabidiol (CBD), which is one of over a hundred cannabinoids found in the cannabis plant, could bring new levels of relief to people who have issues with things like irritable bowel syndrome or Chron's disease.

The Lowdown On Digestive Problems

A recent survey published by Fox News showed that as much as 74 percent of Americans have uncomfortable digestive symptoms to contend with, such as bloating and abdominal pain. These symptoms may seem like everyday occurrences that come along with eating, and a lot of people never really discuss anything with their doctor—as much as half of those surveyed, in fact.

Unfortunately, what seems like common discomfort relative to digestion can point to some pretty serious underlying health concerns. Celiac disease, exocrine pancreatic insufficiency (EPI), and Chron's disease are all good examples. Irritable bowel syndrome (IBS) is another chronic condition to blame, and this painful condition is estimated to affect as many as people 45 million people in the United States alone.

CBD for Digestion: What We Know About How CBD Works in the Digestive Tract

CBD, when introduced into the body, interacts with receptors that are part of the endocannabinoid system. This system plays a role in all kinds of bodily processes, including digestion. This system actually plays a role in things like immune regulation, your appetite, and how your body digests the food you take in. With CBD just taking center stage in recent years as a potentially very therapeutic agent, more studies have been carried out pertaining to CBD and digestion. There's actually evidence

that supports the idea that there are a high number of cannabinoid receptors located in different parts of the digestive tract. Scientists have stated:

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CBD Benefits: A Look at CBD as a Potential Digestive Aid - And Hemp

"Pharmacological modulation of the endogenous cannabinoid system could provide a new therapeutic target for the treatment of a number of gastrointestinal diseases..."

This is exciting news for people who deal with GI issues on a daily basis, especially when so many other prescription medication alternatives come along with side effects that can be just as troubling as the conditions alone.

There have been a few small formal studies to help solidify this abstract assumption that scientists have made about CBD. One small study of 46 people who had moderately severe Chron's disease showed that 65 percent of participants saw a full remission of their symptoms. There was a review published in 2008 by a neurologist that stated IBS could be a result of a clinical endocannabinoid deficiency. In 2011, one study found that CBD helped create a reduction in inflammation in the bowels caused by a pesky bacterium called bacterial lipopolysaccharides (LPS), which just happens to be a major thing in the bodies of people who have IBS.

Using CBD for Digestive Issues: How Does CBD Make You Feel?

One of the biggest reasons CBD is admired for its therapeutic effects is that it really does not have any psychoactive effects on the individual taking the supplement. CBD is now being produced from hemp, which naturally has extremely low amounts of THC (that little cannabinoid that causes the euphoric "high" feeling that cannabis is most known for). By law, CBD products legal for sale in all places must contain less than 0.03 percent THC.

What's all that mean? Basically, CBD isn't going to make you feel much of anything, except possibly better, of course. Side effects with CBD are rare, and when they are experienced, they are usually minimal. In a study published on PubMed, only one out of three people who used CBD to treat a medical condition had a non-serious side effect. The most common side effects reported have been:

- Dry mouth
- Hunger
- Fatigue

These common side effects are really nothing to complain about if you are dealing with something like chronic stomach pain or constant bathroom trips, and for many, the side effects are barely noticeable at all.

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CBD Benefits: A Look at CBD as a Potential Digestive Aid - AndHemp

What CBD for Sale Is Best for Use as a Digestive Aid?

If you are looking to find CBD for sale that will be best to try to use to help with digestion, there are a few things to consider. You can purchase topical CBD, such as CBD cream for pain and CBD salve, but it is generally best to stick to CBD drops or some form of ingestible CBD product for digestion issues. Look for products that:

- Offer high potency levels of CBD for maximum effectiveness in the system
- Are easy to dose and control so you can adjust your dosage accordingly
- Are harvested from industrial-grade hemp so the contents are reliable
- Have been third-party tested for purity and ingredients

CBD as a digestive aid is something being heavily considered in scientific studies these days, and it is obvious why that is the case. Even though there is no definitive dosing guidelines or proof that CBD is a cure-all for digestive issues, it is an alternative treatment that could be worth a shot if you are suffering from GI issues. Check out the CBD oil for sale on AndHemp.

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CBD Benefits: A Look at CBD as a Potential Digestive Aid - AndHemp

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Cannatera Beauty
Chronic Candy
Knockout CBD
Koi CBD
Livwell
Loot Hemp
Reef CBD
Savage CBD
Square Care CBD

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DECISION

The Federal Trade Commission (“Commission”) initiated an investigation of certain acts and practices of the Respondents named in the caption. The Commission’s Bureau of Consumer Protection (“BCP”) prepared and furnished to Respondents a draft Complaint. BCP proposed to present the draft Complaint to the Commission for its consideration. If issued by the Commission, the draft Complaint would charge the Respondents with violations of the Federal Trade Commission Act.

Respondents and BCP thereafter executed an Agreement Containing Consent Order (“Consent Agreement”). The Consent Agreement includes: 1) statements by Respondents that they neither admit nor deny any of the allegations in the Complaint, except as specifically stated in this Decision and Order, and that only for purposes of this action, they admit the facts necessary to establish jurisdiction; and 2) waivers and other provisions as required by the Commission’s Rules.

The Commission considered the matter and determined that it had reason to believe that Respondents have violated the Federal Trade Commission Act, and that a Complaint should issue stating its charges in that respect. The Commission accepted the executed Consent Agreement and placed it on the public record for a period of 30 days for the receipt and consideration of public comments. The Commission duly considered any comments received from interested persons pursuant to Section 2.34 of its Rules, 16 C.F.R. § 2.34. Now, in further conformity with the procedure prescribed in Rule 2.34, the Commission issues its Complaint, makes the following Findings, and issues the following Order:

Findings

1. The Respondents are:
 - a. Respondent Reef Industries, Inc., also doing business as Reefcbd.com and Reef Wellness, is a California corporation with its principal office or place of business at 3033 Bristol Street #G, Costa Mesa, California 92626.
 - b. Respondent Cannatera, Inc., is a California corporation with its principal office or place of business at 1235 E. Francis Street Suite M, Ontario, California 9176.
 - c. Respondent AndHemp, Ltd., is a United Kingdom limited company with its principal office or place of business at 1235 E. Francis Street, Ontario, California 91761.
 - d. Respondent Andrew M. Bouchie is an officer, director, and principal shareholder of Reef Industries, Inc., officer of Cannatera, Inc., and President and co-owner of AndHemp, Ltd. Individually or in concert with others, he formulates, directs, or controls the policies, acts, or practices of

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Reef, Industries, Inc., Cannatera, Inc., and AndHemp, Ltd. His principal office or place of business is the same as that of Reef Industries, Inc.

