



## CBD+ AUGUST CHALLENGE

### WIN FREE CBD+ FOR 1 YEAR! (1 BOTTLE EVERY MONTH)

Every day in August we'll be giving away a one-year supply of CBD+ for FREE!

**How to get in the game:** Enroll 1 new Customer or Brand Partner = 1 entry for every bottle of CBD+ he/she purchases in their initial order. Ex: 4-pack = 4 entries

### GETTING DOWN TO BUSINESS

CBD is the hottest ingredient in the health and wellness industry right now, and Purium's CBD+ offers the best value in the marketplace. This means it's a great product to use as a conversation starter. If they already love their superfoods, bridge them to CBD.

#### Why do people need CBD+?

- Stress
  - Worrisome or rapid nervous thoughts
  - Trauma
  - Situational issues like work, family or financial distress
- Pain
  - Physical
  - Emotional
- Sleep
  - Trouble falling asleep
  - Night-long restlessness

#### The market growth and income potential of CBD

- The success of the 2018 bipartisan "Farm Bill" (Senate vote 86-11) contains provisions to legalize the cultivation, processing and sale of industrial hemp.
- The FDA approved a purified form of cannabidiol (CBD) to treat seizures associated with two rare, severe forms of epilepsy in patients two years of age and older.
- Due to CBD's effective benefits in the health and wellness industry, economists project that the CBD market will grow to over \$2 billion by 2020.



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### SHARING CBD+ VIA TEXT MESSAGE

While it depends on your prospective Customer or Brand Partner, as well as your own personality, here is a basic structure with examples to use. Make it conversational, educational and, most importantly, your own!

#### Step #1

**Text 10 people every day with one of these magic questions:**

“Have you ever tried CBD?”

“Have you ever heard of CBD?”

“What do you know about CBD?”

“How do you cope with...?”

- o Stress
- o Pain
- o Sleeplessness

#### Step #2

**Reply with marketing tools:**

“I just started taking CBD and wanted to share...”

- o CBD Video
- o CBD Information Sheet

#### Step #3

**Follow-Up: Share Your Story**

“It used to take me an hour to fall asleep, now it only takes 10 minutes tops!”

#### Step #4

**Help Them Order (or Enroll) & Get Started Right**

“You should try it! I have a \$50 Gift Card for it and it has a 60-day money back guarantee. Check out [puriumcbd.com](http://puriumcbd.com)!”

#### Step #5

**Help Them UPGRADE to Brand Partner**

“Want you share it, too? For only \$199, you can get unlimited Gift Cards for a year!”

These statements have not been evaluated by the FDA and are not intended to diagnose, treat, cure or prevent any disease. Most work-place drug screens and tests target delta9-tetrahydrocannabinol (THC) and do not detect the presence of Cannabidiol (CBD) or other legal natural hemp based constituents. Even though our products contain less than .3% THC by dry weight (Federal Legal Limit), studies have shown that ingesting Full Spectrum CBD can cause confirmed positive results when screening urine and blood specimens. Accordingly, if you are subject to any form of employment drug testing or screening, we recommend (as does the United States Armed Services) that you DO NOT take our products. Before taking our products, consult with your healthcare practitioner, drug screening testing company or employer. This website requires you to also be at least 18 years or older to purchase our products.