



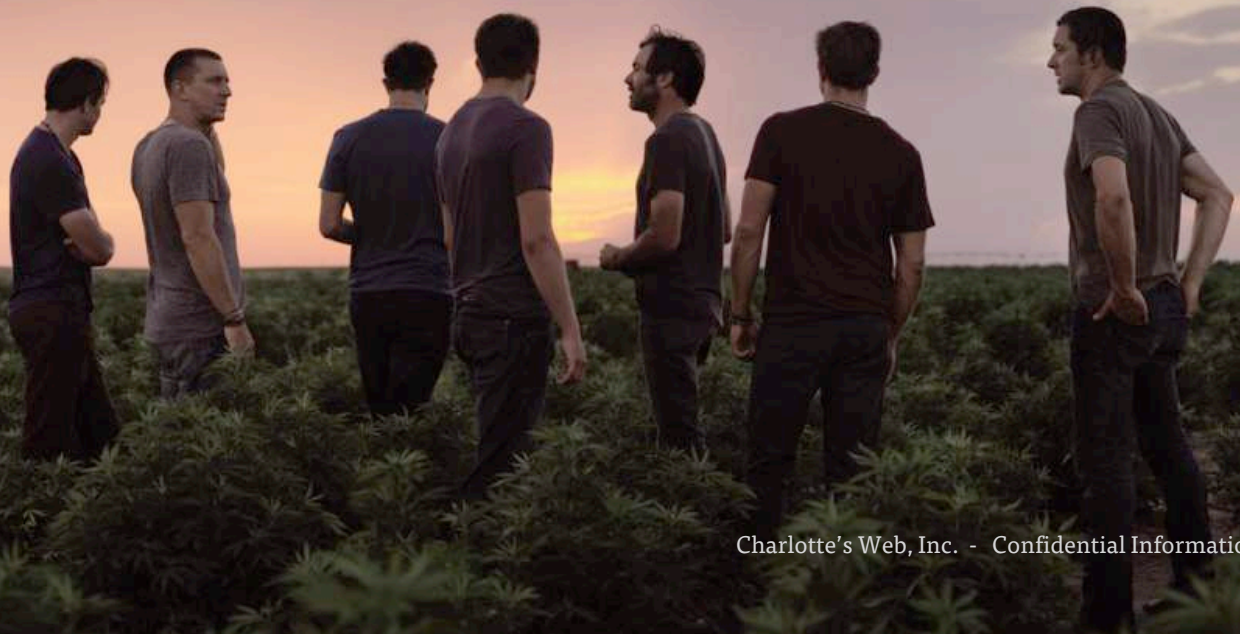
**CHARLOTTE'S WEB**  
STANLEY BROTHERS

**2020**

WELCOME TO THE CHARLOTTE'S WEB

# ONLINE RETAIL PROGRAM

We are a family-grown organization,  
and we're excited to have you play a  
key part in our journey



# CONTENTS:

- General Overview
- Charlotte's Web Product Do's + Don'ts
- CBDMEDIC Product Do's + Don'ts



# WE'RE SO EXCITED!

CBD is a hot health topic right now. More and more people are excited to learn about CBD and its health benefits, and so we're jazzed to have you help spread positive information.

## **Let's start by running through some details.**

As a dietary supplement, we must adhere to the regulations established by the Food & Drug Administration (FDA) and the Federal Trade Commission (FTC). This means that **the way retailers talk about our product is monitored by government agencies**. But not to worry—we created this guide to make it super easy for you to know how you can communicate to your audience.



# THERE ARE CERTAIN PHRASES WE CAN SAY, BUT...

...you must include an asterisk (\*) at the end of the phrase, which must refer readers to this Dietary Supplement Health and Education Act (DSHEA) statement at the bottom of the post.

We have already included the \* in identified phrases within this guide.

**\* These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.**

**WE HIGHLY RECOMMEND POSTING THE STATEMENT IN THE FOOTER OF YOUR  
WEBSITE**

**Include a thin box around the statement and make  
sure text is in bold to ensure you're compliant.**



# CHARLOTTE'S WEB PRODUCTS DO'S + DON'TS

This section covers what you can and cannot say or infer within custom content, ad copy, voice-overs, social media posts, etc.

This section includes **1-sheets of approved talking points** per product line.



