

What is CBD and Why is it Everywhere?



A CBD User's Guide

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Getting Started With CBD

CBD seems to be everywhere these days, found in everything from gummies and tinctures to lotions and creams, pet food and even pillowcases. One thing for sure is that it's popular: A [2019 Consumer Reports survey](#) reported that more than a quarter of U.S. adults (26%) have tried CBD in the past two years, and 14% were regular users.

If you're not one of the [1 in 7 Americans](#) who've tried CBD or use it regularly, you're probably wondering if you should be. You might have heard that it can provide all kinds of health and wellness benefits—but at the same time, you might have heard reports that some CBD products don't work. How do you separate the facts from the hype?

In this guide, you'll find the answers you need to decide whether CBD is right for you—and how to get the best results.

What is CBD, Anyway?

CBD, or cannabidiol, is a cannabinoid—one of more than 100 compounds unique to the cannabis family of plants. It's extracted from hemp, one strain of the *Cannabis sativa* plant species that is grown specifically for industrial use.

Cannabinoids like CBD are powerful compounds that play a key role in the endocannabinoid system (ECS), a complex regulatory system in the body that oversees a wider range of physiological and cognitive systems—including the nervous system, digestive system, and immune system. Within the ECS there are specific receptor sites on cells throughout the body, and cannabinoids interact with these receptors to produce different effects.

While we still have a lot to learn about those effects, the ECS is involved in many aspects of your body's functions, emotions, and well-being, including pain perception, inflammation, sleep regulation, appetite and digestion, stress response, and more. CBD's actions appear to be associated with general wellness, such as relaxation and relief of everyday aches or stresses.

Why CBD Doesn't Get You High

CBD is different from tetrahydrocannabinol [THC]—another cannabinoid that's responsible for the "high" in marijuana products. Unlike THC, CBD has no psychoactive effects. It's extracted from hemp—which by law must contain extremely low levels of THC (no more than 0.3%). Plants with higher levels of THC are considered marijuana, and their extracts have different effects in the body. **CBD does not cause you to feel high.** And, according to a report by the World Health Organization (WHO), CBD has not been found to have potential for abuse or dependence.

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The Legal Status of CBD: Hemp Isn't Marijuana

Recognizing that hemp is a very different substance from marijuana, the 2018 U.S. Farm Bill removed hemp from the definition of marijuana in the Controlled Substances Act, and it's thus governed by a completely different set of legal restrictions than marijuana is.

The Farm Bill's ruling means that hemp (defined as any cannabis plant containing less than 0.3% THC), and all of its derivatives, are now federally legal. That means interstate commerce of hemp-based products is now allowed—and chances are, your home state now has dozens, if not hundreds, of places where you can buy CBD products.

Currently, you can find CBD products in CBD stores—and, depending on your state, in your local drugstore, natural foods store, or even gas station. But no matter what state you live in, ordering online is often the most convenient option: The Farm Bill gives clearance for hemp-based products to be legally shipped to all 50 states.

There is, however, a lot of uncertainty about how CBD products should be regulated for use in foods and supplements. In a [recent statement](#), the Food and Drug Administration (FDA) urged caution, calling out some CBD manufacturers for marketing their products with unproven medical claims or unsafe manufacturing processes.

Since state and federal rules around CBD are still a bit murky, it pays to be a cautious consumer and **only buy CBD from reputable companies who market their CBD products responsibly and are transparent about how they produce and test them.**



Why is CBD in Everything?

Today people are looking for more natural approaches to wellness, and products made with CBD seem to fit the bill nicely. Many people make CBD part of their regular self-care, and are turning to CBD for support of stress, exercise recovery, and general well-being. In the [Consumer Reports study](#), the most common reason people gave for using CBD was to “reduce stress or anxiety or help you relax,” followed by “help with joint pain.”

But beyond anecdotal reports like these, scientific evidence about how CBD works, and what it can be used for, is sorely lacking. One big reason is that scientific research involving any kind of cannabinoid has long been limited by [legal restrictions](#), starting as far back as the Prohibition era.

