



GREEN ELEMENT

Enjoy Better CBD

*Always Organic. Always Affordable.
Always Oregon.*

Guaranteed.



WHY TRUST US?

Like most independent retailers, your customers trust you... and you have worked hard to earn that trust. Your customers come to you because of the relationship you have built with them. They trust you to only bring reputable products into your store... so, why should you trust Green Element?

I have been involved in breeding, cultivating, and extracting high CBD cannabis since long before there was a CBD industry. High CBD extracts were produced from our gardens and kitchens, for our friends and family, as an alternative to overpriced pharmaceuticals and supplements.

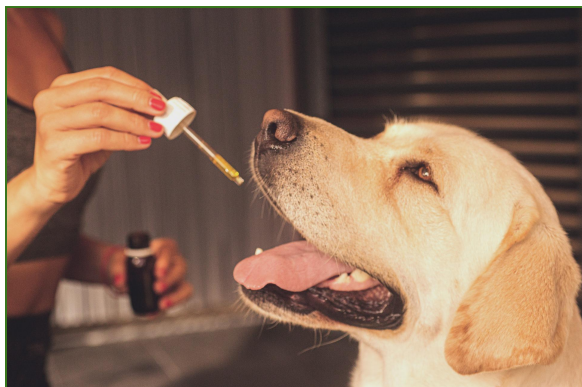


Over the years, I have made products for doctors, veterinarians, my parents, my dogs, my cats, my horses, my wife, myself, and even my children.

I have family members that have undergone joint replacement surgeries with no other postoperative pain medication. I have seen it add years to my dog's life. My kids use it on skinned knees. And I have taken it daily since 2015 for insomnia, anxiety, and general health.

We started down this path in 2019 after my wife and I left our farm in Mendocino County, CA and returned to Oregon to raise our kids closer to their grandparents. After relocating, we struggled to find commercially available CBD products for our pets and ourselves that met our standards.

Everywhere we looked we found products that contained isolates or other additives, products that weren't being responsibly tested or were deceptively labeled, and companies using imported



industrial hemp extracts rather than locally sourced organic ingredients. In the few cases where we found products that were high quality, natural, and honestly labeled... we couldn't afford them for daily use.

We began talking to pet owners and kept hearing the same complaint: "CBD, that's so expensive. I can't afford that for my pet", or "CBD makes my

pet so much more comfortable. I wish I could use it everyday, but it's too expensive.”

Green Element was founded from the belief that CBD products should be full spectrum, made with transparency, and priced for daily use. I started Green Element CBD because I couldn't find a single CBD product on the market that met three simple criteria: quality, integrity, and affordability.

- **Green Element** products are made from only the highest quality, sustainably produced, USDA Organic materials. All of our ingredients are “Human Grade” and third party tested. Green Element has a zero tolerance contaminants policy. There are no “acceptable levels” of pesticides, heavy metals, or solvents. Period.
- **Green Element** products are accurately labeled, with batch numbers, and third party lab results are easily available. Our “full spectrum” products are actually Full Spectrum. We provide all our test results... not just a single page of potency results for the finished product.
- **Green Element** products are Certified USDA Organic, not just labeled “Organic.” We use only Oregon Grown non-GMO hemp from Certified Organic family farms.
- **Green Element** products are priced for everyday use. Cannabinoids are an amazing addition to any animal or person's daily wellness routine. Whether you are trying to reduce inflammation, pain, anxiety, or just increase general health and wellness... the best results come from consistent use. Our products are priced to make them accessible to everyone.

My philosophy is simple...

I won't sell something to you that I wouldn't give to my own children, and I won't charge you a price that I would be embarrassed to charge my own mother. Pets and people come before profit and through honesty and transparency I will earn your trust, and your business.



Green Element is independent, family owned, and self-distributed. We believe in family farms and small businesses. We support animal shelters and rescues in our community.

Give Green Element a try, I think you will like the difference!

Doug McHart
Founder
Green Element CBD

FREQUENTLY ASKED QUESTIONS

Are Green Element products “full-spectrum?” Yes! Our products contain all the cannabinoids that are found in the cannabis plant in nature, rather than just CBD (Cannabidiol). Green Element products are always made with full-spectrum distillates, we never use isolates or other additives. Full spectrum products are associated with the “entourage effect.” This means that taking the entire spectrum of cannabinoids is more effective than taking a single molecular compound.