# CONTENT

## DO'S + DON'TS: GENERAL

**Basic rule of thumb:** Charlotte's Web cannot help take someone from an unwell state to a well state. **We are very supportive, we help, we maintain – we do not cure, prevent or diagnose.**

### DO :

- **Use compliant terminology like:**
  - 1) The World's Most Trusted Hemp Extract™
  - 2) Trust The Earth
  - 3) Support/help/maintain a sense of calm for focus\*
  - 4) Helps support management of normal, everyday stresses\*
  - 5) Supports healthy sleep cycles\*
- Talk about the botanical blend ingredients included

### DON'T :

- **We cannot use any health or product claims:**
  - 1) Cannot refer to therapy or therapeutic
  - 2) Cannot refer to disorders
  - 3) Cannot diagnose, treat or cure
  - 4) Cannot claim prevent/prevention
  - 5) Cannot refer to the immune system
  - 6) **Cannot refer to pain**
  - 7) Cannot refer to any unwell state
- Do not refer to Charlotte's Web as a strain



# CONTENT

## DO'S + DON'TS: TOPICALS

Charlotte's Web topicals are considered beauty products and have a special set of content rules. Per the FDA, cosmetics are "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance."

### DO:

- We can only reference how it can help sooth, moisturize, or was designed to target larger or smaller areas of the body.
- Use trademark (™) after "Charlotte's Web" in product references
- Always use a hyphen for "Roll-on"
- Always use "hemp-infused" (with hyphen), never "CBD-infused"
- Terms "Nourishing," "moisturizing," "beautifying," "soothing," "rejuvenating" are approved in most instances, but still subject to review
- **Use compliant terminology like:**
  - 1) Helps maintain skin revitalization and conditioning
  - 2) Designed to help you keep doing what you love
  - 3) Made to support you, day-to-day, moment-to-moment
  - 4) Designed to support your daily passion for a better you
  - 5) Free of 8 major allergens, no animal testing, gluten-free, vegan



# CONTENT

## DO'S + DON'TS: TOPICALS

Charlotte's Web topicals are considered beauty products and have a special set of content rules. Per the FDA, cosmetics are "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance."

### DO:

- Free of 8 Major Allergens
- No Animal Testing
- Gluten Free
- Vegan Ingredients (Except for beeswax which applies to balm stick and balm tin)
- **Talk about it being formulated without (cannot say No or Zero, but can say formulated without):**
  - 1) Parapens or PEGs
  - 2) Synthetic fragrances
  - 3) Artificial colors or dyes
  - 4) Sulfates
  - 5) GMOs
  - 6) Sodium Acrylates Copolymer
  - 7) Carbomer
  - 8) Shark-derived squalene
  - 9) Betaine





# CONTENT

## DO'S + DON'TS: TOPICALS

Charlotte's Web topicals are considered beauty products and have a special set of content rules. Per the FDA, cosmetics are “articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance.”

### DON'T:

- We cannot talk about exercise-related recovery, unlike our oils
- We cannot talk about need states like calm or sleep
- We cannot talk about it entering the bloodstream or impacting the brain
- We cannot reference unwell states like pain, injury or soreness
- Do not use “skin health” (medical); have to stay in the “nourish and moisturize the skin” lane
- Use the term “all-natural” sparingly if at all as it means very little, is overused, and can be confusing in the marketplace
- The new cream is not being marketed as a scented cream, but is not labeled “unscented” because it does have a hempy scent to it



# TALKING POINTS: TOPICALS

## BALM STICK:

- Formulated with menthol, peppermint oil, turmeric oil, and ginger oil and is great for larger areas of the body, like thighs
- Use upon waking, after a workout, or before bed
- Designed to target specific areas of the body that need a little extra care\*

## COOLING GEL:

- Formulated for a more mindful wellness routine
- Hemp-infused with menthol and arnica so you can hit the gym, trail, and personal goals
- Use anywhere you want a cooling effect for serious soothing



## BALM TIN:

- Our balm is back and better than ever with new ingredients from Mother Nature and 2x more CBD per ounce
- Ideal for smaller, specific areas like the knuckles, our balm tins are available in two sizes, so there's one for wherever you are – home, office, or on-the-run
- Formulated with menthol, peppermint oil, turmeric oil, ginger oil and full-spectrum hemp extract



# TALKING POINTS: TOPICALS

## LAVENDER ROLL-ON:

- Formulated with lavender oil, bergamot oil, chamomile oil and full-spectrum hemp extract
- Ideal for small areas like the temples, forehead, and wrists