Of course, lack of sound evidence for benefits hasn't stopped unscrupulous manufacturers from making all kinds of claims about CBD's ability to treat or cure everything from arthritis to Alzheimer's Disease. **But without clinical research to back them up, these claims are meaningless—and you should avoid buying CBD from any company that makes them.**

The good news is that with the recently lifted regulations around all cannabis products, including medical and recreational marijuana, some research restrictions have been lifted and ongoing studies should start to bring real answers soon.

Here's what we know so far: The clearest demonstration of CBD's health effects is in its ability to help manage and prevent seizures. In 2018, the Food and Drug Administration (FDA) approved an extremely high-dose, prescription-only version of CBD called [Epidiolex](#), for medical use in seizures.

CBD also has anti-inflammatory properties and [may have promise in managing other conditions](#) where inflammation plays a role. It is also well tolerated, [with very low or no side effects reported by the great majority of those who take it.](#)

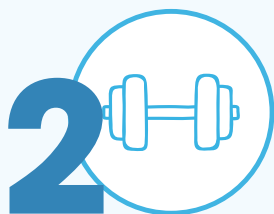
While there's still much to learn, it's clear that at low levels, in safely produced food and supplement products, CBD is a [fundamentally safe](#) substance with the potential to make life a little less achy, a little more restful, and a little less stressful.

How to Use CBD

Here are some ways you might use CBD:



Take it before bed to rest easy and wake up refreshed.



Take it before or after a workout to get the most out of your exercise and recovery.



Add it to your coffee or tea break to relax during the workday.



Take it to unwind and declutter your mind at the end of a long day.

If you decide to give CBD a try, you have many options! Since CBD has no intoxicating effects, you don't have to worry about feeling "high." (That said, be sure to read the label to confirm that you're only getting CBD in the product you're buying, as some CBD tinctures and other CBD-based products may contain additional cannabinoids, including THC.) CBD affects some people differently than others, so feel free to experiment, starting with a small amount and seeing how it makes you feel.

The Most Convenient Form of CBD

There are many ways you can take CBD, including tinctures and oils, capsules or softgels, gummies and other edibles, sprays, or powders. All can vary in their convenience and quality, so it pays to shop around and experiment to see what works best for you.

For many people, CBD powders are the most convenient way to take CBD. CBD powder is produced when CBD is extracted from the hemp plant, purified, dried, and processed to a fine powder that you can mix into foods and beverages. That makes CBD powder especially easy to incorporate into your life.

CBD powder is light and easy to carry around, so it can go anywhere you go. It doesn't freeze or thicken with cold temperatures like oils do, or melt in the heat like some gummies.

But not all CBD powders are created alike: Depending on how they're made, some brands may dissolve (and taste) better than others. The best test is to try them in a glass of water: Some may simply float on the top; others may sink to the bottom and require a lot of stirring to dissolve. Choose a water-soluble CBD brand so that it dissolves quickly and cleanly. This helps ensure that the CBD is evenly distributed and the amount of CBD you get is consistent.

Why CBD Quality Matters

When it comes to choosing a CBD powder, Caliper CBD dissolvable powder offers a lot of high-quality advantages. Caliper is formulated with a process that makes it especially water soluble, so it can quickly dissolve in any food or beverage. Not only does this step make Caliper more versatile and easy to use than other CBD forms, it also ensures it's much more bioavailable—that is, better able to be absorbed by the body.