Why are you able to sell your products at these prices? It’s part of our culture. We keep things simple. We make our own products. We manufacture and source efficiently to keep our costs down. We are a family business and we build partnerships with other family businesses. This allows us to craft high-quality products at a lower cost than many other “manufacturers.” We also self-distribute and we don’t borrow money from investors that demand huge returns at the expense of the customer.

At Green Element we set our prices based on reasonable margins that place wellness before profit. We do it because it is the right thing to do.

Where does your hemp come from?

We source from USDA Organic Certified family farms in Oregon. And when we say farm, we mean farm... not *hemp farm*. Our farmers grow a wide variety of crops, from grapes to pumpkins and from herbs to apples.



Why? Because they are career Organic Farmers! That’s what they do, and it’s the right way to farm.

Are Green Element products sustainably produced? Yes! Green Element has received accreditation by Pet Sustainability Coalition (PSC) as a Positive Impact Brand.

Green Element completed a globally-recognized performance assessment that measured and verified our social and environmental impact. We passed with flying colors, but that doesn't mean we can't do better!



We are committed to improving every year... Our goals for the rest of 2021 are to further reduce our use of plastics in packaging and increase our support of local non-profits and community support organizations. Because we CAN do better.

Green Element supports family businesses, organic farms, and local agriculture. We source fair trade ingredients, pay a living wage, and conduct business with 100% transparency. We stand for equality, fairness, and wellness... for everyone.

We do it because it's the right thing to do, but sustainability also makes business sense!

- *78 percent of Americans believe it is no longer acceptable for companies to just make money.*
- *Nearly 90 percent of Americans think businesses should value people and the planet as much as profit, and should demonstrate that their corporate actions are in alignment with their stated purpose.*
- *Demand is growing for pet products produced with a smaller carbon footprint.*
- *Sustainability focused consumers are loyal!*

- *Research shows consumers are more willing to try new products from purpose-driven companies.*
- *The percentage of consumers who said they chose their pet retailer based on its involvement in giving back to social and environmental causes is on the rise.*



Why do you source from smaller farms? We source our hemp exclusively from Certified Organic Oregon family farms because we strongly believe in supporting local agriculture and family run businesses.

We prefer smaller farms because larger producers tend to engage in practices that we don't agree with. We are constantly building relationships in the Oregon Hemp industry to provide only the best sustainably grown USDA Certified products that support our local communities.



The only way we can guarantee the quality of our CBD is to know how and where and by whom it was grown.

We don't buy from large corporate hemp farms because they are by nature not able to practice sustainable farming. Hemp is a phytoremediator and bioaccumulator, meaning that it will happily grow in soil that is too polluted for many other crops, while accumulating the toxins in the soil.



How is your hemp processed? Our hemp is extracted in Oregon using supercritical CO₂ (carbon dioxide) at extremely cold temperatures, and then distilled in small batches to achieve a high purity full spectrum distillate that will have minimal taste and maximum effect.

At no point in the process are solvents other than CO₂ used.

Are Green Element products third party lab tested? Yes! Every batch of our product undergoes third party testing for potency, pesticides, heavy metals, and solvent contaminants. *Green Element has a zero-tolerance policy towards pesticides, heavy metals, and solvent contamination.*

How do I find your test results? You can click on the Test Results link on the product page of our website to see the most recent test results for each product. Additionally, every product is labeled with a batch number and most also have a QR code that will link to its complete test results.

How much active CBD is in your products? We don't play games with our labeling. Green Element Hemp Oil for Pets comes in a 400mg and 1200mg product. They contain a minimum of 400mg and 1200mg of active cannabinoids respectively. We intentionally overshoot these numbers by 5-10% to allow for testing variation. All of our products are labeled with accurate batch content including total active cannabinoids, and active CBD.

HEMP OIL FOR PETS SAMPLE BATCH LABELS

Green Leaf Labs - COA #G0H0066-02
Batch: 2004T31 (8/1/2020)
Total CBD: 12.3 mg/ml (369.1 mg/bottle)
Cannabinoids : 15.2 mg/ml (455 mg/bottle)
Keep out of reach of children!