## PEPPERMINT ROLL-ON:

- Formulated with peppermint oil, menthol, eucalyptus oil, rosemary oil and full-spectrum hemp extract
- Ideal for small areas like the temples, forehead, and wrists



## CREAM:

- We trust the earth in everything we make so that you can trust what you're putting on your skin
- Revitalize, restore, and rejuvenate your skin with our body cream
- Our botanical formula goes on smoothly over larger areas of the body and is ideal for sensitive skin
- Formulated with aloe vera, coconut oil, oat extract, sea buckthorn oil, and full-spectrum hemp extract



# CONTENT

## DO'S + DON'TS: GUMMIES

Charlotte's Web gummies are made with botanicals that allow us to reference supporting/helping broader need states.

### DO:

- Reference Lemon Balm and L-Theanine to support a sense of calm\*
- Reference melatonin to support healthy sleep\* cycles
- Reference turmeric and ginger to support recovery\* from exercise-induced inflammation

### DON'T:

- We cannot claim it will cure/treat/help any unwell states, like insomnia, panic/anxiety, or joint pain



# TALKING POINTS: GUMMIES

## CALM \* GUMMIES :

- Manage everyday stressors\*
- Ease normal anxiety\*
- Encourage relaxation, without drowsiness\*
- Good for relaxation\*
- Botanical blend formulated with natural ingredients to help support relaxation\*
- Botanical blend includes: L-theanine and lemon balm plus Charlotte's Web full-spectrum hemp extract

## RECOVERY \* GUMMIES :

- We've paired our premium hemp extract with ginger and turmeric in gummy form to help you move easier and feel good\*
- This unique botanical blend has been crafted with natural ingredients to help support joint health\*
- Supports healthy joints\*
- Helps to maintain joint mobility\*
- Helps support healthy recovery from exercise-induced inflammation\*

## SLEEP \* GUMMIES :

- Supports regular sleep cycles\*
- A better and more sound sleep\*
- Formulated with natural ingredients to help you get the rest you need when you need it\*
- Melatonin promotes natural sleep patterns and is a commonly used nighttime sleep aid\*
- A botanical blend of full-spectrum hemp extract and melatonin



# CONTENT

## DO'S + DON'TS: PET

Charlotte's Web pet follows the NASC guidelines and have a special set of content rules. **Our pet products are only designed for dogs at this time.**

### DO:

- For dogs only, and we recommend using our products on mature dogs, not puppies
- **Use compliant terminology like:**
  - 1) Hemp-derived CBD from a full spectrum of naturally occurring phytocannabinoids
  - 2) Full-spectrum hemp extract with CBD
  - 3) Hemp extract
  - 4) All-natural
  - 5) Grain-free
  - 6) Soy-free
  - 7) Made with USA-grown hemp
- Does not require a DSHEA statement
- Uses the same proprietary hemp genetics that are used in our human products. We only give our furry family the best!



# CONTENT

## DO'S + DON'TS: PET

Charlotte's Web pet follows the NASC guidelines and have a special set of content rules. **Our pet products are only designed for dogs at this time.**

### DON'T:

- Refer to any other animals other than dogs – our products are not designed for cats or other mammals
- We cannot refer to our chews as treats
- **We cannot use any of these:**
  - 1) Treat, prevent, cure, mitigate and similar overt or implied disease claims
  - 2) Use of any disease name or reference to a disease
  - 3) Any express or implied comparison to drugs
  - 4) Chronic conditions



# TALKING POINTS: PET

## HEMP EXTRACT FOR DOGS:

- Support for healthy hips and joints
- Helps support a sense of calm



## CANINE HEMP-INFUSED BALM:

- Supports skin health
- Helps maintain normal skin moisture
- Designed to support canines with sensitive skin
- Helps maintain skin health





# TALKING POINTS: PET

## CALMING CHEWS FOR DOGS:

- For stress from traveling, hospitalization, moving or other situations that may cause anxiousness
- Helps keep your pet calm and relaxed
- Helps maintain normal emotional balance
- Support for a calm disposition

**Additional Info:** Formulated with a custom blend of natural ingredients. Our blend includes valerian root, passion flower and chamomile