- e. Respondent John R. Cavanaugh is an officer, director, and principal shareholder of Reef Industries, Inc. Individually or in concert with others, he formulates, directs, or controls the policies, acts, or practices of Reef Industries, Inc. His principal office or place of business is the same as that of Reef Industries, Inc.
 - f. Respondent Shaun Paquette is an officer and director of Reef Industries, Inc., officer of Cannatera, Inc., and co-owner of AndHemp, Ltd. Individually or in concert with others, he formulates, directs, or controls the policies, acts, or practices of Reef Industries, Inc., Cannatera, Inc., and AndHemp, Ltd. His principal office or place of business is the same as that of Reef Industries, Inc.
2. The Commission has jurisdiction over the subject matter of this proceeding and over the Respondents, and the proceeding is in the public interest.

ORDER**DEFINITIONS**

For purposes of this Order, the following definitions apply:

- A. “CBD Product” means any Dietary Supplement, Food, or Drug containing cannabidiol.
- B. “CBG Product” means any Dietary Supplement, Food, or Drug containing cannabigerol.
- C. “Covered Product” means any Dietary Supplement, Food, or Drug, including but not limited to CBD Products or CBG Products.
- D. “Dietary Supplement” means: (1) any product labeled as a dietary supplement or otherwise represented as a dietary supplement; or (2) any pill, tablet, capsule, powder, softgel, gelcap, liquid, or other similar form containing one or more ingredients that are a vitamin, mineral, herb or other botanical, amino acid, probiotic, or other dietary substance for use by humans to supplement the diet by increasing the total dietary intake, or a concentrate, metabolite, constituent, extract, or combination of any ingredient described above, that is intended to be ingested, and is not represented to be used as a conventional Food or as a sole item of a meal or the diet.
- E. “Drug” means: (1) articles recognized in the official United States Pharmacopoeia, official Homoeopathic Pharmacopoeia of the United States, or

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official National Formulary, or any supplement to any of them; (2) articles intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in humans or other animals; (3) articles (other than Food) intended to affect the structure or any function of the body of humans or other animals; and (4) articles intended for use as a component of any article specified in (1), (2), or (3); but does not include devices or their components, parts, or accessories.

- F. “Essentially Equivalent Product” means a product that contains the identical ingredients, except for inactive ingredients (e.g., inactive binders, colors, fillers, excipients) in the same form and dosage, and with the same route of administration (e.g., orally, sublingually), as the Covered Product; *provided that* the Covered Product may contain additional ingredients if reliable scientific evidence generally accepted by experts in the field indicates that the amount and combination of additional ingredients is unlikely to impede or inhibit the effectiveness of the ingredients in the Essentially Equivalent Product.
- G. “Food” means: (1) any article used for food or drink for humans or other animals; (2) chewing gum; and (3) any article used for components of any such article.
- H. “Respondents” means all of the Corporate Respondents and the Individual Respondents, individually, collectively, or in any combination.
1. “Corporate Respondents” means Reef Industries, Inc., a corporation, also doing business as Reefcbd.com and Reef Wellness, Cannatera, Inc., a corporation, AndHemp, Ltd., a limited company, and their successors and assigns.
 2. “Individual Respondents” means Andrew M. Bouchie, John R. Cavanaugh, and Shaun Paquette.

PROVISIONS**I. PROHIBITED REPRESENTATIONS: REGARDING HEALTH-RELATED CLAIMS
REQUIRING HUMAN CLINICAL TESTING FOR SUBSTANTIATION**

IT IS ORDERED that Respondents, Respondents’ officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any Covered Product, must not make, or assist others in making, expressly or by implication, any representation that such product:

- A. treats insulin resistance; or
- B. cures, mitigates, or treats any disease, including but not limited to acne, Alzheimer’s disease, arthritis, autoimmune diseases, cancer, celiac disease,

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childhood epilepsy, chronic inflammation, chronic insomnia, chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, or cancer), colitis, Crohn's disease, damage to the colon due to chemotherapy, depression, diabetes, eczema, epilepsy, gingivitis, heart disease, irritable bowel syndrome (IBS), lupus, multiple sclerosis (MS), neurodegenerative disorders, neurological and age-related disorders (including cerebral ischemia), obsessive compulsive disorder (OCD), panic disorder, Parkinson's disease, post-traumatic stress disorder (PTSD), psoriasis, rosacea, seizures, seizure disorders, skin cancer, social anxiety disorder, or strokes,

unless the representation is non-misleading, and, at the time of making such representation, they possess and rely upon competent and reliable scientific evidence substantiating that the representation is true. For purposes of this Provision, competent and reliable scientific evidence must consist of human clinical testing of the Covered Product, or of an Essentially Equivalent Product, that is sufficient in quality and quantity based on standards generally accepted by experts in the relevant disease, condition, or function to which the representation relates, when considered in light of the entire body of relevant and reliable scientific evidence, to substantiate that the representation is true. Such testing must be: (1) randomized, double-blind, and placebo-controlled; and (2) conducted by researchers qualified by training and experience to conduct such testing. In addition, all underlying or supporting data and documents generally accepted by experts in the field as relevant to an assessment of such testing as described in the Provision entitled Preservation of Records Relating to Competent and Reliable Human Clinical Tests or Studies must be available for inspection and production to the Commission. Persons covered by this Section have the burden of proving that a product satisfies the definition of Essentially Equivalent Product.

II. PROHIBITED REPRESENTATIONS: OTHER HEALTH-RELATED CLAIMS

IT IS FURTHER ORDERED that Respondents, Respondents' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any Covered Product must not make, or assist others in making, expressly or by implication, any representation, other than representations covered under the Provision of this Order entitled Prohibited Representations: Regarding Health-Related Claims Requiring Human Clinical Testing For Substantiation, about the health benefits, performance, efficacy, safety, or side effects of any Covered Product, including that such product prevents Alzheimer's disease, autoimmune diseases, arthritis, cancer, diabetes, heart disease, seizures, skin cancer or other diseases, unless the representation is non-misleading, and, at the time of making such representation, they possess and rely upon competent and reliable scientific evidence that is sufficient in quality and quantity based on standards generally accepted by experts in the relevant disease, condition, or function to which the representation relates, when considered in light of the entire body of relevant and reliable scientific evidence, to substantiate that the representation is true.

