





We began as a small group believing in the power of plants. Our families and friends achieved astonishing results with our products – so we committed ourselves to an intrepid path of discovery to connect nature with science.

We initiated research, conducted clinical trials, published studies, and became the first company to achieve GRAS safety status for hemp derived CBD. It hasn't been easy, but it is incredibly rewarding.

Along the way, we're asking ourselves... Why are we doing this? Are we making the world a better place? What kind of company do we want to be? These questions define our core values... our reason for being.

So, who are we? It's in our name. CV, or Curriculum Vitae, is Latin for "course of life", and science is the pursuit of truth. CV Sciences: our name is our mission – improving quality of life through nature and science.

# OUR CORE values

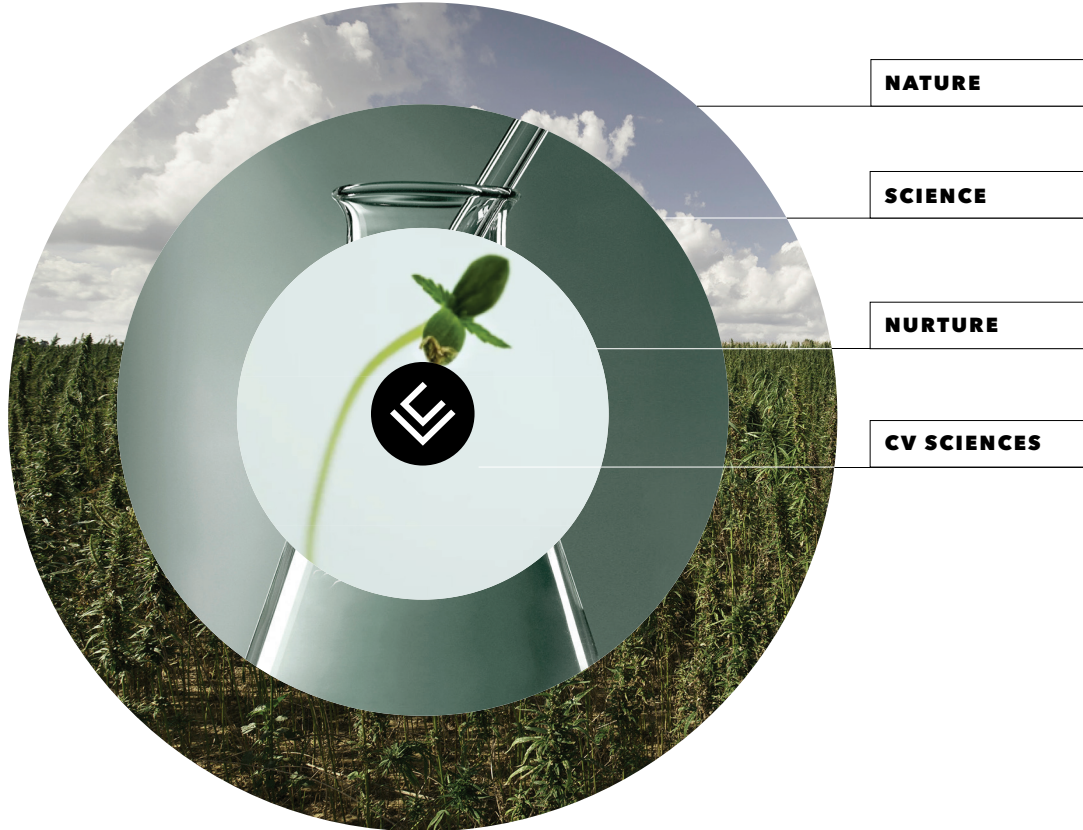
- 1 PROVIDE THE BEST PRODUCTS
- 2 MAKE POSITIVE IMPACTS
- 3 BE BOLD AND BRAVE

These are actual photos of our CV Sciences family.



THIS IS

HEALTH TRANSFORMED.



