

Bluebird Botanicals

April 12, 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	95
Ingredients average score	100	95
Lab Testing average total score	100	0
Product Safety average score	100	0
Total number of points earned	400	190
Final overall score (average of the combined total)		47.5

Date established: 2016

Product line: drops, capsules, gummies, topicals, pet CBD

Formulations: full-spectrum, isolate

Prices: below average - roughly \$0.07 per mg

Shipping: no info

Return policy: 30 days, up to \$110 qualifies, only if purchased from website

Reward program: yes

Subscription program: 40% off

Assistance program: yes but no amount

USDA-certified organic products: none

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 (5) 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 (1-3)?	5	0	
Are there straightforward reviews for individual products (20), or are the reviews mixed up (e.g. via Trustpilot) (10-15), or edited/reformatted in any way by the company (1-9)?	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 (1-5) misleading 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, solvents
Have they avoided making any significant claim that appears to be false (excluding CO2) (25) or misleading (1-24 depending on the severity) based on the available evidence (including CBD/product therapeutic claims)?	25	25	
FDA warning letter? Deduct points based on when it was issued.			
Trust and Transparency total points	100	95	
Comments:			

Oil Drops

Product name	Extra Strength Classic CBD Oil Drops		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	1,500mg		
Price	\$99.95		
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 testing due to multiple problems.		
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	CBD Softgels		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	450mg		
Price	\$29.9 5		
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 testing due to multiple problems.		
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	CBD Gummies		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	450mg		
Price	\$44.95		
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 testing due to multiple problems.		
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	Hemp CBD Essential Lotion		
Is the formulation full-spectrum, broad-spectrum, or isolate?	full-spectrum		
Total # of CBD milligrams	700mg		
Price	\$44.96		
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 testing due to multiple problems.		
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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: