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FIRST-OF-ITS-KIND

NSF Certified CBD gummies empower an active lifestyle for all, including *MLB*™ athletes

These days, CBD can be found in everything from drinks to bars and gummies. Once a fringe ingredient, the 2022 *Nutrition Business Journal* (NBJ) **"Herbs and Botanicals Report"** shows that 2018 brought a whopping 108% growth to the CBD marketplace, followed by 89.8% growth in 2019. Although this growth has slowed since its explosion on the wellness scene, it continues to trend and has become a mainstay for many wellness seekers. In fact, a **2022 NBJ survey** asked consumers how their Hemp/CBD use compared to pre-Covid. Results showed that 39% of consumers responded, "I use about the same" with 26% reporting "I use more." **2022 Brightfield Group data** shows that 25% of millennials use CBD multiple times a day and nearly 20% use it daily. Millennial CBD purchases alone make up 36% of the CBD market accounting for $1.5B of the approximate $4.2B overall market. Estimates put the CBD market at $4.9B by 2026.

Still, even with CBD's strong consumer base, there is room for improvement in educating consumers about what they are ingesting while regulatory guidelines shape up for this new industry. Non-users may be deterred by encounters with subpar products making extravagant claims, or they could harbor concerns >>

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about potential THC inclusion, even in products labeled as "THC-Free." A **new study** authored by Shanna Babalonis, a consultant to one of the world's largest cannabis companies, showed that nearly 1 in 4 products labeled as THC-Free contained detectable levels of delta-9 THC—the cannabinoid with euphoric effects. The University of Kentucky College of Medicine writes, "This accidental use of delta-9 THC could have adverse effects on health and safety as well as potential legal consequences, as delta-9 THC drug test findings could impact employment, military and sport eligibility status." For consumers who are concerned about ingesting even legally allowed, non-intoxicating THC amounts, this news is cause for concern from the average user to athletes.

When choosing CBD products, it's critical to seek out brands that take product development and testing seriously, and are transparent about what is—and isn't—found in their products. Charlotte's Web has been a trusted brand in the CBD marketplace for more than 10 years. And, to address these consumer and athlete product concerns, they created a truly one-of-a-kind product: ReCreate, a line of NSF Certified for Sport® CBD gummies. NSF Certified for Sport® guarantees that the product has undergone rigorous quality testing, ensuring its safety, cleanliness, purity and freedom from unsafe levels of banned substances, ultimately offering a worry-free experience to all users. This launch comes at the release of the first-of-its-kind, exclusive ReCreate x *Major League Baseball™* partnership as the CBD sponsor of a major pro sports league. This historic alliance promises heightened visibility for CBD and the ReCreate brand, not just within *Major League Baseball™* clubs but also among millions of enthusiastic fans and consumers.

With average consumers and pro athletes alike searching for ways to sleep better, recover more quickly and focus better, the new ReCreate gummies make it easy to achieve these goals without the typical worry that can come with other CBD products or lesser quality dietary supplements. These gummies combine NSF Certified for Sport® broad-spectrum CBD with functional ingredients like beet root, tart cherry, organic lion's mane and organic passionflower, making a fully functional blend formulated to help bodies from the inside out. Each ReCreate product is thoughtfully crafted to address specific wellness goals, while leveraging current science and the attention to quality Charlotte's Web is known for. >>





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– FREQUENTLY ASKED QUESTIONS –

Why is the ReCreate by Charlotte's Web partnership with *MLB™* so monumental?
Major League Baseball™ is the first major professional sports league to form a sponsorship agreement with a CBD company and ReCreate by Charlotte's Web becomes the first CBD line worthy of this coveted partnership. This strategic partnership opens increased CBD visibility and education to *MLB™*'s professional athletes, millions of fans and communities.

What does NSF Certified for Sport® mean and why is it important?
"Certified for Sport®" is the gold standard certification granted by the NSF—a 75-year-old independent global organization that exists to protect public human health and safety. The organization performs tests and develops standards to help educate consumers on which health-related products are safe for consumption. NSF's Certified for Sport® certification ensures that the product has been tested for 280 banned substances, there are no unsafe levels of contaminants, all contents match its label and it was manufactured at a cGMP-compliant facility.

NSF's rigorous approval process that brought the two legacy brands together fills a major gap in the sports channel for an NSF Certified for Sport® portfolio of CBD products for players and consumers demanding safe, natural options. It reassures athletes, teams and sports leagues that this product is safe, clean and unadulterated, and perhaps most importantly, that it contains no banned substances.

Although CBD provides many powerful benefits, some individuals such as athletes avoid CBD because they're worried that it might cause them to fail a drug test. With NSF Certified for Sport® products (meaning Charlotte's Web must show that product contains less than 50mcg of THC per serving), consumers can rest assured that using these products will help them avoid that risk while receiving the incredible benefits of CBD (if consumed at the recommended daily dose).



What flavors do the products come in?
New ReCreate gummies come in four flavors, each targeting something different. Brain Support Gummies come in yuzu citrus flavor and combine organic, broad-spectrum CBD with lion's mane; Endurance Gummies are passionfruit flavored, combining organic, broad-spectrum CBD with beet root; Rest Gummies blend organic, broad-spectrum CBD and passionflower and are blueberry flavored; finally, Muscle Recovery Gummies are flavored with dark cherry and combine organic, broad-spectrum CBD with tart cherry. ReCreate's flagship product, Daily Edge, is a mint chocolate flavored tincture that's perfect for broad-spectrum support.

Will there be more products in this launch?
ReCreate by Charlotte's Web plans to launch new SKUs to support professional and recreational athletes in the year ahead

Is Charlotte's Web partnering with any other athletic leagues?
Along with *Major League Baseball™ (MLB™)*, ReCreate by Charlotte's Web is the official CBD of the Angel City Football Club (ACFC) and the Premier Lacrosse League (PLL). These forward-thinking partnerships will allow Charlotte's Web to continue to trailblaze the future of professional sports by prioritizing the well-being and recovery of professional athletes and their fans.

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