

# Elixinol

Mar. 9, 2022

## My review process:

1. I start by looking at the category of **trust and transparency** for the CBD company as a whole.
2. Then, I do a deep-dive into four **different products** where I look at oil drops, capsules, gummies, and a topical. If the company doesn't make all of these products, I simply review what they do make.
3. Each product is **individually reviewed** for the categories of **ingredients, lab testing, and product safety**.
4. I average the scores for each category, combine them, and take the average of that for the **final** overall score. This score determines whether a company is **Gold, Silver, or Bronze-Medal** Rated.

Notes: Whenever I refer to **lab testing**, I'm referring to **Certificate of Analysis (COA)** lab test results.

If you're interested in learning about the different **criteria** and specific **terms**, feel free to take a look at ***Understanding the Rating Process***.

General Scoring Steps	Possible Points	Earned Points
Trust and Transparency average score	100	100
Ingredients average score	100	100
Lab Testing average total score	100	0
Product Safety average score	100	0
Total number of points earned	400	200
Final overall score (average of the combined total)		50

**Recommendations:** none

**Product types:** oil drops, capsules, topicals

**Formulations:** broad-spectrum, full-spectrum

**USDA-certified organic products:** none

**cGMP/GMP certification:** none

**General notes:** 1. The Sports Gel has multiple artificial ingredients including Methylsulfonylmethane (MSM). 2. The Everyday Rapid Reset Liposome's (basically oil drops that absorb faster) main ingredient after water is Phosphatidylcholine and also contains Potassium Sorbate and Sodium Benzoate (preservatives). Phosphatidylcholine has potential side effects and potential drug interactions. I was unable to determine why it's in this product, so I reached out to customer service and they said it makes the CBD water soluble and that it's naturally derived.

**Lab test/safety notes:** 1. It's not possible to verify that testing is for the correct and final product based on no photos and inconsistencies. 2. Results are often only reported only as passing, and in some, there are variations in the reporting method. 3. They claim to use CO2 for extraction, but I very much doubt this is true based on the prices and the fact that residual solvent testing results are kept hidden. 4. Testing results for one product often include results from up to three different laboratories which is a concern.

**Pros:**

**Cons:** 1. There are multiple red-flag problems with lab testing. 2. It's impossible to know what's actually in most of the products because of the lab testing problems. 3. Most of the products have additional added ingredients besides the CBD, some of which have potential side effects.

Trust and Transparency	Maximum Points	Points Actually Earned	Notes
Does the listed contact info include a contact form or email address, phone number, and mailing address (15)? If the site contains some of these but not all, add (3) points per element.	15	15	
Did customer service respond to my email and answer all of the questions (5), nearly all (4), or only some (2)?	5	5	
Are there straightforward reviews for individual products (20), or are the reviews mixed up (e.g. via Trustpilot) (10), or edited/reformatted in any way by the company (3)?	20	20	
Is there a money-back satisfaction guarantee for the return of <i>opened</i> products (15) or only unopened (5)?	15	15	
Is the return policy straightforward and free of any major (10) or minor (5) fine print?	10	10	
Is the hemp grown in the US (5)?	5	5	
Do they <i>explicitly</i> say what extraction process is used (5)?	5	5	CO2
Have they completely (10), mostly (6), or only partially (4) avoided making explicit therapeutic claims about products?	10	10	
Have they avoided making any <i>significant</i> claim that appears to be false (excluding CO2) (15) or misleading (1-10 depending on the severity) based on the available evidence?	15	15	

Have they ever received an FDA warning letter (-20 to -50 based on how recent)?			
<b>Trust and Transparency total points</b>	<b>100</b>	<b>100</b>	
Comments:			

<b>Oil Drops</b>			
Product name	Everyday Balance Tincture (cinnamint)		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	4,000mg		
Price	\$219.99		
<b>Ingredients</b>	Maximum Points	Points Actually Earned	Notes
Does it clearly state how much CBD is in each serving via the product page (10) or the product photo (7)?	10	10	
Are all of the ingredients (including any added flavors/coloring) <i>explicitly listed</i> in full on the product page (20) or via a product page photo (15)?	20	20	
Is this product free of all (30), all but one (20), or all but two (10) artificial ingredients?	30	30	
Is CBD (hemp extract) the first (30), second (20), or third (10) <i>active</i> ingredient?	30	30	
Excluding the CBD, is there no more than one (5) or two (3) additional active ingredients?	5	5	
Is this product free of an excessive number of <i>inactive</i> ingredients (5)?	5	5	
Points may be deducted (ranging from -2 to -25) for ingredients with the potential to cause side effects based on different variables (e.g. severity, quantity).			
<b>Ingredients total points</b>	<b>100</b>	<b>100</b>	
Comments:			
<b>Lab Testing</b>	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an <b>outside</b> and <b>independent</b> lab. 2. Results are <i>immediately</i> provided via the <b>original</b> lab reports 3. Tests were performed on the <b>correct</b> and <b>final</b> product. 4. <b>Batch/lot</b> numbers must be consistent from page to page.	<b>Unable to verify testing is for the correct and final product.</b>		
Lab name			
Date of analysis			
Batch/lot number			
Are the results available from the product page (10) or somewhere else on the site (5)?	10		
Is the lab report by itself (not mixed up with any other reports) (5)?	5		
Cannabinoid profile testing (20)?	20		