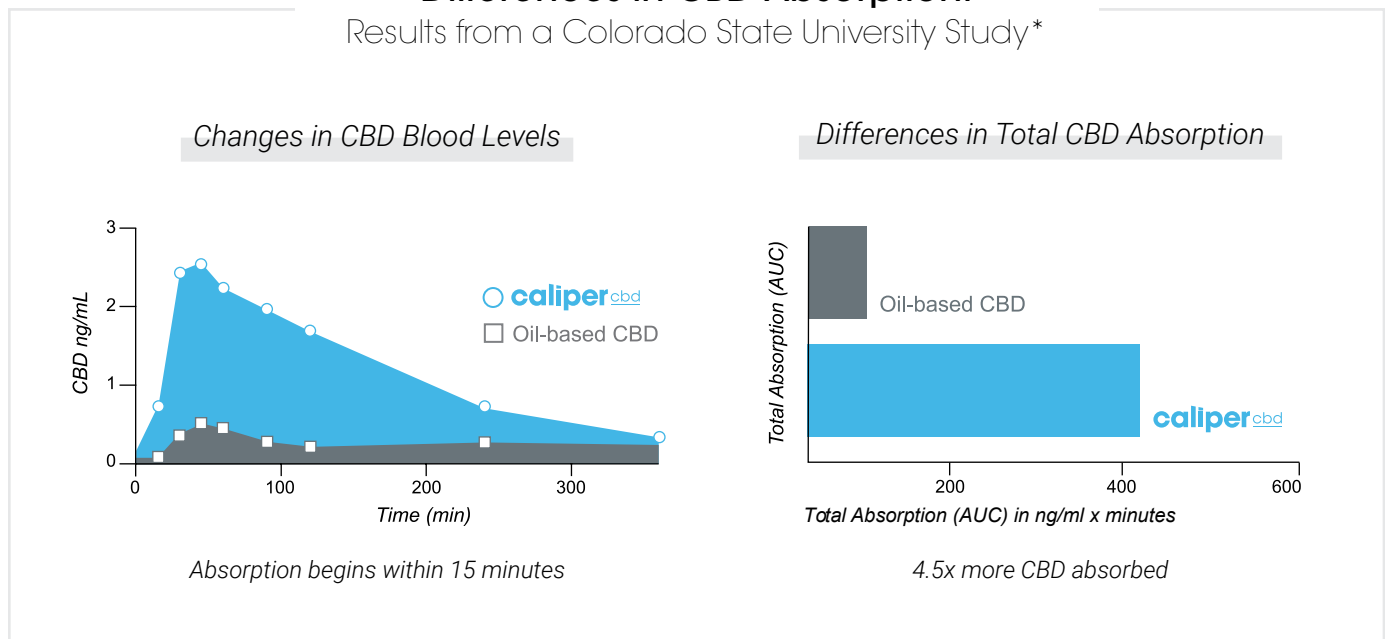
Why does bioavailability matter? CBD can be tough for the body to absorb, since it's an oily substance; our bodies are over 60 percent water, and oil and water don't mix. By some estimates, when you ingest an oil-based CBD product, you might only absorb as little as 6% of the CBD it contains!

The more bioavailable your CBD powder is, then, the more confident you can be that you're absorbing all the CBD you're taking (and paying for). In a [study conducted at Colorado State University](#), Caliper CBD powder was shown to be 4.5 times more bioavailable than standard CBD oils.

To put it another way, there's now clinical proof that when you choose Caliper CBD dissolvable powder over CBD oils, you'll absorb more CBD. That means you'll get more of what you paid for.

Differences in CBD Absorption:

Results from a Colorado State University Study*



*Source: Colorado State University.

Another key reason to choose Caliper: It's tasteless and calorie-free, so it mixes smoothly into anything you're eating and drinking without a noticeable taste or texture change—and no unwanted extra calories. Caliper CBD powder doesn't leave an oily residue or “floaties” on the surface of a beverage, and it doesn't need to be placed under your tongue like a tincture does.

Caliper CBD also takes the guesswork out of consuming CBD. The single-serving 20 mg packets are even smaller than a sugar packet, so they're easy to take anywhere. Instead of dealing with measuring scoops or droppers, you can just tear and sprinkle, for a precise 20 mg amount of CBD every time.



Putting it All Together

More research is needed (and more is coming soon), but CBD is already showing promise as an important way to enhance relaxation and relief, and to help manage everyday wellness. When choosing CBD, it pays to choose a brand that offers highest quality, and to avoid any brands that make unproven health claims.

Tasteless and calorie-free Caliper CBD dissolvable powder offers one of the most convenient and versatile ways to take CBD, with clinically proven bioavailability. See for yourself! Use the ordering tab to have it delivered right to your door.

Try Caliper CBD

