

CBD: Understanding Delivery Mechanisms and Sourcing

Within the CBD community there are a million different CBDs to choose from. Well, maybe not a million, but at least a thousand. There are all kinds of really valuable high-quality companies working within this community to create great products. But sometimes I think that people are really trying to differentiate themselves by creating really nice packaging, or a special mode of delivery. I think increasingly, the more data that we accumulate, we see that most people get the highest benefit when they're using a product that they can titrate easily. So, even those CBD infused gummy bears, or skin patches seem like they might be a really neat way to take your CBD, you really can't titrate your dose from day to day, or from dose to dose, or even to titrate as you're learning to see how your body responds to the CBD. With a product like that, you're not going to be able to see how your response happens, as it's trying to cross over your skin, because the duration of time from when you put the patch on, until you get a response is significantly longer than if you just take a little tincture.

Similarly, if you eat a gummy bear, you may get a response in anywhere from 30 to 90 minutes, often 60 to 90 minutes, and that response may be a little bit different depending on if you take it on a full stomach, empty stomach, or a more acidic stomach with citrus or pepper in it, that could mediate the effects. Using a tincture that you hold in your mouth is going to give you a distribution very quickly, and be very helpful for trying to see if CBD is going to be right for you.

The CBDs that I think are really innovative and an original are sourced properly and done with high quality growing standards that support healthy, organic farming practices, and smart farming. In addition to that, they undergo really smart distillation processes, so there's no persistence of any harmful chemical residues, as the CBD is distilled from the whole plant. The packaging, of course matters to me. I love a pretty package. But, far beyond that, the sourcing and distillation of the materials is going to be what really decides the tincture or tonic that you choose to try to relieve your symptoms.