## SENIOR CHEWS FOR DOGS:

- Helps enhance your pet's brain function
- Helps provide natural support for brain health and cognitive function
- Helps support the central nervous system
- Helps manage normal stress
- Helps promote a sense of relaxation and mental alertness
- **Additional Info:** Formulated with a custom blend of natural ingredients. This blend includes elderberry powder, DHA, EPA, and Vitamin E

## HIP & JOINT CHEWS FOR DOGS:

- Helps support the structural integrity of joints and connective tissues
- Helps support healthy joints and flexibility
- Helps ease joint stiffness due to normal daily exercise and activity
- Helps maintain healthy bone and joint functions
- **Additional Info:** Formulated with a custom blend of natural ingredients. This blend includes glucosamine, turmeric and chondroitin and Charlotte's Web™ full-spectrum hemp-derived CBD extract



# TALKING POINTS: LIQUID CAPSULES

15 MG + 25 MG :

- Simple, easy, and convenient
- Charlotte's Web full-spectrum hemp extract and organic extra virgin olive oil in a vegan capsules, that's it
- The goodness of nature, conveniently in a capsule  
They go where you go, delivering a precise serving every time
- Helps support a sense of calm for focus\*
- Helps manage everyday stresses\*
- Helps recovery from exercise-induced inflammation\*
- Helps maintain healthy sleep cycles\*



# TALKING POINTS: OILS

## 7 M G :

- Helps support a sense of calm for focus\*
- Helps manage everyday stresses\*
- Helps recovery from exercise-induced inflammation\*
- Helps maintain healthy sleep cycles\*

## 17 M G :

- A fan favorite
- Twice the CBD than our 7mg
- Helps support a sense of calm for focus\*
- Helps manage everyday stresses\*
- Helps recovery from exercise-induced inflammation\*
- Helps maintain healthy sleep cycles\*



## ORIGINAL FORMULA :

- The flagship formula that started an industry
- Helps support a sense of calm for focus\*
- Helps manage everyday stresses\*
- Helps recovery from exercise-induced inflammation\*
- Helps maintain healthy sleep cycles\*

## 60 M G :

- Our highest concentration of CBD per mL
- Helps support a sense of calm for focus\*
- Helps manage everyday stresses\*
- Helps recovery from exercise-induced inflammation\*
- Helps maintain healthy sleep cycles\*



# CBDMEDIC PRODUCT DO'S + DON'TS

CBDMEDIC products are unique because they are classified as Over The Counter (OTC) drugs with active ingredients that allow retailers to make health claims that are not allowed on our Charlotte's Web products.

It's important to understand that CBD is the inactive ingredient in all CBDMEDIC products, and **the benefits associated with each product are from the active ingredients – not CBD.**

This section covers what you can and cannot say or infer within custom content, ad copy, voice-overs, social media posts etc.

This section includes **1-sheeters of approved talking points** per product line.



# OTC CONTENT

## DO'S + DON'TS: CBDMEDIC

**Basic rule of thumb:** CBDMEDIC products follows the Over The Counter (OTC) guidelines and have a special set of content rules. CBD is the inactive ingredient in all of these products and **the benefits associated with each product are from the active ingredients – not CBD.**

### DO:

- **Use compliant terminology like:**
  - 1) The World's Most Trusted Hemp Extract™
  - 2) Trust The Earth
  - 3) Formulated with CBD
- Talk about the natural ingredients
- OTC drugs like, CBDMEDIC products, are allowed to make claims around diagnosing, prevention, and relief of allowed disease states based on the active ingredients - not CBD.

All claims made should be according to the permitted indication/use on the product labeling.

### DON'T:

- **We cannot use any health or product claims:**
  - 1) Cannot refer to CBD treating disorders
  - 2) CBD cannot diagnose, treat or cure
  - 3) CBD cannot be associated with prevent/prevention
  - 4) Cannot refer to the immune system
  - 5) Products cannot treat chronic conditions like chronic pain or rheumatoid arthritis
  - 6) Cannot talk about CBD helping with pain, acne, eczema, etc.
- Do not refer to Charlotte's Web as a strain
- CBD is not an active ingredient in any CBDMEDIC products.



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## ACNE TREATMENT MEDICATED CREAM:

- For those prone to acne
- Can help clear up blemishes, pimples, blackheads, and whiteheads, then allowing the skin to heal through everyday use.
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredient: Salicylic Acid 1%

## ACNE NATURAL FOAMING FACIAL CLEANSER:

- A foaming facial cleanser that is gentle on the skin, and can be used on the go.