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For purposes of this Provision, competent and reliable scientific evidence means tests, analyses, research, or studies (1) that have been conducted and evaluated in an objective manner by experts in the relevant disease, condition, or function to which the representation relates; (2) that are generally accepted by such experts to yield accurate and reliable results; and (3) that are randomized, double-blind, and placebo-controlled human clinical testing of the Covered Product, or of an Essentially Equivalent Product, when such experts would generally require such human clinical testing to substantiate that the representation is true. In addition, when such tests or studies are human clinical tests or studies, all underlying or supporting data and documents generally accepted by experts in the field as relevant to an assessment of such testing as set forth in the Provision entitled Preservation of Records Relating to Competent and Reliable Human Clinical Tests or Studies must be available for inspection and production to the Commission. Persons covered by this Provision have the burden of proving that a product satisfies the definition of Essentially Equivalent Product.

III. PRESERVATION OF RECORDS RELATING TO COMPETENT AND RELIABLE HUMAN CLINICAL TESTS OR STUDIES

IT IS FURTHER ORDERED that, with regard to any human clinical test or study (“test”) upon which Respondents rely to substantiate any claim covered by this Order, Respondents must secure and preserve all underlying or supporting data and documents generally accepted by experts in the field as relevant to an assessment of the test, including:

- A. All protocols and protocol amendments, reports, articles, write-ups, or other accounts of the results of the test, and drafts of such documents reviewed by the test sponsor or any other person not employed by the research entity;
- B. All documents referring or relating to recruitment; randomization; instructions, including oral instructions, to participants; and participant compliance;
- C. Documents sufficient to identify all test participants, including any participants who did not complete the test, and all communications with any participants relating to the test; all raw data collected from participants enrolled in the test, including any participants who did not complete the test; source documents for such data; any data dictionaries; and any case report forms;
- D. All documents referring or relating to any statistical analysis of any test data, including any pretest analysis, intent-to-treat analysis, or between-group analysis performed on any test data; and
- E. All documents referring or relating to the sponsorship of the test, including all communications and contracts between any sponsor and the test’s researchers.

Provided, however, the preceding preservation requirement does not apply to a reliably reported test, unless the test was conducted, controlled, or sponsored, in whole or in part by: (1) any Respondent; (2) any Respondent’s officers, agents, representatives, or employees; (3) any other person or entity in active concert or participation with any Respondent; (4) any person or entity

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affiliated with or acting on behalf of any Respondent; (5) any supplier of any ingredient contained in the product at issue to any of the foregoing or to the product's manufacturer; or (6) the supplier or manufacturer of such product.

For purposes of this Provision, "reliably reported test" means a report of the test has been published in a peer-reviewed journal, and such published report provides sufficient information about the test for experts in the relevant field to assess the reliability of the results.

For any test conducted, controlled, or sponsored, in whole or in part, by Respondents, Respondents must establish and maintain reasonable procedures to protect the confidentiality, security, and integrity of any personal information collected from or about participants. These procedures must be documented in writing and must contain administrative, technical, and physical safeguards appropriate to Corporate Respondents' size and complexity, the nature and scope of Respondents' activities, and the sensitivity of the personal information collected from or about the participants.

IV. PROHIBITED MISREPRESENTATIONS REGARDING TESTS, STUDIES, OR OTHER RESEARCH

IT IS FURTHER ORDERED that Respondents, Respondents' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any product must not misrepresent, in any manner, expressly or by implication:

- A. That any Covered Product is scientifically proven to treat acne, arthritis, autoimmune disease, cancer, childhood epilepsy, chronic inflammation, chronic insomnia, colitis, chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, or cancer), Crohn's disease, damage to the colon due to chemotherapy, depression, epilepsy, gingivitis, heart disease, irritable bowel syndrome (IBS), multiple sclerosis (MS), neurological and age-related disorders (including cerebral ischemia), obsessive compulsive disorder (OCD), panic disorder, Parkinson's disease, post-traumatic stress disorder (PTSD), psoriasis, seizures, social anxiety disorder, or stroke;
- B. That any Covered product is scientifically proven to prevent acne, heart disease, seizures, skin cancer, or skin infections;
- C. That the performance or benefits of any product are scientifically or clinically proven or otherwise established; or
- D. The existence, contents, validity, results, conclusions, or interpretations of any test, study, or other research.

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V. FDA-APPROVED CLAIMS

IT IS FURTHER ORDERED that nothing in this Order prohibits Respondents, Respondents' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them from:

- A. For any Drug, making a representation that is approved in labeling for such Drug under any tentative final or final monograph promulgated by the Food and Drug Administration, or under any new drug application approved by the Food and Drug Administration; and
- B. For any product, making a representation that is specifically authorized for use in labeling for such product by regulations promulgated by the Food and Drug Administration pursuant to the Nutrition Labeling and Education Act of 1990 or permitted under Sections 303-304 of the Food and Drug Administration Modernization Act of 1997.

VI. MONETARY RELIEF

IT IS FURTHER ORDERED that:

- A. Respondents must pay to the Commission \$85,000.00, which Respondents stipulate their undersigned counsel holds in escrow for no purpose other than payment to the Commission.
- B. Such payment must be made within 8 days of the effective date of this Order by electronic fund transfer in accordance with instructions provided by a representative of the Commission.

VII. ADDITIONAL MONETARY PROVISIONS

IT IS FURTHER ORDERED that:

- A. Respondents relinquish dominion and all legal and equitable right, title, and interest in all assets transferred pursuant to this Order and may not seek the return of any assets.
- B. The facts alleged in the Complaint will be taken as true, without further proof, in any subsequent civil litigation by or on behalf of the Commission to enforce its rights to any payment pursuant to this Order, such as a nondischargeability complaint in any bankruptcy case.
- C. The facts alleged in the Complaint establish all elements necessary to sustain an action by or on behalf of the Commission pursuant to Section 523(a)(2)(A) of the Bankruptcy Code, 11 U.S.C. § 523(a)(2)(A), and this Order will have collateral estoppel effect for such purposes.