PET 400

Green Leaf Labs - COA #G0H0066-03
Batch: 2004T41 (8/1/2020)
Total CBD: 36.6 mg/ml (1098.1 mg/bottle)
Cannabinoid : 42.7 mg/ml (1280 mg/bottle)
Keep out of reach of children!

PET 1200

How much active THC is in your products? Full spectrum products will always have some THC in them... and this is a good thing! Our products are all natural spectrum. This means we don't add isolates to depress our THC numbers. All of our products naturally fall well below the 0.3% THC limit to be federally legal in all 50 states. Our 400mg and 1200mg Pet Hemp Oil typically test at 0.07% and 0.2% THC respectively.

Where do you get your other ingredients? All of our ingredients are from sources that are USDA Organic Certified and are sustainably produced. Period.

The MCT oil we use as the carrier in our tinctures comes from Sri Lanka. It is 100% derived from coconuts, not palm oil like most MCT oil on the market. It is non-GMO, Eco-Cert, USDA Organic, Vegan, and Kosher Certified.



We do use palm oil in some of our topical products. Our palm oil is produced in Brazil, bears an EcoSocial IBD Certification as well as a USDA Organic Certification.

We are happy to answer any questions about our suppliers and provide documentation for any material we use.

Do you guarantee Green Element products? Yes, we 100% guarantee all our products. If any of your customers are not satisfied with any Green Element product for any reason, we will replace your inventory on your next order. If you could share any feedback from your customer about a return that would be greatly appreciated.

Can I put your Hemp Oil in my pets food? In order to maximize absorption, we recommend placing the oil directly in the animal's mouth if they will accept it. In some cases this can be difficult, or make it hard to accurately measure the dosage.

You can also feed it with a small amount of food or on a treat. If feeding with a treat, it is best to administer between meals with a



small amount of high fat food. Cannabinoids are fat soluble, so absorb best in the presence of fats.

Many people feed with a meal and this is OK too! Absorption will be a little lower with a full meal, but it is very convenient. However you choose to give your pet Hemp Oil, be consistent! Changing the way you feed may change the required dosage.

Do animals like Hemp Oil for Pets? Because of our processing methods, our product has much less flavor than most other products. We seldom see pets refuse our Hemp Oil. Many enjoy the flavor and will lick it directly from the dropper.



If a pet does refuse Green Element Hemp Oil, it is easy to hide a few drops in a high value treat or food because our products are very concentrated.

Our favorite for dogs is peanut butter, most cats don't seem to notice if you hide the necessary *2-3 drops* in their favorite food.

Is the hemp you use for pets different from the hemp you use for humans? No! We use the same quality ingredients for both our pet and human products.

Your dosage recommendations for pets are much lower (and broader) than many other brands? The necessary dosage depends on several factors including potency, cannabinoid profile, underlying conditions, and individual biochemistry of the animal (or person). Our products are extremely high

potency and are actually full spectrum. This means that a little of our product goes a very long way.

Our dosing guidelines are in DROPS not dropperfuls.

Because every animal is different we believe in giving a broad range and encouraging people to start their pets at the very lowest dosage and gradually increase after they see how their pet responds.

We provide retailers with Pet Dosage Cards and Tri-fold brochures with a dosage chart inside. There is also a dosage chart insert in every Hemp Oil package.

GREEN ELEMENT ORGANIC HEMP OIL 400						
PET WEIGHT (LBS)	STARTING DOSAGE			MAX DOSAGE		
	DROPS PER SERVING	MILLIGRAMS PER SERVING	BOTTLE DURATION (DAYS)	DROPS PER SERVING	MILLIGRAMS PER SERVING	BOTTLE DURATION (DAYS)
5	1	0.33	500	5	1.65	100
10	2	0.66	250	10	3.30	50
15	3	0.99	167	15	4.95	33
20	4	1.32	125	20	6.60	25
25	5	1.65	100	25	8.25	20
30	6	1.98	83	30	9.90	17
35	7	2.31	71	35	11.55	14
40	8	2.64	63	40	13.20	13

GREEN ELEMENT ORGANIC HEMP OIL 1200						
PET WEIGHT (LBS)	STARTING DOSAGE			MAX DOSAGE		
	DROPS PER SERVING	MILLIGRAMS PER SERVING	BOTTLE DURATION (DAYS)	DROPS PER SERVING	MILLIGRAMS PER SERVING	BOTTLE DURATION (DAYS)
20	2	2.04	250	6	6.1	83
40	4	4.08	125	12	12.2	42
60	6	6.12	83	18	18.4	28
80	8	8.16	63	24	24.5	21
100	10	10.2	50	30	30.6	17
120+	12	12.24	42	36	36.7	14

Drops instead of dropperfuls? Why are Green Element dosages in drops?