**WE ARE THE FIRST COMPANY**  
*to achieve GRAS\* safety status for hemp derived CBD*

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CORE VALUES

# PROVIDE THE BEST PRODUCTS

When it comes to supplements, people have nearly endless options, making it challenging to know where to turn or whom to trust. What we consume and give to our families profoundly affects us – so efficacy and safety are paramount. We look to nature and lean into science to create extraordinary products that transform health, so people can best navigate the course of their lives.

*What does it take to offer the best products?*

- Sourcing hemp extracts from superior quality U.S. and EU grown agricultural hemp
- Batch testing in-house and by 3rd party labs throughout the process to preserve product integrity
- Creating proprietary formulations validated by clinical research and formal toxicology work to ensure safety and efficacy

\*GRAS. (gras) generally recognized as safe: a status label assigned by the FDA to a listing of substances not known to be hazardous to health.

# 2 MAKE POSITIVE IMPACTS

Running a socially aware business means protecting your integrity and making the hard choice when necessary. From fossil fuels in shipping to plastics in packaging, we hold ourselves accountable for the consequences of our decisions—and strive to ensure the impact of our actions is net positive for our customers, our employees, and our planet.

**THE IMPACT OF OUR ACTIONS**  
*is net positive for all*

**FACT #1:** CV SCIENCES ESTABLISHED 2010

**FACT #5:** 1ST SELF-AFFIRMED GRAS CBD

**FACT #11:** 1ST US GROWN HEMP IN 70 YEARS

**FACT #72:** SUSTAINABLY CULTIVATING HEMP OUTDOORS

**FACT #28:** USING CLEAN CO2 EXTRACTION PROCESS

**FACT #135:** 1ST HEMP EXTRACT RANDOMIZED CONTROL STUDY

**FACT #301:** SELECTING BIODEGRADABLE PACKING MATERIALS

**FACT #117:** CHOOSING GLASS OVER PLASTIC PACKAGING WHERE POSSIBLE

**FACT #214:** FOUNDING MEMBER US HEMP ROUNDTABLE

**WE HOLD OURSELVES ACCOUNTABLE**

**FOR THE CONSEQUENCES OF OUR DECISIONS.**



WE ARE COMMITTED TO POSITIVELY

IMPACTING PEOPLE'S LIVES.

*Sometimes we must push existing  
boundaries and take a stand*



# BE BOLD AND BRAVE

The right thing isn't always the easy thing. Sometimes we must push existing boundaries and take a stand. In this age of information and disinformation – facts and fiction blur together. We are committed to positively impacting people's lives – even if it means taking a bold or unconventional approach.

- We introduced CBD to consumers in the natural retail market.
- We fought for the rights of consumers to access CBD in Indiana.
- We guided creation of the Hemp Farming Act (part of the 2018 Farm Bill) to help establish regulations on hemp.
- We practice transparency in labeling and testing of our products.





# When your world is UPSIDE DOWN

## WE'LL HELP YOU GET RIGHT SIDE UP

You know those days – when life just gets out of hand. Responsibilities pile up, deadlines stretch overdue, and it feels like there simply aren't enough hours in the day... Stress like this leads to tension, short tempers, long sleepless nights, unhealthy eating habits, and more, making your hard days even harder. When life feels upside down, CV Sciences can help set it right.

### Not all CBD is equal. Choose a product that works.

Our clinically supported full spectrum PlusCBD™ formulas are the #1 selling natural CBD in the U.S. PlusCBD is made with a proprietary chemical free process so effective that our hemp extract can improve the quality of your life.<sup>†</sup> We published research supporting PlusCBD safety and benefits, and we believe no other CBD even comes close. That's why we offer our **100% risk-free, 30-day money-back guarantee.\* This is Health Transformed.**



PLUSCBDOIL.COM  
\*CONTACT US: 855-PLUS CBD (758-7223)



**WARNING:** PlusCBD may make you more amenable, gregarious, unperturbed, resilient, and genuinely happy.<sup>†</sup>

<sup>†</sup>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.



