



BSCG CERTIFIED CBD

MARKETING & SEAL GUIDELINES

CONGRATULATIONS ON YOUR CERTIFICATION!

Congratulations on meeting the requirements of the BSCG Certified CBD program and thank you for trusting us as your third-party certification provider. We welcome you as a client and look forward to working with your team to market your certification and the Certified CBD seal in accordance with the guidelines herein. Our team stands ready to provide quotes or help draft press releases or other announcements of program participation.

BSCG represents the gold standard in third-party certification and testing in the nutrition industry and our programs are well regarded internationally. We encourage you to take advantage of product certification by highlighting it in packaging, marketing materials, advertising, press releases and media interviews, and on your website and social media platforms.

BSCG certification demonstrates your brand has gone above and beyond industry standards to ensure products meet quality specifications, are free of banned substances or other harmful contaminants that can lead to health concerns or positive drug tests, and has established a quality control process based on Good Manufacturing Practices (GMP) principles. The BSCG Certified CBD seal helps your brand build credibility and trust among competitive athletes, military service members, first responders, and consumers who are looking for premium quality CBD products.

We want you to take full advantage of the marketing opportunities, but we ask you to do it responsibly. If you have elected to certify all the products in your line you can use the Certified CBD seal throughout your entire marketing platform. If you elect to certify selected products the seal and marketing may only be associated with those specific items.

Please follow the following guidelines as you work to market the BSCG Certified CBD program.



BSCG – GENERAL DESCRIPTION

The following general description of BSCG is available for use in your marketing efforts. You may use your own language, or make edits to the language below but we ask that it be pre-approved by BSCG before use. Hyperlinks are provided for website use, those may be removed for other purposes.



BSCG – THIRD-PARTY CERTIFICATION BUILT ON A LEGACY OF ANTI-DOPING IN SPORT

BSCG (Banned Substances Control Group) represents the gold standard in third-party certification and testing for the nutrition industry. BSCG’s foundation is rooted in 25+ years of experience as a leader in Olympic and professional sport drug testing. World-renowned Olympic drug-testing pioneer Dr. Don Catlin, executive Oliver Catlin, and attorney Ryan Connolly founded BSCG in 2004 to offer reputable brands a third-party approach to distinguish products as free of banned substance concerns and provide athletes, military service members, first responders and consumers with assurance that products meet label claims and will not endanger health or lead to a doping violation. Explore more about [BSCG](https://www.bscg.org) here.



BSCG – CERTIFIED CBD PROGRAM DESCRIPTION

The following description of the BSCG Certified CBD program is available to use in your marketing efforts. You may use your own language, or make edits to the language below but we ask that it be approved by BSCG before use. Hyperlinks are provided for website use, those may be removed for other purposes.

BSCG – CERTIFIED CBD PROGRAM

One-of-a-kind in the world today, [BSCG Certified CBD](#) is the first third-party certification program to offer drug testing protection to the CBD and hemp product industry. BSCG Certified CBD is a complete quality control solution for CBD products that includes an initial claims, compliance, and quality control process audit coupled with ongoing testing for CBD and THC content, prohibited substances in sport, pharmaceutical drugs, synthetic cannabimimetics, and a full suite of environmental contaminants including heavy metals, pesticides, and microbiological agents. The Certified CBD program verifies products meet quality specifications and protects against positive drug tests in workplace and sport environments as well as unwanted psychoactive effects by putting strict limits on the amount of THC. Know what's in your CBD product with BSCG Certified CBD.



The BSCG Certified CBD program addresses a range of consumer questions...

Will the product make me high?
Can it make me test positive on a drug test?
Do I get the amount of CBD claimed on the label?
Are any harmful contaminants present?
Is there a strong quality control system in place?

You get all the answers with BSCG Certified CBD!



BSCG – KEY ELEMENTS

The Key Elements of the BSCG Certified CBD program are outlined below for easy communication with your team or for inclusion in your marketing material. You may use your own language, or make edits to the language below but we ask that it be pre-approved by BSCG before use.

