

2020

WELCOME TO THE CHARLOTTE'S WEB

AFFILIATE PROGRAM

We started this as a family company,
and we're glad to have you as a part
of our ever-growing family.



CHARLOTTE'S WEB[™]
STANLEY BROTHERS



WE'RE SO EXCITED!

CBD is a hot health topic right now. More and more people are excited to learn about it 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 we 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.

If you understand and feel good about the guidelines below, then **you're well suited to be a Charlotte's Web™ Affiliate**. You've seen most of these details in the Terms & Conditions from our Affiliate Program, but let's recap, shall we?



OUR BRAND AND PRODUCTS

As dietary supplements, Charlotte's Web products are not intended to diagnose, treat, cure or prevent any disease. As such, any advertisement for our brand and products cannot make such claims. With that in mind, here are some permissible things you can say.

KEY PHRASING FOR OUR BRAND AND OVERALL HEALTH BENEFITS

- Supports, helps, maintains (as in, Helps to maintain a strong foundation.)
- Crafted in Nature. Perfected by Science. Trusted by Families.
- The World's Most Trusted Hemp Extract™

HOW TO TALK ABOUT OILS & CAPSULES:

- Helps support a sense of calm for focus*
- Helps support the management of normal, everyday stresses*
- Helps support recovery from exercise-induced inflammation*

HOW TO TALK ABOUT TOPICALS:

- Helps maintain optimal skin moisturization
- Helps maintain skin revitalization and conditioning



HOW TO TALK ABOUT DOGS:

Previously our pet product for dogs was called PAWS, now we simply refer to all our dog product by their specific product names.

Important points to note about our extract for dogs:

- Our pet products are only designed for dogs at this time. Not cats or other mammals. We recommend using our products on mature dogs, not puppies.
- Any time we mention CBD in relation to dogs, it must be referenced in one of the following ways:
 - 1) “hemp-derived CBD from a full spectrum of naturally occurring cannabinoids.”
 - 2) “full-spectrum hemp extract with CBD,” or
 - 3) “hemp extract.”
- Our dog chews cannot be referred to as “treats.”
- When writing about our pet supplements, there is no DSHEA statement needed.
- The coolest thing? Our dog products use the same proprietary hemp genetics that are in our human products. We only give our furry family the best!

Here’s more about what you can say about each of our products for canines!

- All-natural
- Grain free
- Soy free
- Made with USA-grown hemp



HOW TO TALK ABOUT DOGS:

HEMP EXTRACT DROPS 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
- Supports relief from external irritations

SENIOR CHEWS FOR DOGS

- Supports brain health
- Supports a healthy immune system
- Manage normal stress
- Supports healthy vision
- Supports healthy skin and coat

Additional Info: We formulated our Senior Chews with a custom blend of natural ingredients. This blend includes elderberry powder, DHA, EPA, and Vitamin E.

HIP & JOINT CHEWS FOR DOGS

- Support for connective tissue
- Ease joint stiffness due to normal daily exercise and activity
- Maintain healthy bone and joint functions
- Support a healthy inflammatory response

Additional Info: We formulated our Hip & Joint Chews with a custom blend of natural ingredients. This blend includes glucosamine, turmeric and chondroitin and Charlotte's Web™ full-spectrum hemp-derived CBD extract.

CALMING CHEWS FOR DOGS

- Helps promote a sense of calm
- Support for a calm disposition
- Help to manage daily stress

Additional Info: We formulated our Calming Chews with a custom blend of natural ingredients. Our blend includes valerian root, passion flower and chamomile.



HOW TO TALK ABOUT GUMMIES:

CALM GUMMIES

- Support relief from 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.

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.

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.*



THE NO-NO'S

- Therapeutic
- Medicinal/Medical
- Clinical/Diagnose
- Prevent/Prevention
- Treat/Cure
- Ailments
- 100% Natural
- Inflammation (If talking about recovery from exercise, such as “exercise-induced inflammation,” then that’s ok.)
- Any disease state linked with product use
- And don’t refer to Charlotte’s Web as a strain

YES, YOU CAN SAY THIS!

Here are things you can say about Charlotte’s Web products:

1. helps support a sense of calm for focus*
2. helps support management of normal, everyday stresses*
3. helps support recovery from exercise-induced inflammation*

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:

*** 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.**



CONSUMER REVIEWS

Consumer reviews are a great tool to provide information during the purchase process. They can be a challenge for Charlotte's Web, however, because consumers sometimes make claims that we cannot endorse, support or approve.

If there are consumer reviews on your digital platforms, it is imperative that the following guidelines are followed:

- Consumer reviews need to be separated from any review made by the Affiliate. On a separate page at minimum.
- Reviews must be clearly identified as consumer reviews.
- The page featuring consumer reviews cannot include any links to our website or to the page featuring the Affiliate's review.
- The following copy must be included before the consumer reviews are displayed:

The following reviews are made by consumers. Charlotte's Web has not evaluated (and therefore does not endorse, support, or approve) the reviews or recommendations made by consumers. These statements have not been evaluated by the Food and Drug Administration. Charlotte's Web products are not intended to diagnose, treat, cure or prevent any disease.



WE'LL KEEP IN TOUCH WITH YOU

We continually review the digital platforms—website, socials, emails, etc.—of our Affiliates to ensure that Charlotte's Web remains in compliance with the FDA and FTC.

When we do, we're looking at the following areas to understand how the Charlotte's Web brand and its products are being included in your narrative:

1. The type of content being posted about CBD, hemp extracts, any associated claims about how or why to use them, or the benefits from them.
2. The manner in which the Charlotte's Web brand and its products are referenced in relation to statements about CBD and/or other products and brands.
3. The statements made about our brand within your content, including user-generated reviews, and how you choose to leverage your content and user-generated content across platforms.
4. All Charlotte's Web content is up to date (logo, product images, etc.) Please note that if a non-compliant claim is made specific to the Charlotte's Web brand and/or products, your Charlotte's Web Affiliate status will be terminated immediately. Wow, that's strict. Trust us, we know. But complying with the FDA and FTC is the name of the game.



IF YOU HAVE QUESTIONS, LET US KNOW!

We have people trained in communicating amid the restrictions and are happy to help you get the hang of it.

Also, you'll get a great primer by just taking some time to look through our social posts and blogs.

And, we'll leave you with a fun fact: If you think we have strict communication rules because we're a hemp product, that's actually not the case. These are the rules for all supplements.

Supplements cannot make claims that they treat, cure, mitigate, diagnose or prevent diseases. We know that not everyone follows the guidelines, but know that we do, and that compliance with FDA and FTC regulations is a top priority for Charlotte's Web, Inc. **Thank you for taking this as seriously as we do.**





CHARLOTTE'S WEB™
STANLEY BROTHERS

What started as a journey for seven brothers to help a little girl has become something much larger. As it turned out, the needs of this little girl proved to be the needs of a nation.

**THE WORLD'S MOST
TRUSTED HEMP EXTRACT™**

