



STRAIGHT
HEMP

Better Plants
Better Process
Better CBD





STRAIGHT
HEMP

A user's guide.



Contents

- 1 What is Straight Hemp?
- 2 Why Straight Hemp?
- 3 How Does Straight Hemp Work?
- 4 Full-Spectrum vs. Broad-Spectrum
- 5 Health Benefits - Study Results
- 6 1. Well-being
- 7 2. Anxiety
- 8 3. Sleep disturbance
- 9 4. Pain
- 10 Self Reporting

What is Straight Hemp?

Straight Hemp is optimized CBD. That optimization comes from using better plants, and a better process to create better CBD products.

Straight Hemp uses the finest hemp plants from **CO**, **OR**, and **VT** that are specifically bred to produce a superior grade of hemp oil.

Our farmers and essential oil producers avoid using harsh harvesting and processing methods that dilute the effectiveness of the CBD.

All Straight Hemp products use steam and CO₂ extraction, as opposed to alcohol extraction to ensure that we're getting the **best oils** the plant has to offer.

This focus on plants and process ensures that Straight Hemp delivers high-quality CBD that delivers the results you're looking for.



Why Straight Hemp?

Our commitment to better plants and better processes is a commitment to produce better outcomes.

Straight Hemp is clinically proven to deliver positive outcomes for pain, anxiety, sleep, and general wellbeing.

In a **3rd-party study**, Straight Hemp produced the following effects:

- **Anxiety decreased by 44%**
- **Sleep disturbance decreased by 25%**
- **Pain scores decreased by 24%**
- **General Wellbeing increased by 24%**

Greater wellbeing, decreased symptoms and better quality of life effects were all present after one week on average among study participants.

How Does Straight Hemp Work?

Better CBD + the Right Terpenes = Synergy or Entourage Effects

All CBD isn't the same. There are a variety of factors that influence effectiveness. Better Plants, Better Process, Better CBD. Our plants and process produce better CBD. That's due to careful QA/QC but also due to our focus on ensuring that **our terpene blend and THC/CBD ratio is optimized for holistic results.**

Every element of Straight Hemp is implemented to produce optimal outcomes. This includes using low amounts of THC to deliver CBD more effectively. In low amounts, THC produces an **entourage effect** that makes CBD more effective without producing any cognitive impairment or "high".

Our **terpene blend** includes the terpenes : b-caryophyllene, myrcene, and others, which help create the entourage effect.

Full-Spectrum vs. Broad-Spectrum

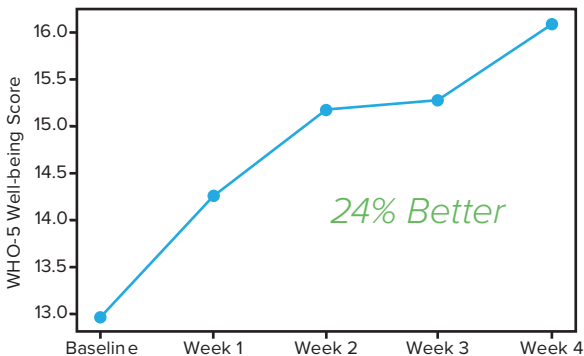
Broad Spectrum CBD products eliminate all THC and forgo the beneficial entourage effects that low amounts of THC afford.

Full-Spectrum CBD uses relatively tiny amounts of THC, **no more than 0.3%**, to produce a beneficial entourage effect that **increases therapeutic outcomes.**

Health Benefits - Study Results

On the following pages, you will find the study results from the 3rd-party study referenced on page 2 of this booklet.

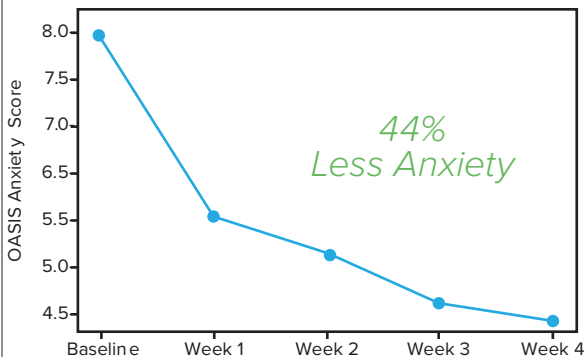




1. Well-being

Well-being was measured using the WHO-5 scale, which measures well-being on a scale of 0 to 25 (with higher scores signifying greater well-being).