KEY ELEMENTS INCLUDED IN BSCG CERTIFIED CBD THIRD-PARTY CERTIFICATION:



- CBD Label Content Verification and Cannabinoid Profile – Every Lot
- THC Amount Limited for Drug Testing Protection and Compliance – Every Lot
- Screening for 298 WADA Prohibited Substances and Cannabimimetics – Every Lot
- Screening for 209 Prescription, Over-The-Counter, and Illicit Drugs – Every Lot
- Testing for Heavy Metals, Pesticides, Microbiological Agents – Every 10th Lot
- Good Manufacturing Practices (GMP) Quality Control Process Review – Initial Audit
- Label, Claims, and Compliance Evaluation – Initial Audit
- Verification of CBD Sourcing – Initial Audit



BSCG – INDUSTRY LEADING DRUG TESTING MENU

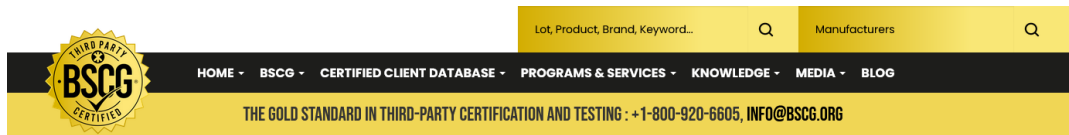
The BSCG Certified CBD program includes testing of each lot for BSCG’s industry leading drug testing menu to protect against doping positives or unwanted health impacts. The following language outlines the testing menu and what it covers. You may use your own language, or make edits to the language below but we ask that it be approved by BSCG before use. Hyperlinks are provided for website use; those may be removed for other purposes.

The BSCG Certified CBD program tests each lot for BSCG’s [industry-leading drug-testing menu](#) covering more than 507 banned substances including 298 on the WADA Prohibited List and 209 other illicit, OTC, or prescription drugs. Our testing covers more drugs banned in sport than any other program in the world and is the only one to add coverage for drugs not banned in sport for additional health and regulatory protection. The WADA Prohibited List governs Olympic sport and also serves as a model for other sport federations, professional sport leagues and military/vocational drug-testing programs that also ban many of the compounds on the WADA Prohibited List. As a result, BSCG’s industry-leading drug-testing menu offers security to athletes and professionals across the spectrum of WADA, NFL, MLB, NHL, NBA, WNBA, PGA, LPGA, MLS, ATP, WTA, FIFA, FINA, AFL, NRL, NASCAR, UFC, CrossFit, NCAA, military, law enforcement, and other drug testing programs.








CLIENT PAGE ON BSCG WEBSITE

BSCG provides each client with a page on our website to showcase your brand and participation in the BSCG Certified CBD program and drive interested parties to your website. It also provides a means for athletes, service members, first responders, and consumers to verify product certification and view test reports. The page includes a brief company description, displays your logo, and offers a link to your website, a contact name, an email address, a phone number, as well as a database with your certified products and corresponding lot numbers listed with reports hyperlinked (see example below). Your client page can be found by clicking on your logo on the [Certified CBD Clients page](#) on the BSCG website. We encourage you to provide a direct link to your client page from online marketing material that describes third-party certification in the BSCG Certified CBD program.



Show entries

Company Name	Product Name	Lot Number	Category	Program	Barcode	Sample Type	Report Date
Pure Sport CBD	Muscle & Joint Balm	MB0103	CBD			Finished Product	28 June 2023
Pure Sport CBD	CBD & Turmeric Capsules	9644949	CBD			Finished Product	28 June 2023
Pure Sport CBD	1000mg CBD Oil	9944931				Finished Product	21 March 2023
Pure Sport CBD	2000mg CBD Oil	9944932				Finished Product	21 March 2023
Pure Sport CBD	3000mg CBD Oil	9944933				Finished Product	21 March 2023

To have your Client Page set up please send the following to info@bscg.org or complete the Company Information Summary provided:

1. Company logo (High resolution jpeg preferred)
2. Company description (80 words maximum)
3. Company website address
4. Contact name
5. Contact phone
6. E-mail address
7. Sales links
8. Product images
9. Barcode Number



