CBD Popularity and Initial Skepticism

So let's take a few minutes and talk about CBD as this has become maybe the most popular nutritional product or supplement on the market over the past few years.

When CBD first hit the scene with what I do in muscle testing, I was very surprised to find that patient after patient would bring me some form of CBD product in, and I never found any that really tested well.

For me, the ultimate barometer of something being good or bad is a simple muscle test. So I heard all of these wonderful things about CBD, but every time I would test somebody on it, it would give me a bad response.

So it caused me to do a little bit of digging and research to better understand CBD. I wanted to bring it to my patients because of all the good that I heard, but you know, we had to find the right quality source.

before I finally settled on what I use right now. And that was because I would find one product would test, one would be someway good, it was just a lot of confusion.

Quality Concerns and Product Sourcing

So finally I found somebody who could really break down for me the understanding of CBD. One of the most simple messages I could teach you guys is CBD is no different than any other product on the market in that it's not always as advertised.

So a lot of companies will take CBD, they'll cut it down, They'll, cut its potency down by adding more fillers such as coconut oil. It doesn't look like a toxic product, but it is not quite as potent.

Then from there it was where was the CBD grown? Where was hemp grown, was it used with pesticides or herbicides? What was quality of the hemp? So there was just a lots of factors that went into it.

And I finally found a wholesale that I was very comfortable putting my name on and that was when we launched Synergy Nutrition and Wellness' CBD products.

But these products come from FDA-approved, GMP-certified facilities. They are, in fact, part of what's called the industrial hemp umbrella, meaning anybody selling CBD, if they're not getting it from a source that is industrial Hemp, that it's actually not monitored or qualitative, If you will.

So we've got all these right things that meet our standards, as well as finding it to be totally and beautifully testable amongst our patients.

Full Spectrum, Broad Spectrum, and Isolates

Now, inside of CBD, there's a whole other subcategory that we need to be made aware of. You're going to find CBD that comes in full spectrum, broad spectrum and isolates.

And there are differences about all three of these things. The full-spectrum is the only CBD the contains any THC. So predominantly, CBD is in the hemp plant and the marijuana plant.

The marijuana plant produces more THC in very minimal CBD. That's not what we do in our office. We carry CBD from hemp. Hemp is predominantly CBD, low THc.

So full spectrum will contain the legal limit per the government with 0.3% TH c. so full-spectrum will go all over the body to a wide variety of cannabinoids but does have a little bit of TH C in it.

This works really well for some people, it doesn't work at all for other people. But then if we have the person who says, well Jimmy, I have a job that I can't ever have THC or even though you've never had a failed drug test or any issues with it, just I'm not comfortable with TH C, totally understood.

Now enters the other two sides of CBD, one which is broad spectrum and another which isolates. Your broad spectrum in your isolates will contain no THC so they have been purified to where you have no thc in them.

Your Broad spectrum is a lot like the full spectrum and that it will address multiple cannabinoids throughout the body. Whereas your Isolates are just that they're isolating specific cannibinoid to whichever receptor of issue or element that you had.

Targeted CBD Products and Muscle Testing

So for example, I have a product called CBD Happy. This is going to have more neurotransmitter uptake, it's going have little bit more gut support, its going more uplifting minerals as well as CBD cannabinoids to target those up lifting cannibinoid receptors.

We have another product CBD Muscle and Joint, this one is an isolate to more target pain and inflammation. We have another one called CBD Diabalance. This one is going to work really well for helping reduce any kind of blood sugar instabilities.

So we've got all of these things in our pipeline, but one of the things that we have that would separate us from any other CBD company or carrier is that, we muscle test.

For us, there's no guessing. It's not, well, you know, hey, I have a pain in my knee. Should I get this muscle and joint? Maybe the broad spectrum works better.

Maybe, the full spectrum work better, So we have a very unique ability to muscle test our high quality CBD products to deliver the best one and effective one for you.