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- D. All money paid to the Commission pursuant to this Order may be deposited into a fund administered by the Commission or its designee to be used for relief, including consumer redress and any attendant expenses for the administration of any redress fund. If a representative of the Commission decides that direct redress to consumers is wholly or partially impracticable or money remains after redress is completed, the Commission may apply any remaining money for such other relief (including consumer information remedies) as it determines to be reasonably related to Respondents' practices alleged in the Complaint. Any money not used is to be deposited to the U.S. Treasury. Respondents have no right to challenge any activities pursuant to this Provision.
- E. In the event of default on any obligation to make payment under this Order, interest, computed as if pursuant to 28 U.S.C. § 1961(a), shall accrue from the date of default to the date of payment. In the event such default continues for 10 days beyond the date that payment is due, the entire amount will immediately become due and payable.
- F. Each day of nonpayment is a violation through continuing failure to obey or neglect to obey a final order of the Commission and thus will be deemed a separate offense and violation for which a civil penalty shall accrue.
- G. Respondents acknowledge that their Taxpayer Identification Numbers (Social Security or Employer Identification Numbers), which Respondents have previously submitted to the Commission, may be used for collecting and reporting on any delinquent amount arising out of this Order, in accordance with 31 U.S.C. § 7701.

VIII. CUSTOMER INFORMATION

IT IS FURTHER ORDERED that Respondents must directly or indirectly provide sufficient customer information, including sufficient identification of all resellers, to enable the Commission to efficiently administer consumer redress to all purchasers of Respondents' CBD Products. If a representative of the Commission requests in writing any information related to redress, Respondents must provide it, in the form prescribed by the Commission representative, within 14 days.

IX. NOTICES TO CUSTOMERS

IT IS FURTHER ORDERED that Respondents must notify customers as follows:

- A. Respondents must identify all consumers who purchased CBD Products on or after January 1, 2019 ("eligible customers").
 - 1. Such eligible customers, and their contact information, must be identified to the extent such information is in Respondents' possession, custody or control, including from third parties such as resellers;

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2. Eligible customers include those identified at any time, including after Respondents' execution of the Agreement through the eligibility period, which runs for 1 year after the issuance date of the Order.
- B. Respondents must notify all identified eligible customers by mailing each a notice:
1. The letter must be in the form shown in Attachment A.
 2. The envelope containing the letter must be in the form shown in Attachment B.
 3. The mailing of the notification letter must not include any other enclosures.
 4. The mailing must be sent by first-class mail, postage prepaid, address correction service requested with forwarding and return postage guaranteed. For any mailings returned as undeliverable, Respondents must use standard address search methodologies such as re-checking Respondents' records and the Postal Service's National Change of Address database and re-mailing to the corrected address within 8 days.
- C. Respondents must notify all eligible customers within 180 days after the issuance date of this Order and any eligible customers identified thereafter within 30 days of their identification.
- D. Respondents must provide a notice on all of their social media accounts (including any Facebook, Twitter, Instagram, or YouTube accounts) and on the first page of their websites. Such notice must link to a copy of the Order, along with a toll-free telephone number and an email address for the redress administrator. The notice must be posted not later than 3 days after the effective date of the Order and for at least 1 year after the redress period ends.
- E. Respondents must report on their notification program under penalty of perjury:
1. Respondents must submit a report annually and at the conclusion of the program summarizing its compliance to date, including the total number of eligible customers identified and notified.
 2. If a representative of the Commission requests any information regarding the program, including any of the underlying customer data, Respondents must submit it within 10 days of the request.
 3. Failure to provide required notices or any requested information will be treated as a continuing failure to obey this Order.

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X. NOTICE TO AFFILIATES AND OTHER RESELLERS

IT IS FURTHER ORDERED that within 30 days of the effective date of this Order, Respondents must notify all affiliates and other resellers by sending each by first-class mail, postage paid and return receipt requested, or by courier service with signature proof of delivery, the notification letter attached as Attachment A. Respondents must include a copy of this Order, but no other document or enclosure.

XI. ACKNOWLEDGMENTS OF THE ORDER

IT IS FURTHER ORDERED that Respondents obtain acknowledgments of receipt of this Order:

- A. Each Respondent, within 10 days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.
- B. For 20 years after the issuance date of this Order, each Individual Respondent for any business that such Respondent, individually or collectively with any other Respondents, is the majority owner or controls directly or indirectly, and each Corporate Respondent, must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for labeling, manufacturing, advertising, marketing, promotion, distribution, offering for sale, or sale of CBD or CBG Products and all agents and representatives who participate in labeling, manufacturing, advertising, marketing, promotion, distribution, offering for sale, or sale of CBD or CBG Products; and (3) any business entity resulting from any change in structure as set forth in the Provision titled Compliance Reports and Notices. Delivery must occur within 10 days after the effective date of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.
- C. From each individual or entity to which a Respondent delivered a copy of this Order, that Respondent must obtain, within 30 days, a signed and dated acknowledgment of receipt of this Order.

XII. COMPLIANCE REPORTS AND NOTICES

IT IS FURTHER ORDERED that Respondents make timely submissions to the Commission:

- A. Sixty days after the issuance date of this Order, each Respondent must submit a compliance report, sworn under penalty of perjury, in which:
 - 1. Each Respondent must: (a) identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission, may use to communicate with

Decision and Order

Respondent; (b) identify all of that Respondent's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses; (c) describe the activities of each business, including the goods and services offered, the means of advertising, marketing, and sales, and the involvement of any other Respondent (which Individual Respondents must describe if they know or should know due to their own involvement); (d) describe in detail whether and how that Respondent is in compliance with each Provision of this Order, including a discussion of all of the changes the Respondent made to comply with the Order; and (e) provide a copy of each Acknowledgment of the Order obtained pursuant to this Order, unless previously submitted to the Commission.

2. Additionally, each Individual Respondent must: (a) identify all his telephone numbers and all his physical, postal, email and Internet addresses, including all residences; (b) identify all his business activities, including any business for which such Respondent performs services whether as an employee or otherwise and any entity in which such Respondent has any ownership interest; and (c) describe in detail such Respondent's involvement in each such business activity, including title, role, responsibilities, participation, authority, control, and any ownership.
- B. Each Respondent must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following:
1. Each Respondent must submit notice of any change in: (a) any designated point of contact; or (b) the structure of any Corporate Respondent or any entity that Respondent has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.
 2. Additionally, each Individual Respondent must submit notice of any change in: (a) name, including alias or fictitious name, or residence address; or (b) title or role in any business activity, including (i) any business for which such Respondent performs services whether as an employee or otherwise and (ii) any entity in which such Respondent has any ownership interest and over which Respondents have direct or indirect control. For each such business activity, also identify its name, physical address, and any Internet address.
- C. Each Respondent must submit notice of the filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by or against such Respondent within 14 days of its filing.

