

Pure Hemp Botanicals

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.

General Scoring Steps	Possible Points	Earned Points
Trust and Transparency average score	100	80
Ingredients average score	100	90
Lab Testing average total score	100	0
Product Safety average score	100	0
Total number of points earned	400	170
Final overall score (average of the combined total)		42.5

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

Formulations: broad-spectrum, full-spectrum

USDA-certified organic products: none

General notes: 1. Lab results are difficult to find. 2. The ingredients are natural except for the topical products and their Immune line. 3. There isn't a returns page. I found the info in an FAQ and they only accept unopened products. This is in direct conflict with the 100% satisfaction guarantee seal plastered all over the website.

Lab test/safety notes: 1. Tinctures 3,000mg (full-spectrum, 3,000mg) - The first 2 pages are in-house generated and appear to be a summary of the results. Three labs were used for this one products and there's no photo. Depending on the page, the client is either Anthology Brands or Elite Health Partners. 2. Tinctures (broad-spectrum 1,500mg - There are only 2 pages of in-house generated results showing for heavy metals and microbial. Small amounts of arsenic and lead were detected. Of all the lab test results that I looked at, products are only tested for heavy metals and microbial contamination. Lab testing results indicate that many of the products have very small amounts of heavy metals (sometimes all four). 3. None of the lab results include a product photo.

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	0	
Is the hemp grown in the US (5) ?	5	5	
Do they <i>explicitly</i> say what extraction process is used (5) ?	5	5	Ethanol
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	80	
Comments:			

Oil Drops	
Product name	Pure Balance Tincture
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum
Total # of CBD milligrams	3,000mg
Price	\$87.47

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	15	
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	95	
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.	Unable to verify that testing is for the correct and final product, among other issues.		
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	Pure Balance Softgels		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	3,000mg		
Price	\$87.47		
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	15	
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	95	
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.		Unable to verify that testing is for the correct and final product, among other issues.	
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:			

Gummies	
Product name	Pure Balance Gummies
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum
Total # of CBD milligrams	450mg

Price	\$20.97		
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	15	
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	95	
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.	Unable to verify that testing is for the correct and final product, among other issues.		
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	Body Lotion		
Is the formulation full-spectrum, broad-spectrum, or isolate?	not stated		
Total # of CBD milligrams	400mg		
Price	\$27.97		
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	15	
Is this product free of all (30) , all but one (20) , or all but two (10) artificial ingredients?	30	10	Phenoxyethanol, Tetrasodium Glutamate Diacetate
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	75	

Comments:			
Lab Testing	Maximum Points	Points Actually Earned	Notes
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Lab name			
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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:			