Terpene profile testing (5)?	5		
Pesticide testing (10)?	10		
Residual solvent testing (10)?	10		
Heavy metal testing (10)?	10		
Mycotoxin testing (10)?	10		
Microbial testing (10)?	10		
Foreign matter testing (10)?	10		
<b>Lab Testing total points</b>	<b>100</b>	<b>0</b>	
Comments:			
<b>Product Safety</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Is the amount of CBD listed on the product label within 15% of the amount detected in the lab results (20) or within 20% (15)?	20		
Are the terms full-spectrum (20), broad-spectrum (ND 20), broad-spectrum (<0.01% 15), or isolate (20) used correctly?	20		
Are the lab results reported with "ND" (40), "<LOQ" (35), "pass" for the individual compounds (20), or "pass" for the category (10)?	40		
Is the method of reporting consistent for all testing (20)?	20		
<b>Product safety total points</b>	<b>100</b>	<b>0</b>	
Comments:			

<b>Capsules</b>			
Product name	Everyday Balance Capsules		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	900mg		
Price	\$64.99		
<b>Ingredients</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Does it clearly state how much CBD is in each serving via the product page (10) or the product photo (7)?	10	10	
Are all of the ingredients (including any added flavors/coloring) <i>explicitly listed</i> in full on the product page (20) or via a product page photo (15)?	20	20	
Is this product free of all (30), all but one (20), or all but two (10) artificial ingredients?	30	30	

Is CBD (hemp extract) the first <b>(30)</b> , second <b>(20)</b> , or third <b>(10)</b> <i>active</i> ingredient?	30	30	
Excluding the CBD, is there no more than one <b>(5)</b> or two <b>(3)</b> additional active ingredients?	5	5	
Is this product free of an excessive number of <i>inactive</i> ingredients <b>(5)</b> ?	5	5	
Points may be deducted (ranging from <b>-2</b> to <b>-25</b> ) for ingredients with the potential to cause side effects based on different variables (e.g. severity, quantity).			
<b>Ingredients total points</b>	<b>100</b>	<b>100</b>	
Comments:			
<b>Lab Testing</b>	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an <b>outside</b> and <b>independent</b> lab. 2. Results are <i>immediately</i> provided via the <b>original</b> lab reports 3. Tests were performed on the <b>correct</b> and <b>final</b> product. 4. <b>Batch/lot</b> numbers must be consistent from page to page.	<b>Unable to verify testing is for the correct and final product (and it's from 2019).</b>		
Lab name			
Date of analysis			
Batch/lot number			
Are the results available from the product page <b>(10)</b> or somewhere else on the site <b>(5)</b> ?	10		
Is the lab report by itself (not mixed up with any other reports) <b>(5)</b> ?	5		
Cannabinoid profile testing <b>(20)</b> ?	20		
Terpene profile testing <b>(5)</b> ?	5		
Pesticide testing <b>(10)</b> ?	10		
Residual solvent testing <b>(10)</b> ?	10		
Heavy metal testing <b>(10)</b> ?	10		
Mycotoxin testing <b>(10)</b> ?	10		
Microbial testing <b>(10)</b> ?	10		
Foreign matter testing <b>(10)</b> ?	10		
<b>Lab Testing total points</b>	<b>100</b>	<b>0</b>	
Comments:			
<b>Product Safety</b>	Maximum Points	Points Actually Earned	Notes
Is the amount of CBD listed on the product label within 15% of the amount detected in the lab results <b>(20)</b> or within 20% <b>(15)</b> ?	20		
Are the terms full-spectrum <b>(20)</b> , broad-spectrum (ND <b>20</b> ), broad-spectrum (<0.01% <b>15</b> ), or isolate <b>(20)</b> used correctly?	20		

Are the lab results reported with "ND" (40), "<LOQ" (35), "pass" for the individual compounds (20), or "pass" for the category (10)?	40		
Is the method of reporting consistent for all testing (20)?	20		
<b>Product safety total points</b>	<b>100</b>	<b>0</b>	
Comments:			