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- D. Any submission to the Commission required by this Order to be sworn under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746, such as by concluding: “I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on: _____” and supplying the date, signatory’s full name, title (if applicable), and signature.
- E. Unless otherwise directed by a Commission representative in writing, all submissions to the Commission pursuant to this Order must be emailed to DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to: Associate Director for Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The subject line must begin: In re Reef Industries, Inc., FTC File No. 202-3064.

XIII. RECORDKEEPING

IT IS FURTHER ORDERED that Respondents must create certain records for 20 years after the issuance date of the Order, and retain each such record for 5 years, unless otherwise specified below. Specifically, Corporate Respondents and each Individual Respondent for any business that such Respondent, individually or collectively with any other Respondents, is a majority owner or controls directly or indirectly, must create and retain the following records:

- A. Accounting records showing the revenues from all goods or services sold, the costs incurred in generating those revenues, and resulting net profit or loss;
- B. Personnel records showing, for each person providing services in relation to any aspect of the Order, whether as an employee or otherwise, that person’s: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. Copies or records of all consumer complaints and refund requests, whether received directly or indirectly, such as through a third party, and any response;
- D. All records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission;
- E. A copy of each unique advertisement or other marketing material making a representation subject to this Order;
- F. For 5 years from the date of the last dissemination of any representation covered by this Order:
 - 1. All materials that were relied upon in making the representation; and
 - 2. All tests, studies, analysis, other research, or other such evidence in Respondents’ possession, custody, or control that contradicts, qualifies, or

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otherwise calls into question the representation, or the basis relied upon for the representation, including complaints and other communications with consumers or with governmental or consumer protection organizations.

- K. For 5 years from the date received, copies of all subpoenas and other communications with law enforcement, if such communications relate to Respondents' compliance with this Order.
- L. For 5 years from the date created or received, all records, whether prepared by or on behalf of Respondents, that tend to show any lack of compliance by Respondents with this Order.

XIV. COMPLIANCE MONITORING

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondents' compliance with this Order:

- A. Within 10 days of receipt of a written request from a representative of the Commission, each Respondent must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjury, and produce records for inspection and copying.
- B. For matters concerning this Order, representatives of the Commission are authorized to communicate directly with each Respondent. Respondents must permit representatives of the Commission to interview anyone affiliated with any Respondent who has agreed to such an interview. The interviewee may have counsel present.
- C. The Commission may use all other lawful means, including posing through its representatives as consumers, suppliers, or other individuals or entities, to Respondents or any individual or entity affiliated with Respondents, without the necessity of identification or prior notice. Nothing in this Order limits the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.
- D. Upon written request from a representative of the Commission, any consumer reporting agency must furnish consumer reports concerning Individual Respondents, pursuant to Section 604(2) of the Fair Credit Reporting Act, 15 U.S.C. § 1681b(a)(2).

XV. ORDER EFFECTIVE DATES

IT IS FURTHER ORDERED that this Order is final and effective upon the date of its publication on the Commission's website (ftc.gov) as a final order. This Order will terminate 20 years from the date of its issuance (which date may be stated at the end of this Order, near the

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Commission's seal), or 20 years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than 20 years;
- B. This Order's application to any Respondent that is not named as a defendant in such complaint; and
- C. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

Provided, further, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

ATTACHMENT A TO THE ORDER**CLAIMS ABOUT PRODUCTS CONTAINING CBD**

In the Matter of Reef Industries, Inc., et al.

<Date>

Subject: *[Insert name of product customer will recognize]*

<Name of customer>

<mailing address of customer
including zip code>

Dear <Name of customer>:

Our records show that you bought [names of products] from [our company *or other name consumers will recognize – the retailer, perhaps*]. We are writing to tell you that the Federal Trade Commission (FTC), the nation's consumer protection agency, has charged us with deceptive or false advertising.

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Specifically, the FTC sued [our company *or other name consumers will recognize – the retailer, perhaps*] for making misleading claims that our CBD products can effectively prevent, cure, treat, or ease serious diseases and health conditions, including the following:

Acne; Alzheimer’s disease; arthritis; autoimmune disease; cancer; celiac disease; childhood epilepsy; chronic inflammation; chronic insomnia; chronic pain (including chronic pain from fibromyalgia, multiple sclerosis, and cancer), colitis; Crohn’s disease; damage to the colon due to chemotherapy; depression; diabetes; eczema; epilepsy; gingivitis; heart disease; insulin resistance; irritable bowel syndrome (IBS); lupus; multiple sclerosis; neurodegenerative disorders; neurological and age-related disorders (including cerebral ischemia); obsessive-compulsive disorder (OCD); panic disorder; Parkinson’s disease; post-traumatic stress disorder (PTSD); psoriasis; rosacea; seizures; seizure disorders; skin cancer; skin infections; social anxiety disorder; and stroke.

To settle the FTC’s lawsuit, we’re contacting our customers to tell them that we don’t have proof that our CBD products will effectively prevent, cure, treat, or improve the serious diseases and health conditions listed above.

As a part of this lawsuit, you may be entitled to a refund. Please visit [URL] for more information about refunds. If you have other questions about this lawsuit, visit [add URL].

CBD oil and other alternative treatments might be harmful to your medical care, and could interfere with your prescriptions. CBD products could also be dangerous if you take them with other medicines or at a high dose. Talk to your doctor before you take any treatments or stop any prescriptions. For more information about protecting yourself from bogus health product claims visit ftc.gov/health.

[signature]

[identify Respondent/Defendant or other person responsible for signing the notification letter]

ATTACHMENT B to the Order – Envelope Template:

The envelope for the notification letter must be in the following form, with the underlined text completed as directed:

[Identify Respondent
Street Address
City, State and Zip Code]

Concurring Statement

FORWARDING AND RETURN POSTAGE GUARANTEED ADDRESS CORRECTION
SERVICE REQUESTED

[name and
mailing address of customer,
including zip code]

ABOUT YOUR PURCHASE OF [NAME PRODUCT]

STATEMENT OF COMMISSIONER ROHIT CHOPRA**Summary**

- When companies lie about the effectiveness of their treatments for serious conditions, this harms patients and diverts sales away from firms that tell the truth.
- Congress gave the FTC a new authority to crack down on abuses in the opioid treatment industry, but the agency has not prioritized this issue. This should change.
- The FTC can increase its effectiveness when it comes to health claims by shifting resources away from small businesses and by deploying the unused Penalty Offense Authority.