SOCIAL MEDIA

The world is a social place, and we want to part of your circle! In order to update your consumers on the latest supplement information and keep them informed about your product's certification, we encourage you to engage with BSCG via social media. We ask you to help us spread the word about the BSCG Certified CBD program by including it in content and social media messaging.

www.twitter.com/BSCGCertified



www.instagram.com/bscgcertified



www.facebook.com/BSCGCertified



Suggested Hashtags:

#BSCGCertified #CertifiedCBD #CBDforAthletes #cleansupplements #drugfreesupplements #DrugFree #SupportCleanSport #supplementsforathletes #drugfreesport #premiumnutrition #CertifiedforAthletes



THE SEAL

The BSCG Certified CBD seal represents an ongoing commitment to product quality above and beyond industry standards. BSCG's highly regarded certification seals help establish a product's safety and quality, as well as a company's credibility and commitment to the highest standards. Consumers, more concerned than ever about health and wellness, have been shown to be increasingly aware of third-party certifications and look for them when deciding what to purchase. The BSCG Certified CBD seal, at right, is available for use in accordance with our certification program agreement and terms and the guidelines herein. Any other use of the seal or modifications thereof must be approved by BSCG in advance.



PLEASE ADHERE TO THE FOLLOWING GUIDELINES WHEN USING THE BSCG CERTIFIED CBD SEAL.

- BSCG Certified CBD seal may only be used in white/green or black/white and white/black color combinations, no other modifications are allowed without permission.
- Seal may only be used in association with product(s) for which BSCG has issued a certification, every lot must be sent for testing to maintain certification.
- Seal may be used on packaging for all lots of a product for which BSCG has issued a certification.
- Seal may be used in marketing materials and website content in such a way that it is clearly associated only with products that have received certification.
- Seal can only be used in general marketing for a brand if the entire line of products have received certification.
- No similar or potentially confusing mark or text shall be used on any product nor in the marketing of any product not certified by BSCG.
- Client agrees to send BSCG a sample of packaging displaying the use of the seal.



THE DO'S AND DON'TS OF CERTIFIED CBD



Do's



Don'ts

- Do use the BSCG seal in association with products and lots that have been certified
- **Don't abuse the seal by using it in association with a product or lot that has not been certified**
- Do use the seal to showcase your commitment to quality, transparency, and product integrity following the guidelines outlined herein
- **Don't use older versions of the seal, make custom modifications to a seal, or create your own**
- Do share why third-party certification from BSCG sets your product apart by going above and beyond industry quality control standards to protect consumers and drug tested professionals like athletes, service members or first responders
- **Don't assume your own internal quality standards and responsibilities no longer matter**
- Do help us market the BSCG Certified CBD program to groups that are interested in CBD products
- **Don't market CBD products to groups that do not approve or allow CBD products.**
- Do describe certification as a means of providing 'assurance' that products meet quality specifications and are free of contaminants and drug testing concerns.
- **Don't suggest that certification is a 'guarantee' of product safety or drug testing protection**
- Do use the BSCG Certified CBD seal and represent the key elements included in the program
- **Don't confuse BSCG Certified CBD with other programs like BSCG Certified Drug Free**
- Do describe our industry leading drug testing menu as the best protection available against 507 banned substances in sport or other illicit, OTC and prescription drugs that may infiltrate products
- **Don't describe products as being 'WADA approved' or approved by other anti-doping authorities**
- Do point your customers to your BSCG page on our site where your certified lots are listed
- **Don't sit idly by and do nothing to market participation in BSCG Certified CBD**





WE ARE HERE FOR YOU!

BSCG is here to answer questions from your marketing team as well as customers or athletes, teams and leagues you might be working with, through email or phone. We are also more than happy to provide materials to support presentations or education about the supplement industry, drug testing in sport, or the intersection between the two.

BSCG PHONE NUMBER: 800-920-6605

BSCG EMAIL: info@bscg.org

Thank you for selecting BSCG as your third-party certification provider and for representing your participation in the BSCG Certified CBD program with consideration to these Marketing & Seal Guidelines.