# PlusCBD™



*The top selling CBD brand on the market,\* PlusCBD showcases the synergistic benefits of full spectrum hemp extract, which constitutes over 500 compounds, including CBD, cannabinoids, terpenes, and essential fatty acids. PlusCBD is sourced from sustainable non-GMO U.S. hemp grown on small farms in Kentucky and organically grown EU certified hemp cultivated by Dutch farmers with decades of experience. Available in softgels, liquids, gummies, balms, roll-ons, creams, and lotions.*

## RAW FORMULA

PlusCBD Raw Formula hemp extract offers the advantages of the unadulterated hemp plant. Created using unprocessed hemp oil, products made with our Raw Formula hemp extract contain all the compounds of the hemp plant in their natural state, including increased levels of CBDA, another beneficial form of CBD.

## ORIGINAL FORMULA

Get all the benefits of full spectrum, unfiltered CBD oil. Our Raw Formula hemp extract undergoes a process that transmutes the hemp's CBDA to CBD to create our Original Formula hemp extract, combining the advantages of CBD with hemp's many nutrients for an efficacious full spectrum daily supplement.

## EXTRA STRENGTH FORMULA

Accentuate your CBD routine with our Extra Strength PlusCBD products. Our Original Formula hemp extract undergoes an additional distillation stage to create our Extra Strength Formula. This process produces a high concentration oil that can then be formulated into our extra strength products to provide a more targeted approach to health and balance.

## MAXIMUM STRENGTH FORMULA

Looking for a higher concentration CBD product? We increased the potency of our Extra Strength Hemp Formula and created our strongest consumer product. Full spectrum PlusCBD Maximum Strength Formula is for those dedicated to embracing the benefits of CBD.

## HEMP ADVOCACY

We hang out with some pretty smart people looking to do some pretty cool things – because we know the choices we make affect those around us, including you. Here are just a few groups fighting the good fight: AMERICAN BOTANICAL COUNCIL, AMERICAN HERBAL PHARMACOPOEIA, AMERICAN HERBAL PRODUCTS ASSOCIATION, COUNCIL FOR RESPONSIBLE NUTRITION, and U.S. HEMP ROUNDTABLE

*\*according to SPINS data*



# Happiness is a frame of mind

If you're finding it hard to get your rhythm or to see the silver lining, it might be time to try a new frame. We got you. Happy Lane is an easy investment towards a cheery disposition (and a whole lot cheaper than therapy).

Here at CV Sciences, we believe strongly in the advantages of using of full spectrum hemp extract, including THC. However, we understand some people are uneasy about reaching for a product with THC in it. Happy Lane 0.00% THC\* CBD products are perfect for anyone looking to avoid even trace amounts of THC.

*More smiles per hour – with Happy Lane.*



## More smiles per hour...

Life got you feeling wound up, tense, burned out, antsy, pressed, uptight, overtaxed, jittery, agitated, overstrung, jumpy, or isotonic? Get in the Happy Lane™!



PROUDLY MANUFACTURED  
IN THE U.S. WITH KENTUCKY  
GROWN HEMP.

THIS IS HEALTH TRANSFORMED.



CV SCIENCES™

# 0.00% THC\*

- NON-GMO
- GLUTEN-FREE
- PLANT BASED
- VEGAN
- PURITY TESTED
- RSPO CERTIFIED
- MANUFACTURED IN THE U.S.
- SAFE & FREE OF ENVIRONMENTAL CONTAMINANTS



\*This product contains less than 0.00% THC / THC tested below 50 ppm



Medicine has changed.  
**Have you?**

# Professional Strength for HIGH-POTENCY NEEDS



## *Why ProCBD™?*

CBD, found naturally in hemp, has been noted for its multitude of physiological benefits. When used as a supplement, it positively affects nearly every biological process. The CBD found in hemp extracts is not a synthetic drug but one of many naturally occurring organic compounds that interact with specialized receptors in the body.