Proprietary formulation designed to provide gentle care for sensitive skin

- Wash your skin without drying or clogging pores.
- Expect a cooling, refreshing sensation that leaves skin feeling soft and balanced.
- Blended with THC-Free Hemp Extract & Other Moisturizers
- Formulated with CBD to soothe the skin



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## ITCH, RASH & PAIN MEDICATED OINTMENT:

- Relieve minor irritations from rashes and itching
- Designed to relieve itching
- This rash treatment uses a proprietary blend of active ingredients, including colloidal oatmeal, and soothing plant-based extracts that can help alleviate skin distress
- Nature's favorite emollients including CBD hemp oil, jojoba seed oil, and beeswax to help hydrate and replenish your skin.
- Blended with THC-free hemp oil & other natural moisturizers
- Active Ingredient: colloidal oatmeal, soothes and protects the skin while plant-based extracts such as tea tree and peppermint oils cool your angry skin.

## ECZEMA THERAPY MEDICATED OINTMENT:

- Medicated ointment
- Our eczema ointment can be applied directly to the trouble area, absorbs quickly, and is gentle on the skin
- Fight back against itchy, dry, and flaky skin associated with eczema
- Formulated with CBD to soothe the skin
- Blended with THC-Free Hemp Extract & Other Moisturizers
- Active Ingredient: Colloidal Oatmeal 1%



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## ARTHRITIS ACHES & PAIN RELIEF CREAM:

- Formulated for penetrating absorption and fast, temporary relief from painful arthritic symptoms.
- Relieves joint pain and stiffness temporarily so you can increase your comfort and regain your freedom of movement.
- Water-based formula performs a double duty by repairing dry or cracked skin while delivering advanced pain relief.
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredient: Menthol 4%

## ARTHRITIS ACHES & PAIN RELIEF OINTMENT:

- Relieve minor arthritis-related pain with a joint ointment designed to alleviate aches and pains.
- Helps temporarily relieve joint pain and stiffness
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 10%





# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## FOOT & ANKLE PAIN RELIEF OINTMENT:

- Ease minor foot pain

Proprietary formulation is designed to temporarily reduce pain in feet, toes and ankles and deliver fast and effective relief

- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%

## BACK & NECK PAIN RELIEF OINTMENT:

- Provides fast, targeted, temporary relief ideal for: shoulder and neck strains, tight muscle knots, and minor upper and lower back discomfort including general muscle soreness.
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## FOOT & ANKLE PAIN RELIEF STICK:

- Proprietary formulation is designed to reduce minor pain in feet, toes, and ankles to deliver fast and effective temporary relief
- Helps temporarily reduce minor pain in feet, ankles, and toes so you can walk with ease.
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%

## MUSCLE & JOINT PAIN RELIEF OINTMENT:

- Give sore muscles temporary relief
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%

## MUSCLE & JOINT PAIN RELIEF SPRAY:

- Spray away the pain with our easy-to-use, fast-drying medicated pain relief spray
- Quickly reduce minor discomforts in all your sore areas
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 3.1%, Menthol 10%



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## ACTIVE SPORT™ PAIN RELIEF OINTMENT:

- Provides advanced, temporary pain relief for tired and aching muscles and joints
- Can be applied before, during, and after workouts, so sore muscles won't slow you down  
Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%

## ACTIVE SPORT™ PAIN RELIEF STICK:

- Designed for aching muscles and tired joints
- Helps relieve pain from minor muscle and joint distress, strains, sprains, and bruises
- Convenient, easy-to-use, on-the-go pain relief stick formula can be applied before, during, and after workouts for temporary pain relief, so sore muscles won't slow you down.
  - Formulated with CBD to soothe the skin.
  - Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%



# TALKING POINTS: CBDMEDIC

CBD Medic products follows the OTC guidelines and have a special set of content rules. **CBD is the inactive ingredient in all of these products.**

## MASSAGE THERAPY PAIN RELIEF OIL:

- Delivers soothing temporary pain relief to reduce stiffness and discomfort associated with tired, sore or aching muscles
- Can help you relax and revive muscles
- Formulated with CBD to soothe the skin.
- Blended with THC-free hemp extract & other moisturizers
- Active Ingredients: Camphor 10%, Menthol 15%



**THANK YOU!**