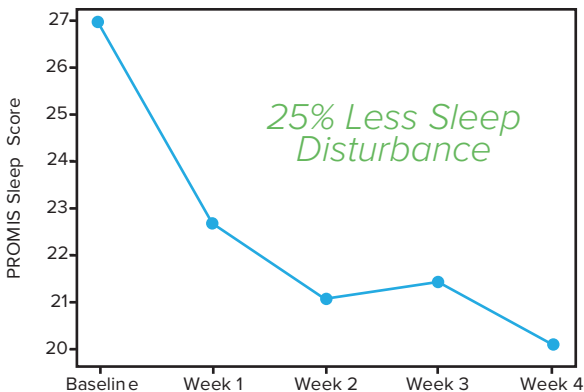
Overall, participants experienced substantial improvements to their well-being throughout the study period, with mean well-being scores **increasing by approximately 24%** from baseline to week 4. The greatest improvements occurred between baseline and week 1, and between week 1 and week 2.



2. Anxiety

Anxiety was measured using the OASIS scale, which measures anxiety on a scale of 0 to 20 (with higher scores representing higher levels of anxiety).

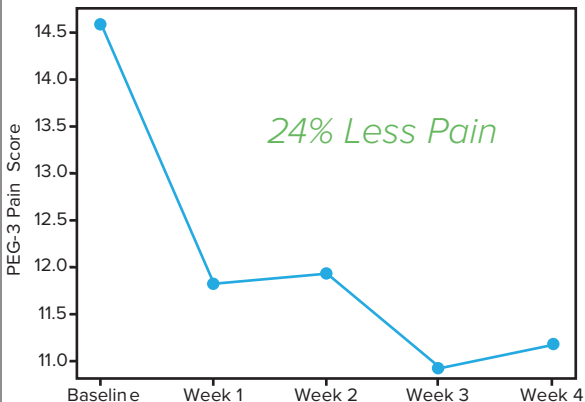
On average, there was a substantial decline in anxiety throughout the study period, with **mean anxiety scores dropping approximately 44%** from baseline to week 4. The largest decline was observed between baseline and week 1. The downward trend in anxiety score continued, though at a lower rate, between weeks 2 and 4.



3. Sleep disturbance

Sleep disturbance was measured using the PROMIS scale, which measures sleep disturbance on a scale of 0 to 40 (with higher scores signifying higher sleep disturbance).

On average, there was a considerable improvement in sleep disturbance scores among participants throughout the study period, with **mean sleep disturbance scores dropping approximately 25%** from baseline to week 4. The largest improvement in sleep disturbance was observed between baseline and week 1.



4. Pain

Pain was measured using the PEG-3 scale, which measures pain on a scale of 0 to 30 (with higher scores signifying greater pain).

Overall, participants experienced substantial improvements to their pain scores throughout the study period, with **mean pain scores dropping approximately 24%** from baseline to week 4. The greatest improvements in pain scores occurred between baseline and week 1.

Self Reporting

On the following pages, you will have the opportunity to report your own experience using Straight Hemp CBD. Each day will include prompts to help you be aware of and note the effects you notice and the impact on your day.

Like the 3rd-party study, we will ask you to note your perceived feelings of anxiety, sleep disturbance, pain, and general wellbeing.

If you are taking Straight Hemp CBD for another specific reason, note your feelings in that category.

Day 1

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 2

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 3

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 4

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 5

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 6

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 7

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 8

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 9

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 10

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 11

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 12

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 13

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 14

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 15

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 16

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 17

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 18

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 19

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 20

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

Day 21

Anxiety:

Sleep Disturbance:

Pain:

General wellbeing:

Other notes:

**Better Plants
Better Process
Better CBD**