

NATIONAL CBD MONTH

OFFICIAL FOUNDER | cbdMD

What is National CBD Month All About?

cbdMD is the Official Founder of National CBD Month, an initiative to raise awareness, provide education, and bust myths about one of the great wellness breakthroughs of our age.

Just over a year ago, Congress passed the 2018 Farm Bill and it was quickly signed into law. That crucial piece of legislation made growing hemp and the production of hemp-derived goods fully legal at the federal level.

Most notably, the new law paved the way for cannabidiol (CBD) to become more accessible to Americans than ever before.

But even after a year of intense media coverage and discussion, many people are not aware of CBD's potential for health and wellness. Those who are aware of CBD and its powerful properties often find themselves confused by mountains of ill-informed hearsay and mixed messages in the news.

Another issue is stigma. After years of misguided prohibition, hemp and the products made from it face a lingering public-relations problem.

cbdMD is the [official founder of National CBD Month](#), a move intended to combat these problems head-on. Throughout the month of January, we aim to shine a spotlight on the hemp-derived substance, clear up misunderstandings, change perceptions, and set standards for superior [CBD products](#).

And it all starts with...



Awareness

Despite intense interest in CBD, many people have no idea what it is or how it might support their everyday wellness routine.

For instance, the Journal of the American Medical Association (JAMA) reported that [CBD ranked fourth](#) in the U.S. for wellness-related searches on Google for April 2019 – beating out topics like veganism, exercise, vaccination, and meditation. CBD came within four percentage points of yoga, the third-most searched health topic examined in the study.



CBD is clearly on the minds of many people. But

surprisingly, 35 percent of Americans are not at all familiar with CBD products, according to an August [Gallup](#) poll.

So while CBD is certainly a topic of significant interest, we still have a long way to go.

But awareness only goes so far.

Education

One of cbdMD's primary goals for [National CBD Month](#) is to provide consumers with a better understanding of what hemp-derived CBD is, where it comes from, and how it may help them achieve their wellness goals. And while that may seem like a relatively straightforward task, it's actually quite a challenge.

Hemp gets a bad rap due to its similarity to marijuana. They're both strains of cannabis, they look and smell identical, and both were illegal for decades.

But there's one major difference. Marijuana contains large amounts of tetrahydrocannabinol (THC) – the substance responsible for its intoxicating effects. On the other hand, federally legal hemp contains only trace amounts of THC (0.3 percent to be exact) and CBD is abundant.

It's also important to note that CBD does not cause a high. There are also plenty of THC-free* options available, like the CBD products [available from cbdMD](#).

While all these points seem simple enough, even major news outlets add to the confusion by occasionally getting the facts wrong.

Also creating fog around the issue are those who make outrageous claims about CBD.

Myth Busting

Another problem information seekers face is misinformation about CBD.

Many citizens of the Internet – including some CBD sellers – make unproven claims about CBD. There are plenty of encouraging studies about CBD and its possibilities, but let's be clear: Anyone who says that consumer CBD products can cure or treat a disease does so without proper evidence.

Instead, CBD is best described as a way to support your existing health and fitness routine.

Another common myth is that all CBD products are essentially the same.

[High-quality CBD products](#) are made with care, precision, and premium ingredients while others are produced using shortcuts and the cheapest stuff available.

Even worse, some CBD offerings are little more than mislabeled counterfeits that contain little or no CBD. They may also contain dangerous contaminants.



Stay Tuned to cbdMD for More During National CBD Month

The good news is that industry leaders like cbdMD take your health and wellness seriously.

[Reputable CBD producers](#) always provide consumers with third-party safety tests from ISO-certified laboratories. That way, you always know exactly what's in your CBD of choice.

We've covered a lot already, but there's more on the way! Throughout the month of January, we'll continue to provide valuable information about CBD and how it can help you achieve your personal goals.

Our National CBD Month page at cbdMD.com will serve as your headquarters for CBD education throughout the month.

We'll also send out interesting articles, special offers, and more through our email newsletter. To sign up, just enter your address at the bottom of any page on our website.

Another great way to stay informed is to follow us on social media. We update our feeds and stories daily!



From all of us at cbdMD, Happy National CBD Month!

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