Today, the Federal Trade Commission is taking action against several outfits regarding their outlandish – and unlawful – claims about cannabidiol (CBD). While CBD is currently the subject of considerable scientific research, there is no evidence yet that CBD can treat or cure cancer, Alzheimer's, or other serious diseases. Baseless claims give patients false hope, improperly increase or divert their medical spending, and undermine "a competitor's ability to compete" on honest attributes.¹

I support these actions and congratulate those who made them a reality. Going forward, however, the FTC will need to refocus its efforts on health claims by targeting abuses in the substance use disorder treatment industry, shifting attention toward large businesses, and making more effective use of the FTC's Penalty Offense Authority.

First, COVID-19 and the resulting economic and social distress are fueling new concerns about substance use disorders. In particular, there are signs that the pandemic is leading to

¹ *In re Pfizer, Inc.*, 81 F.T.C. 23, 62 (1972).

Concurring Statement

greater dependence on opioids.² It is critical that the FTC take steps to prevent exploitation of patients seeking treatment for substance use disorders.

I am particularly concerned about abusive practices in the for-profit opioid treatment industry, and believe this should be a high priority. This industry has grown exponentially by profiting off those suffering from addiction. Many of these outfits use lead generators to steer Americans into high-cost, subpar treatment centers, and some even hire intermediaries – so-called “body brokers” – who collect kickbacks from this harmful practice.³

More than two years ago, Congress passed the SUPPORT for Patients and Communities Act. Among other provisions, the Act authorized the Commission to seek civil penalties, restitution, damages, and other relief against outfits that engage in misconduct related to substance use disorder treatment.⁴ The Commission is well positioned to help shut down these abuses, ensure they are not profitable, and hold predatory actors and their enablers to account.⁵

Unfortunately, the Commission has brought zero cases under this new authority. While I have supported actions like this one that challenge baseless CBD claims, as well as previous actions charging that pain relief devices and similar products were sold deceptively,⁶ I am concerned that we have largely ignored Congressional concerns about unlawful opioid treatment practices. I urge my fellow Commissioners to change course on our enforcement priorities, especially given our limited resources.

2 See, e.g., Jon Kamp & Arian Campo-Flores, *The Opioid Crisis, Already Serious, Has Intensified During Coronavirus Pandemic*, WALL STREET J. (Sept. 8, 2020), <https://www.wsj.com/articles/the-opioid-crisis-already-serious-has-intensified-during-coronavirus-pandemic-11599557401>; Issue brief: Reports of increases in opioid- and other drug-related overdose and other concerns during COVID pandemic, AMERICAN MEDICAL ASSOCIATION (last updated on Oct. 31, 2020), <https://www.ama-assn.org/delivering-care/opioids/covid-19-may-be-worsening-opioid-crisis-states-can-take-action>.

3 For example, recent reporting describes the “Florida Shuffle,” where treatment facilities pay brokers to recruit patients through 12-step meetings, conferences, hotlines, and online groups, leading to serious harm. See German Lopez, *She wanted addiction treatment. She ended up in the relapse capital of America*, VOX (Mar. 2, 2020), <https://www.vox.com/policy-and-politics/2020/3/2/21156327/florida-shuffle-drug-rehab-addiction-treatment-bri-jayne>. See also Letter from Commissioner Chopra to Congress on Deceptive Marketing Practices in the Opioid Addiction Treatment Industry (July 28, 2018), <https://www.ftc.gov/public-statements/2018/07/letter-commissioner-chopra-congress-deceptive-marketing-practices-opioid> (calling on the FTC to do more to tackle this problem).

4 Pub. L. No. 115-271 §§ 8021-8023 (codified in 15 U.S.C. § 45d). The Act also allows the Commission to prosecute deceptive marketing of opioid treatment products. Notably, a number of respondents in this sweep are alleged to have made claims that CBD could replace OxyContin.

5 Given public reports regarding private equity rollups of smaller opioid treatment facilities, the Commission can also examine whether anticompetitive M&A strategies are leading to further patient harm. See Statement of Commissioner Rohit Chopra Regarding Private Equity Roll-ups and the Hart-Scott-Rodino Annual Report to Congress, Comm’n File No. P110014 (July 8, 2020), <https://www.ftc.gov/public-statements/2020/07/statement-commissioner-rohit-chopra-regarding-private-equity-roll-ups-hart>.

6 Press Release, Fed. Trade Comm’n, Marketers of Pain Relief Device Settle FTC False Advertising Complaint (Mar. 4, 2020), <https://www.ftc.gov/news-events/press-releases/2020/03/marketers-pain-relief-device-settle-ftc-false-advertising>.

Concurring Statement

Second, the FTC should focus more of its enforcement efforts on larger firms rather than small businesses. Today's actions focus on very small players, some of which are defunct. While I appreciate that small businesses can also harm honest competitors and families, they are often judgment-proof, making it unlikely victims will see any relief.⁷ I am confident that FTC staff can successfully challenge powerful, well-financed defendants that break the law.

Finally, the Commission should reduce the prevalence of unlawful health claims by triggering civil penalties under the FTC's Penalty Offense Authority.⁸ Under the Penalty Offense Authority, firms that engage in conduct they know has been previously condemned by the Commission can face civil penalties, in addition to the relief that we typically seek.⁹ For example, the Commission routinely issues warning letters to businesses regarding unsubstantiated health claims. Future warning letters can be more effective if they include penalty offense notifications.

The Commission has repeatedly found that objective claims require a reasonable basis,¹⁰ and apprising firms of these findings – along with a warning that noncompliance can result in penalties – makes it significantly more likely they will come into compliance voluntarily. In fact, when the Commission employed this strategy four decades ago, it reportedly resulted in a “high level of voluntary compliance achieved quickly and at a low cost.”¹¹ Going forward, we should pursue this strategy.¹²

7 In one of these matters, the respondents are paying nothing.

8 15 U.S.C. § 45(m)(1)(b).

9 See Rohit Chopra & Samuel A.A. Levine, The Case for Resurrecting the FTC Act's Penalty Offense Authority (Oct. 29, 2020), https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3721256. Particularly given challenges to the FTC's 13(b) authority, incorporating a penalty offense strategy can safeguard the Commission's ability to seek strong remedies against lawbreakers.