Unfortunately, the question that you should be asking is “*Why are other company’s CBD products dosed in dropperfuls?*” The effectiveness of any CBD product comes down to two variables that any manufacturer can control: cannabinoid profile and potency.

Cannabinoids	LOQ (%)	mg/g
Total THC	0.0601	1.606
Total CBD	0.0627	38.53
THCA	0.0868	< LOQ
delta 9-THC	0.0601	1.606
THCV	0.0590	< LOQ
THCVA	0.0883	< LOQ
CBD	0.0627	38.53
CBDA	0.0865	< LOQ
CBDV	0.0607	< LOQ
CBDVA	0.0834	< LOQ
CBN	0.0545	< LOQ
CBG	0.0634	2.355
CBGA	0.0841	< LOQ
CBC	0.0796	2.453

Full spectrum products are simply more effective at lower dosages, but many products on the market that are labeled “full spectrum” are not truly full spectrum. The only way to tell is to ask for a third party certificate of analysis (COA).

You should be able to see the concentrations of the other cannabinoids on the COA.

Because there is no regulation of the use of the term “full spectrum,” manufacturers often mislabel products, or “spike” full spectrum products with isolates to increase their potency numbers. This decreases their effectiveness.

Some products are boldly labeled with ambiguous numbers (“Hemp 500”) with no units after the number. What does that number mean? Most people would assume that it means milligrams of CBD. For some manufacturers it means milligrams of crude extract. For others it has nothing to do with the product at all. The only way to tell is to ask for a third party certificate of analysis (COA). Does the tested potency match the label?

All Green Element products are labeled in milligrams of active cannabinoids, and have batch specific third party test results on our packaging. We always provide complete test results on our website. Our 1200mg Hemp Oil will always contain a minimum of 1200mg of active cannabinoids.



Green Element bases our pet dosage recommendations on a veterinarian accepted range of 0.1mg/lb of body weight to 0.5mg/lb of body weight. Many other companies use this same dosage range. Fewer accurately label their products. And fewer still produce both high potency and full spectrum products.

So, back to the original question:

Why are other company's CBD products dosed in dropperfuls? If a manufacturer accurately labels their products, uses full spectrum extracts, and produces high potency products, their products should be just as effective as ours for any labeled potency...

If they did, wouldn't they give their dosage recommendations in drops, not dropperfuls...

Do you have to split the dosage up during the day? It depends on your pet, and your specific circumstances. If you are using CBD to help with separation anxiety, a dose in the morning may be all you need. If your animal is older and you are using Hemp Oil for arthritis and inflammation, a morning and evening dose would be most effective. The most important part is to be consistent, make dosage changes slowly, and find what works for YOUR pet!

Can you give a pet too much of your product? Absolutely! Any veterinarian will confirm that you can over do it... especially with a full spectrum product.

Manufacturers that claim you can not overdose on CBD are being irresponsible and placing animals and people at risk. Like most pharmaceuticals, cannabinoids (including CBD and THC) that are absorbed into the bloodstream are metabolized in the liver, and pass through the kidneys prior to excretion¹. Just as high doses of pharmaceuticals have been linked to liver damage, high doses of CBD may put undue stress



¹ <https://go.drugbank.com/drugs/DB09061>

on these organs. In fact, research indicates CBD may be linked to an increased risk of hepatic (liver) failure at extremely high doses.²

As with any supplement or medication, the goal should be to find the lowest possible dose that gets the desired effect. In many cases, less is more effective. Please follow dosage instructions.

At Green Element's lower price point and higher potency, won't my sales drop?

We have yet to see this happen.

A customer that used to buy a bottle of CBD every two weeks may slow to one a month. Your cat CBD customer may drop to a bottle every 6 months! This is all true... but that same customer will

tell their friends. Other customers will be able to use CBD more frequently, or will try it for the first time, because Green Element is affordable.

We have seen many of our new accounts increase their overall CBD sales by picking up CBD customers from competitors and even from big box stores that simply can't match Green Element pricing.

