Verum Gold Concise Buyer’s Guide to CBD

CBD oil is dominating the media and it’s seemingly everywhere you look. As soon as you turn on your TV, check your cellphone or flip open your laptop, CBD products are dominating the news and social media feeds. With so many companies jumping on the CBD craze, there is also an increased risk of buying a product that isn’t quite what it seems.

2019 was a big year for the CBD industry in the United States, with a projected $5 billion market share - this is a staggering 706 percent increase over 2018. The Brightfield Group’s Farm to Aisle CBD report estimates that by 2023, “the total U.S. CBD market could reach $23.7 billion.”

This quick and informative guide shows you who is using CBD, what it’s being used for, and where to find reputable and safe sources of CBD products.

## Who Uses CBD Products in the United States?

The global market for CBD use is projected to grow at a compound annual growth rate (CAGR) of about 32 percent over the next five years. In the U.S. alone there are an estimated 1,000 brands currently operating in the CBD space.

CBD is a product that many people know about and have tried. According to a recent Gallup poll, one in seven people in the United States (14 percent) says they have used CBD based products with the highest usage among young adults aged 18 to 29.

Percentage of people in the United States using CBD products:

* Total U.S. adults = 14 percent
* 18 to 29 = 20 percent
* 30 to 49 = 16 percent
* 50 to 64 = 11 percent
* 65 and older = 8 percent

## Top Uses for CBD Products

Before you start looking for CBD laced products, it’s important to know the definition of CBD. Cannabidiol (AKA CBD) is derived from the Cannabis sativa plant. The plants are classified as either marijuana or hemp, depending on their level of THC.

THC, or tetrahydrocannabinol, is the substance that causes the “high” when ingesting marijuana. The Farm Bill states that for legal purposes, hemp plants must contain less than 0.3 percent of THC. Hemp plants bred for the CBD market contain high levels of CBD and very low levels of THC.

CBD oil is extracted from the cannabis plant then often diluted with a carrier oil such as hemp seed oil or coconut oil. CBD infused products are being used to treat a variety of health conditions and symptoms including:

* 40 percent - pain and inflammation
* 20 percent - anxiety and stress relief
* 11 percent - sleep and insomnia
* 8 percent - arthritis
* 5 percent - migraines

## How CBD is Sold to Consumers

As the market and demand for CBD products grow, businesses are infusing CBD into everything from coffee, beer, gummies, sunscreens, beauty products and even pet care products.

Most popular CBD products by market share:

* Tinctures
* Topicals
* Vape oil
* Capsules
* Edibles

Finding quality and effective CBD products is not without its problems. There are many illegitimate sources out there and consumers need guidance on where to find reputable sources of CBD oil and CBD infused products.

## Sourcing and Where to Buy CBD

Online sales once dominated the CBD market as the primary distribution channel and in 2017, nearly two-thirds of sales were online. Fast forward to today and large retail chains such as nationally known pharmacies, big-box retailers, convenience stores and grocery stores are entering the market. It’s estimated that these retail chains were expected to gain about 57% of the market revenue by the end of 2019.

With so many companies offering CBD infused products in stores and via online sales, consumers have a difficult time wading through all the hype. Buying the wrong product can even be dangerous to your health with synthetic marijuana-laced products possibly being associated with serious lung infections.

Certain CBD manufacturers have been saturating the marketplace with cheap CBD products spiked with illegal, and dangerous, substances. A recent Associated Press investigation discovered that out of 30 CBD vaping oils tested, 10 of the samples tested positive for synthetic marijuana.

To help you find the best CBD products that you can buy with confidence, turn to a name you can trust like [Verum Gold](https://verumscientific.com/). Backed by science, Verum Gold is 100 percent water-soluble CBD encapsulated in a nanomicelle carrier ensuring optimal stability and bioavailability.

## Most CBD Products Offer Low Bioavailability

CBD is normally not water-soluble, meaning it has a low bioavailability. This means most of the CBD products you take orally (such as tinctures and capsules) won’t be absorbed into the bloodstream.

Verum gold is the only water-soluble CBD product currently on the market offering a different method of delivery than other CBD products. This improved water solubility dramatically increases the bioavailability of the CBD meaning more of the product reaches your bloodstream.

Verum gold’s structured liquid is 100 percent water-soluble resulting in zero degradation in the stomach. The true bioavailability of Verum Gold’s CBD products offers over 90 percent bioavailability and best in the world in absorption. This means Verum Gold has up to 20 times more bioavailability compared to the most common or conventional CBD and hemp oils currently on the market.

Experience nature and science working together and begin healing the way nature intended. Choose a [CBD product](https://verum.biz/verumgold.html) you can trust with Verum Gold soft gel capsules.

CBD Research and Statistics

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