<b>Topical</b>			
Product name	Active Hemp Balm		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	250mg		
Price	\$12.99		
<b>Ingredients</b>	Maximum Points	Points Actually Earned	Notes
Does it clearly state how much CBD is in each serving via the product page (10) or the product photo (7)?	10	10	
Are all of the ingredients (including any added flavors/coloring) <i>explicitly listed</i> in full on the product page (20) or via a product page photo (15)?	20	20	
Is this product free of all (30), all but one (20), or all but two (10) artificial ingredients?	30	30	
Is CBD (hemp extract) the first (30), second (20), or third (10) <i>active</i> ingredient?	30	30	
Excluding the CBD, is there no more than one (5) or two (3) additional active ingredients?	5	5	
Is this product free of an excessive number of <i>inactive</i> ingredients (5)?	5	5	
Points may be deducted (ranging from -2 to -25) for ingredients with the potential to cause side effects based on different variables (e.g. severity, quantity).			
<b>Ingredients total points</b>	<b>100</b>	<b>100</b>	
Comments:			
<b>Lab Testing</b>	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an <b>outside</b> and <b>independent</b> lab. 2. Results are <i>immediately</i> provided via the <b>original</b> lab reports 3. Tests were performed on the <b>correct</b> and <b>final</b> product. 4. <b>Batch/lot</b> numbers must be consistent from page to page.	<b>Unable to verify testing is for the correct and final product.</b>		
Lab name			
Date of analysis			
Batch/lot number			
Are the results available from the product page (10) or somewhere else on the site (5)?	10		

Is the lab report by itself (not mixed up with any other reports) (5)?	5		
Cannabinoid profile testing (20)?	20		
Terpene profile testing (5)?	5		
Pesticide testing (10)?	10		
Residual solvent testing (10)?	10		
Heavy metal testing (10)?	10		
Mycotoxin testing (10)?	10		
Microbial testing (10)?	10		
Foreign matter testing (10)?	10		
<b>Lab Testing total points</b>	<b>100</b>	<b>0</b>	

Comments: For what I imagine is the CBD extract/concentrate testing, only CBD was detected so this isn't a full-spectrum product as is stated.

<b>Product Safety</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Is the amount of CBD listed on the product label within 15% of the amount detected in the lab results (20) or within 20% (15)?	20		
Are the terms full-spectrum (20), broad-spectrum (ND 20), broad-spectrum (<0.01% 15), or isolate (20) used correctly?	20		
Are the lab results reported with "ND" (40), "<LOQ" (35), "pass" for the individual compounds (20), or "pass" for the category (10)?	40		
Is the method of reporting consistent for all testing (20)?	20		
<b>Product safety total points</b>	<b>100</b>	<b>0</b>	

Comments:

<b>Oil Drops #2</b>			
Product name	Everyday Daily Balance Tincture (winter mint)		
Is the formulation full-spectrum, broad-spectrum, or isolate?	broad-spectrum		
Total # of CBD milligrams	1,000mg		
Price	\$49.99		
<b>Ingredients</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Does it clearly state how much CBD is in each serving via the product page (10) or the product photo (7)?	10	10	

Are all of the ingredients (including any added flavors/coloring) <i>explicitly listed</i> in full on the product page (20) or via a product page photo (15)?	20	20	
Is this product free of all (30), all but one (20), or all but two (10) artificial ingredients?	30	30	
Is CBD (hemp extract) the first (30), second (20), or third (10) <i>active</i> ingredient?	30	30	
Excluding the CBD, is there no more than one (5) or two (3) additional active ingredients?	5	5	
Is this product free of an excessive number of <i>inactive</i> ingredients (5)?	5	5	
Points may be deducted (ranging from -2 to -25) for ingredients with the potential to cause side effects based on different variables (e.g. severity, quantity).			
<b>Ingredients total points</b>	<b>100</b>	<b>100</b>	
Comments:			
<b>Lab Testing</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Validity Requirements: 1. Testing was performed by an <b>outside</b> and <b>independent</b> lab. 2. Results are <i>immediately</i> provided via the <b>original</b> lab reports 3. Tests were performed on the <b>correct</b> and <b>final</b> product. 4. <b>Batch/lot</b> numbers must be consistent from page to page.	<b>Unable to verify testing is for the correct and final product.</b>		
Lab name			
Date of analysis			
Batch/lot number			
Are the results available from the product page (10) or somewhere else on the site (5)?	10		
Is the lab report by itself (not mixed up with any other reports) (5)?	5		
Cannabinoid profile testing (20)?	20		
Terpene profile testing (5)?	5		
Pesticide testing (10)?	10		
Residual solvent testing (10)?	10		
Heavy metal testing (10)?	10		
Mycotoxin testing (10)?	10		
Microbial testing (10)?	10		
Foreign matter testing (10)?	10		
<b>Lab Testing total points</b>	<b>100</b>	<b>0</b>	
Comments:			
<b>Product Safety</b>	<b>Maximum Points</b>	<b>Points Actually Earned</b>	<b>Notes</b>
Is the amount of CBD listed on the product label within 15% of the amount detected in the lab results (20) or within 20% (15)?	20		



Are the terms full-spectrum ( <b>20</b> ), broad-spectrum (ND <b>20</b> ), broad-spectrum (<0.01% <b>15</b> ), or isolate ( <b>20</b> ) used correctly?	20		
Are the lab results reported with "ND" ( <b>40</b> ), "<LOQ" ( <b>35</b> ), "pass" for the individual compounds ( <b>20</b> ), or "pass" for the category ( <b>10</b> )?	40		
Is the method of reporting consistent for all testing ( <b>20</b> )?	20		
<b>Product safety total points</b>	<b>100</b>	<b>0</b>	
Comments:			