10 This requirement was first established in the Commission's 1972 *Pfizer* decision, and it has been affirmed repeatedly. *Pfizer, Inc.*, *supra* note 2 (finding that “[f]airness to the consumer, as well as fairness to competitors” compels the conclusion that affirmative claims require a reasonable basis); *In re Thompson Medical Co.*, 104 F.T.C. 648, 813 (1984) (collecting cases), *aff'd*, 791 F.2d 189 (D.C. Cir. 1986). Appended to *Thompson Medical* was the Commission's Policy Statement Regarding Advertising Substantiation, which states that “a firm's failure to possess and rely upon a reasonable basis for objective claims constitutes an unfair and deceptive act or practice in violation of Section 5 of the Federal Trade Commission Act.” *Id.* at 839. This standard continues to govern the Commission's approach to substantiation, as recently reaffirmed in the Commission's final order against POM Wonderful. *In re POM Wonderful LLC et al.*, 155 F.T.C. 1, 6 (2013).

11 Commissioner Bailey made this observation in the context of opposing industry efforts to repeal this authority, an authority she described as an “extremely effective and efficient way to enforce the law.” Testimony of Commissioner Patricia P. Bailey Before the Subcomm. on Com., Tourism and Transp. of the Comm. on Energy and Com. of the H.R. Concerning the 1982 Reauthorization of the Fed. Trade Comm'n, at 11 (Apr. 1, 1982), https://www.ftc.gov/system/files/documents/public_statements/693551/19820401_bailey_testimony_before_the_subcommittee_on_commerce_subcommittee_on_commerce_touri.pdf.

12 My colleague, Commissioner Christine S. Wilson, has issued a statement in this matter. I agree that the Commission should not prioritize close-call substantiation cases, especially those involving small businesses.

Concurring Statement

I thank everyone who made today's actions possible, and look forward to future efforts that address emerging harms using the full range of our tools and authorities.

CONCURRING STATEMENT OF COMMISSIONER CHRISTINE S. WILSON

Today the Commission announces six settlements with marketers of cannabidiol (CBD) products resolving allegations that they made false, misleading, and/or unsubstantiated express disease claims for their products. I support these cases because accurate and complete information about products contributes to the efficient functioning of the market and facilitates informed consumer decision-making. In contrast, deceptive or false claims inhibit informed decision-making and may cause economic injury to consumers.

The Commission's complaints in these matters allege that the marketers claimed their products could treat, prevent, or cure diseases or serious medical conditions, including cancer, heart disease, Alzheimer's, diabetes, and Parkinson's disease, and that scientific research or clinical studies supported these claims. In fact, according to the Commission's complaints, the proposed respondents did not conduct scientific research on the efficacy of their products to treat these diseases or conditions. In addition, the complaints allege that some of the proposed respondents claimed that their products could be taken in lieu of prescription medication.

The Commission has been working with the FDA, and on its own, to combat false and unsubstantiated claims for CBD products, including through warning letters¹ and a law enforcement action.² Here, where consumers may have foregone proven measures to address serious diseases and the marketers have made virtually no effort to possess and rely on scientific evidence to support their strong, express disease claims, as we allege in our complaint, I agree that law enforcement is appropriate.

1 Press Release, *FTC and FDA Warn Florida Company Marketing CBD Products about Claims Related to Treating Autism, ADHD, Parkinson's, Alzheimer's, and Other Medical Conditions*, Oct. 22, 2019, available at <https://www.ftc.gov/news-events/press-releases/2019/10/ftc-fda-warn-florida-company-marketing-cbd-products-about-claims>; Press Release, *FTC Sends Warning Letters to Companies Advertising Their CBD-Infused Products as Treatments for Serious Diseases, Including Cancer, Alzheimer's, and Multiple Sclerosis*, Sept. 10, 2019, available at <https://www.ftc.gov/news-events/press-releases/2019/09/ftc-sends-warning-letters-companies-advertising-their-cbdinfused>; Press Release, *FTC Joins FDA in Sending Warning Letters to Companies Advertising and Selling Products Containing Cannabidiol (CBD) Claiming to Treat Alzheimer's, Cancer, and Other Diseases*, Apr. 2, 2019, available at <https://www.ftc.gov/news-events/press-releases/2019/04/ftc-joins-fda-sending-warning-letters-companiesadvertising>.

2 Press Release, *FTC Order Stops the Marketer of "Thrive" Supplement from Making Baseless Claims It Can Treat, Prevent, or Reduce the Risks from COVID-19*, July 10, 2020, available at <https://www.ftc.gov/newsevents/press-releases/2020/07/ftc-order-stops-marketer-thrive-supplement-making-baseless-claims>.

Concurring Statement

The Commission's proposed consent orders in these matters require respondents to possess and rely on competent and reliable evidence, defined as randomized, double-blind, placebo- controlled human clinical trials to support disease and other serious health claims for these types of products in the future.³ Although I support this requirement in these cases, for these types of claims, I caution that the Commission should impose this stringent substantiation requirement sparingly. Credible science supports the use of CBD products to treat certain conditions – specifically, the FDA has approved a drug containing CBD as an active ingredient to treat rare, severe forms of epilepsy.⁴ And I understand that many research studies are currently seeking to determine whether there are other scientifically valid and safe uses of this ingredient.

I agree with my predecessors who have stated that the Commission should be careful to avoid imposing an unduly high standard of substantiation that risks denying consumers truthful, useful information, may diminish incentives to conduct research, and could chill manufacturer incentives to introduce new products to the market.⁵ And I agree with the observation of my colleague Commissioner Chopra in his statement that “[b]aseless claims give patients false hope, improperly increase or divert their medical spending, and undermine ‘a competitor’s ability to compete’ on honest attributes.”⁶ Although I support these cases, I hope that the Commission’s actions here, which challenge wholly unsubstantiated disease claims, do not discourage research into the potential legitimate benefits of CBD and a wide array of other products. In addition, going forward, I urge the Commission to focus our scarce resources on marketers that make strong, express claims about diseases and serious health issues with little to no scientific support and engage in deceptive practices that cause substantial consumer injury.

3 See, e.g., Part I of Proposed Order, *In the Matter of Bionatrol Health, LLC, et. al.* (Dec. 2020).

4 See FDA Press Release, *FDA approves first drug comprised of an active ingredient derived from marijuana to treat rare, severe forms of epilepsy* (June 25, 2018), available at: <https://www.fda.gov/news-events/press-announcements/fda-approves-first-drug-comprised-active-ingredient-derived-marijuana-treat-rare-severe-forms>.

