

NuLeaf Naturals

Mar. 10, 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	90
Ingredients average score	100	97.75
Lab Testing average total score	100	0
Product Safety average score	100	0
Total number of points earned	400	187.75
Final overall score (average of the combined total)		46.9375

Product types: oil drops, capsules, topicals, pet CBD

Formulations: full-spectrum

USDA-certified organic products: none

cGMP/GMP certification: cGMP

General notes: 1. Returns are only for unopened products. 2. The prices are way too high given the lack of lab testing, etc. 3. They don't add unnecessary ingredients, and everything is natural. 4. Their one topical product is a balm, and it has only two ingredients and no fragrance. This seems like a really nice product.

Lab test/safety notes: 1. None of the lab testing is valid, and it's a complete disaster including no product photos at all. The tests are a mashup of different testing put together like units, edible, concentrate, solution, etc. For example, the 6,000mg oil drops (\$399.99) results show on pg 1 that it's for a solution, pg 2 is for a unit, pg 3 is for an edible (they don't sell edibles), pgs 4-5 are for a concentrate.

Pros: 1. All of the ingredients are natural.

Cons: 1. Deal-breaking problems with all of the lab testing.

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	5	
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	Colorado
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)?			
Trust and Transparency total points	100	90	

Comments: For the 600mg oil drops, there are 23,782 customer reviews. When I asked customer service to clarify if all of these reviews are for this one product, they didn't answer the question.

Oil Drops			
Product name	Oil Drops		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	6,000mg		
Price	\$399.99		
Ingredients	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	7	
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).			
Ingredients total points	100	97	
Comments:			
Lab Testing	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an outside and independent lab. 2. Results are <i>immediately</i> provided via the original lab reports 3. Tests were performed on the correct and final product. 4. Batch/lot numbers must be consistent from page to page.	Reports are for a variety of product types and completely invalid.		
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		
Lab Testing total points	100	0	
Comments:			
Product Safety	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 (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		
Product safety total points	100	0	
Comments:			

Capsules			
Product name	Capsules		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	900mg		
Price	\$79.00		
Ingredients	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	7	
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).			
Ingredients total points	100	97	
Comments:			
Lab Testing	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an outside and independent lab. 2. Results are <i>immediately</i> provided via the original lab reports 3. Tests were performed on the correct and final product. 4. Batch/lot numbers must be consistent from page to page.	Reports are for a variety of product types and completely invalid.		
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		
Lab Testing total points	100	0	
Comments:			
Product Safety	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 (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		
Product safety total points	100	0	

Comments:

Topical			
Product name	Balm		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	600mg		
Price	\$49.00		
Ingredients	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).			
Ingredients total points	100	100	
Comments:			
Lab Testing	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an outside and independent lab. 2. Results are <i>immediately</i> provided via the original lab reports 3. Tests were performed on the correct and final product. 4. Batch/lot numbers must be consistent from page to page.	Reports are for a variety of product types and completely invalid.		
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		
Lab Testing total points	100	0	
Comments:			
Product Safety	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 (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		
Product safety total points	100	0	
Comments:			

Oil Drops #2			
Product name	Multi-cannabinoid Oil Drops		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	1,800mg		
Price	\$179.00		
Ingredients	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	7	
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).			
Ingredients total points	100	97	
Comments:			
Lab Testing	Maximum Points	Points Actually Earned	Notes
Validity Requirements: 1. Testing was performed by an outside and independent lab. 2. Results are <i>immediately</i> provided via the original lab reports 3. Tests were performed on the correct and final product. 4. Batch/lot numbers must be consistent from page to page.	Reports are for a variety of product types and completely invalid.		
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		
Lab Testing total points	100	0	
Comments:			
Product Safety	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 (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		

Product safety total points	100	0	
Comments:			