Are you going to sell your products in big box stores? No, Green Element will not sell in big box stores, on Amazon, or Chewy.com. I know you have heard this before, and those same brands are now in Petco and PetSmart, but selling in big box stores does not work for us.



² Ewing LE, Skinner CM, Quick CM, Kennon-McGill S, McGill MR, Walker LA, ElSohly MA, Gurley BJ, Koturbash I. Hepatotoxicity of a Cannabidiol-Rich Cannabis Extract in the Mouse Model. *Molecules*. 2019; 24(9):1694. <https://doi.org/10.3390/molecules24091694>

National box stores have a business model that is not compatible with our culture. Box stores are solely driven by profit and make money by squeezing every dime out of the companies they do business with, using their size to create pricing differentials that independent and regional retailers cannot compete with.

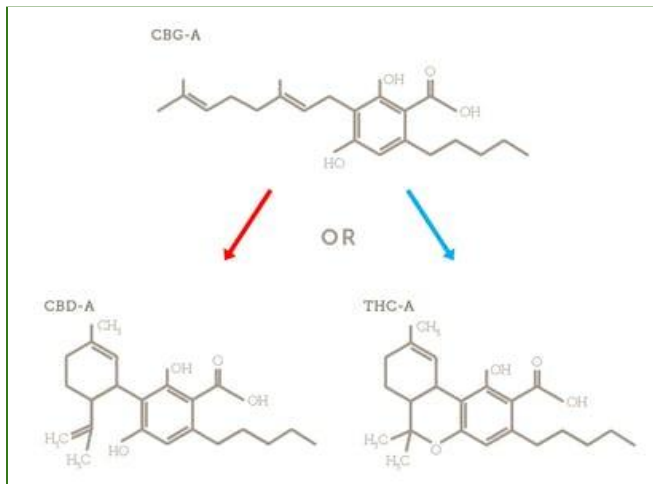
This isn't good for manufacturers because it forces them to cut corners and reduce their costs. It isn't good for communities because it reduces product variety and eliminates competition.

Our health is not the place to be cutting corners. Green Element will always place the health and well-being of our communities, families, and planet before profits.



What is CBG? Why do you have it in your human products? CBG (cannabigerol) is another one of the 113 identified cannabinoids, and *should* be a part of any truly full spectrum product.

CBG has been called “the mother of all cannabinoids” because CBG is the precursor that plants make the main cannabinoid families from.



Enzymes in the plant break CBGA down and “direct” it toward one of the primary cannabinoid lines. In most hemp varieties, CBG is present in very low concentrations (less than 1%) because it is converted into THC or CBD. Over the last few years, breeders have

produced several non-GMO hemp strains that allow for much higher levels of CBG.

These strains allow us to produce full spectrum extracts that are very high in CBG. As CBG has become more available, manufacturers have begun producing CBG isolates that can be used to “spike” their products with CBG, allowing them to sell a “full spectrum” product by combining multiple isolates or full spectrum hemp with a small amount of CBG isolate at twice the price.

We decided to do things differently. We blend our full spectrum CBG extract *with* our full spectrum CBD extract to create our CBG+ Oil to give you approximately 1200 mg of active CBD and 800 mg of active CBG. It would be an understatement to say that we have gotten great reviews.



So, what does CBG do? There is evidence that CBG offers unique health benefits in the areas of pain management, blood pressure, neuro inflammation, anxiety and gut health. Some research has indicated that CBG may be the most effective of the cannabinoids for pain and inflammation management.

I don't know much about CBD. How do I sell it? We are here to help. Talk to your salesperson, they have a wealth of information, and can help you with point of sale materials, display ideas, and arrange staff training. If you have specific questions, reach out to us directly at greenelementcbd.com, or come to our monthly *Wholesale Happy Hour*. Ask your rep for details.

Can I see your licenses and Organic Certifications? Of course! We keep them posted on our website, along with our test results. You can find them at <https://greenelementcbd.com/pages/test-results>.

I have more questions, where can I ask them? We love questions! Feel free to direct them to your sales representative, or contact us through our website (<https://greenelementcbd.com/pages/contact-us>). Also ask your salesperson about our current *Wholesale Happy Hour* schedule. These are monthly virtual office hours where we will be available to answer any questions over Zoom.