5 See, e.g., Statement of Commissioner Maureen K. Ohlhausen, *In the Matter of Health Discovery Corporation and FTC v. Avrom Boris Lasarow, et al.* (Feb. 2015), <https://www.ftc.gov/public-statements/2015/02/dissenting-statement-commissioner-maureen-k-ohlhausen-matter-health>; Statement of Commissioner Joshua D. Wright, *FTC v. Kevin Wright; HCG Platinum, LLC; and Right Way Nutrition, LLC* (Dec. 2014), <https://www.ftc.gov/public-statements/2014/12/statement-commissioner-joshua-d-wright-federal-trade-commission-v-kevin>; Statement of Commissioner Joshua D. Wright, *In the Matter of GeneLink, Inc., and foru International Corporation* (January 2014), <https://www.ftc.gov/public-statements/2014/01/statement-commissioner-joshua-d-wright-matter-genelink-inc-foru>; Statement of Commissioner Maureen K. Ohlhausen Dissenting in Part and Concurring in Part, *In the Matter of GeneLink, Inc. and foru International Corporation* (January 2014), <https://www.ftc.gov/public-statements/2014/01/statement-commissioner-maureen-k-ohlhausen-dissenting-part-concurring-part>; Dissenting Statement of Commissioner Maureen K. Ohlhausen, *FTC v. Springtech 77376, et al.* (July 2013), <https://www.ftc.gov/public-statements/2013/07/dissenting-statement-commissioner-maureen-k-ohlhausen>; see also J. Howard Beales, III and Timothy J. Muris, *In Defense of the Pfizer Factors*, George Mason Law & Economics Research Paper No. 12-49 (May 2012), available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2087776.

6 See Statement of Commissioner Rohit Chopra Regarding the Cannabidiol (CBD) Enforcement Actions (Dec. 17, 2020).

Analysis to Aid Public Comment

ANALYSIS OF CONSENT ORDER TO AID PUBLIC COMMENT

The Federal Trade Commission (“FTC” or “Commission”) has accepted, subject to final approval, an agreement containing a consent order with Reef Industries, Inc., a corporation, Cannatera, Inc., a corporation, AndHemp, Ltd., a limited company, and Andrew M. Bouchie, John R. Cavanaugh, and Shaun Paquette, individually and as officers and/or owners of Reef Industries, Inc., Cannatera, Inc., and/or AndHemp, Ltd. (collectively, “Respondents”).

The proposed consent order (“Order”) has been placed on the public record for 30 days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After 30 days, the Commission will again review the Order and the comments received, and will decide whether it should withdraw the Order or make it final.

This matter involves the respondent’s advertising of cannabidiol (CBD), a cannabinoid compound found in hemp and cannabis. The complaint alleges that respondent violated Sections 5(a) and 12 of the FTC Act by disseminating false and unsubstantiated advertisements claiming that: (1) CBD products can effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions; and (2) studies or scientific research prove that CBD products effectively prevent, cure, treat, or mitigate multiple diseases and other health conditions.

The Order includes injunctive relief that prohibits these alleged violations and fences in similar and related conduct. The product coverage would apply to any dietary supplement, drug, or food the respondent sells, markets, promotes, or advertises.

Provision I requires randomized, double-blind, placebo-controlled clinical testing for the challenged claims or any disease treatment, mitigation, or cure claim for a Covered Product. The Order defines “Covered Product” as any dietary supplement, food, or drug including but not limited to CBD products or cannabigerol (CBG) products.

Provision II prohibits other misleading or unsubstantiated representations about the health benefits, performance, efficacy, safety, or side effects of any Covered Product or essentially equivalent product. It also covers prevention claims not specifically included in Provision I.

Provision III requires the preservation of certain records for any testing Respondents rely upon as competent and reliable scientific evidence.

Provision IV addresses Respondents’ false establishment claims and generally prohibits misrepresentations regarding the scientifically or clinically proven benefits of any product.

Provision V provides a safe harbor for FDA-approved claims.

Provisions VI and VII contain monetary payment provisions.

Analysis to Aid Public Comment

Provisions VIII, IX, and X requires the Respondents to provide customer information to the Commission and to provide notice of the order to customers, affiliates and other resellers.

Provision XI requires an acknowledgement of receipt of the order. It also requires the individual Respondents to deliver a copy of the order to certain individuals in any business for which they are the majority owner or which they control directly or indirectly.

Provisions XII, XIII, and XIV provide the required reporting, recordkeeping, and compliance monitoring programs that must be put in place.

Provision XV explains when the Order is final and effective.

The purpose of this analysis is to facilitate public comment on the order, and it is not intended to constitute an official interpretation of the complaint or order, or to modify the order's terms in any way.

Complaint

IN THE MATTER OF

**CHEMENCE, INC.,
AND
JAMES COOKE**CONSENT ORDER, ETC. IN REGARD TO ALLEGED VIOLATIONS OF SECTION 5 OF THE FEDERAL
TRADE COMMISSION ACT*Docket No. C-4738; File No. X160032**Complaint, February 9, 2021 – Decision, February 9, 2021*

This consent order addresses Chemence, Inc.’s advertising, labeling, sale, and distribution of cyanoacrylate “superglue” products as made in the United States. The complaint alleges that Respondents engaged in deceptive acts or practices in violation of Section 5(a) of the Federal Trade Commission Act by representing that the cyanoacrylate “superglue” products they manufactured and supplied to trade customers were all or virtually all made in the United States and violated a 2016 federal court order in the process. The consent order prohibits Respondents from making any country-of-origin claim about a product or service unless the claim is true, not misleading, and Respondents have a reasonable basis substantiating the representation.

Participants

For the *Commission*: *Julia Solomon Ensor and Adrienne J. Lighten.*

For the *Respondents*: *Robert Wilson, Wilson & Wilson Co., L.P.A.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Chemence, Inc., a corporation, and James Cooke, individually and as an officer of Chemence, Inc., (collectively, “Respondents”) have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Chemence, Inc. (“Chemence”) is an Ohio corporation with its principal office or principal place of business at 185 Bluegrass Valley Parkway, Alpharetta, GA 30005.

2. Chemence advertises, labels, offers for sale, and distributes products to consumers, including, but not limited to, cyanoacrylate glue products (“cyanoacrylates”). Cyanoacrylates are strong, fast-acting adhesives, also known as “power glues” or “superglues,” with industrial, medical, and household uses. Chemence advertises these products in stores and on its website, www.chemence-us.com, and offers for sale, sells, and distributes them directly to the public throughout the United States.

3. Chemence provides third parties with marketing materials so third parties can market and sell products under its own brand names.