



HEMP EXTRACTS CONCENTRATION GUIDE

	Size (mL or Capsule-count)	Delivery Method	Extraction Method	Retail Price	Contents per Container		Contents per mL (or unit) *		Contents Per drop (1/20 mL) **		Unit Cost	
					Total Cannabinoids ***	CBD	Total Cannabinoids	CBD	Total Cannabinoids	CBD	Cost per mg Total Cannabinoids	Cost per mg CBD
Charlotte's Web Product					(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(\$/mg)	(\$/mg)
7 mg (<i>Discontinued</i>)	30	Oil/Sublingual	CO2	\$30	279	200	9.3	7	0.5	0.2	\$0.11	\$0.15
7 mg (<i>Discontinued</i>)	100	Oil/Sublingual	CO2	\$80	930	667	9.3	7	0.5	0.2	\$0.09	\$0.12
17 mg	30	Oil/Sublingual	CO2	\$60	684	500	22.8	17	1.1	0.4	\$0.09	\$0.12
17 mg	100	Oil/Sublingual	CO2	\$150	2280	1667	22.8	17	1.1	0.4	\$0.07	\$0.09
25 mg - THC-Free	30	Oil/Sublingual	CO2	\$60	990	750	33.1	25	1.7	0.6	\$0.06	\$0.08
Original Formula - 50 mg	30	Oil/Sublingual	Alcohol	\$120	2127	1500	70.9	50	3.5	1.3	\$0.06	\$0.08
Original Formula - 50 mg	100	Oil/Sublingual	Alcohol	\$275	6610	5000	66.1	50	3.3	1.3	\$0.04	\$0.06
60 mg	30	Oil/Sublingual	CO2	\$120	2292	1800	76.4	60	3.8	1.5	\$0.05	\$0.07
60 mg	100	Oil/Sublingual	CO2	\$275	7990	6000	79.9	60	4.0	1.5	\$0.03	\$0.05
Dog Oil 7 mg (MCT)	30	Pet	CO2	\$30	258	200	8.6	7	0.4	0.2	\$0.12	\$0.15
Dog Oil 17 mg (MCT)	30	Pet	CO2	\$60	687	500	22.9	17	1.1	0.4	\$0.09	\$0.12
Dog Treats	30	Pet	CO2	\$20	219	75	7.3	2.5			\$0.09	\$0.27
Dog Treats	60	Pet	CO2	\$35	438	150	7.3	2.5			\$0.08	\$0.23
15 mg Capsules	30	Swallowed	CO2	\$40	609	450	20.3	15			\$0.07	\$0.09
15 mg Capsules	60	Swallowed	CO2	\$70	1218	900	20.3	15			\$0.06	\$0.08
25 mg Capsules	30	Swallowed	CO2	\$75	1029	750	34.3	25			\$0.07	\$0.10
25 mg Capsules	60	Swallowed	CO2	\$120	2058	1500	34.3	25			\$0.06	\$0.08
Gummy	60	Swallowed	CO2	\$45	408	300	6.8	5			\$0.11	\$0.15
Cream	2.5 fl oz	Topical	CO2	\$40	797	750	797	750			\$0.05	\$0.05
Balm	0.5 fl oz	Topical	CO2	\$15	176	150	176	150			\$0.09	\$0.10
Balm	1.5 fl oz	Topical	CO2	\$30	529	450	529	450			\$0.06	\$0.07
Balm Stick	1.75 fl oz	Topical	CO2	\$40	598	525	598	525			\$0.07	\$0.08
Cooling Gel	1.7 fl oz	Topical	CO2	\$40	568	510	568	510			\$0.07	\$0.08
Roll-On	0.34 fl oz	Topical	CO2	\$15	113	100	113	100			\$0.13	\$0.15

* According to Charlotte's Web serving size instructions on the packaging, a "full dropper" is the amount of liquid pulled into the dropper tube after one gentle squeeze of the bulb. Slightly less than half of the clear tube should be filled after a gentle squeeze. This volume is approximately 0.5 mL.

** The size of the drop is based on the temperature (viscosity) of the oil and diameter of the dropper aperture.

*** Total Cannabinoid Content calculated from COA based on Lot/Batch being shipped during the time-period stated in the bottom-right corner of this guide.

2019 - Naming Convention	2018 (3Q) - Naming Convention	2018 (1Q) - Naming Convention	2017 - Naming Convention
7 mg (Oil)	Full Strength (Oil)	Hemp (Oil) - 1 dot	Everyday (Oil) - 1 dot
17 mg (Oil)	Extra Strength (Oil)	Hemp Plus (Oil) - 2 dots	Everyday Plus (Oil) - 2 dots
Original Formula - 50 mg (Oil)	Original Formula (Oil)	Hemp Advanced (Oil) - 3 dots	Everyday Advanced (Oil) - 3 dots
60 mg (Oil)	Maximum Strength (Oil)	<i>Not Applicable</i>	<i>Not Applicable</i>
Canine Drops - 7 mg	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>
Canine Drops - 17 mg	Paws (Oil/Pet)	Paws (Oil/Pet)	<i>Not Applicable</i>
Cream (Topical)	Cream (Topical)	Cream (Topical)	<i>Not Applicable</i>
Balm (Topical)	Balm (Topical)	Balm (Topical)	<i>Not Applicable</i>
<i>Discontinued</i>	Full Strength (Capsules)	Simply (Capsules)	<i>Not Applicable</i>
<i>Discontinued</i>	Extra Strength (Capsules)	Simply Plus (Capsules)	<i>Not Applicable</i>
15 mg (Liquid Capsules)			
25 mg (Liquid Capsules)			