In ProCBD, the effects of this natural compound can be harnessed to profoundly support well being in patients. ProCBD clinical strength products are designed for individuals with specialized needs and come in a variety of delivery methods, including liquids, softgels, and a topical roll-on.

## *Clinical Strength Effectiveness*

Products in the ProCBD line feature high concentrations of CBD. These clinical strength products are available exclusively through healthcare practitioners.

## *Is ProCBD Safe to Use?*

Many patients want to be aware of potential concerns regarding any product recommended by their doctor, pharmacist, or health specialist. CBD is non-intoxicating (won't impair ability or cause euphoria) and is remarkably safe when grown and processed responsibly. To authenticate this safety, all ProCBD products are 3rd party lab tested with results available through QR codes on packaging.



# Reinforcements FOR YOUR BODY'S DEFENSES

NON-CBD  
FORMULAS



## CV™ ACUTE

### INTENSIVE IMMUNE SUPPORT\*

Pulling from Traditional Chinese Medicine (TCM), CV Acute incorporates unique ingredients to boost natural immunity and promote intensive immune support. CV Acute is traditionally used in response to immune challenges but can be used for short term immune fortification when protection is needed.

- Cited by the World Health Organization (WHO) for immune system challenges
- Formula backed by hundreds of studies
- Based on Traditional Chinese Medicine (TCM)
- Safely used in TCM hospitals
- 100% plant based formula
- 3 oz liquid

Recommended for rapid immune response (3-day protocol).

CV Acute is also used for short term immune fortification. However, for regular daily immune supplementation, we recommend using CV Defense.



## CV™ DEFENSE

### DAILY IMMUNE SUPPORT\*

CV Defense was created with specific intent — fortify daily immune health. The active ingredients in CV Defense are backed by hundreds of scientific studies for daily support of barrier immunity, innate immunity, and adaptive immunity. This powerful formula includes PEA, reishi mushroom extract, vitamins A and D, selenium, and zinc.

- For daily use
- With PEA (palmitoylethanolamide)
- PEA backed by six double-blind, placebo-controlled clinical trials
- Features organic reishi mushroom extract
- Vegan
- 60 count capsules

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

# WE'RE ON A MISSION TO EXPAND YOUR SOCIAL CIRCLE



## CV™ Acute Clinically Researched Wide Spectrum Proprietary Immune Formula

- Hundreds of published scientific studies on the formula and ingredients
- Cited by the World Health Organization (WHO) for immune system challenges
- 100% plant based formula

*"People often ask me: 'How can I keep my immune system strong?' That's why we introduced CV Acute, a clinically supported herbal immune formula."*

**Michael D. Lewis, MD, MPH**

Colonel (Retired), US Army, Infectious Disease Hunter





# *When your pet's world is* **UPSIDE DOWN**



## **WE'LL HELP THEM GET RIGHT SIDE UP**

Sometimes our four-legged friends struggle. Routines get disrupted, environments change, and owners become preoccupied. This stress often leads to irregular behavior, restlessness, unhealthy eating habits, and even destructive activity. It's times like these when CV Sciences can help set things right.

### **Not all CBD is equal. Choose a product that works.**

Our clinically supported full spectrum PlusCBD formulas are the #1 selling natural CBD in the U.S. PlusCBD™ Pet is made with a proprietary chemical free process so effective it can improve your pet's quality of life.<sup>†</sup> We published research supporting PlusCBD safety and benefits, and we believe no other CBD even comes close. That's why we offer our **100% risk-free, 30-day money-back guarantee.\* This Is Health Transformed.**

**WARNING:** PlusCBD Pet may make your pet more amiable, tolerant, unperturbed, resilient, and genuinely happy.<sup>†</sup>

<sup>†</sup>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.

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\*CONTACT US: 855-PLUS-CBD (758-7223) **CV SCIENCES**

