

LIFE CBD

Partner Marketing Kit

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Hello, partner!

We're excited to be working together to supercharge your products with LIFE CBD. The world of cannabinoids is new for many and there are some details that are important to get right when talking about CBD. This guide is designed to help you promote your LIFE CBD-infused products accurately and confidently.

How to talk about CBD

What is CBD?

Cannabidiol, or CBD, is a natural, non-intoxicating extract from the hemp plant. It helps balance our body's endocannabinoid system, which is linked to stress, pain and inflammation.

Notes:

- We find it is best to talk about CBD coming from hemp rather than the cannabis plant as there are still some lingering misconceptions.
- People sometimes incorrectly say "CBD is not psychoactive" (meaning it doesn't alter the mind), but this isn't true. It can absolutely alter your mood, but it is non-intoxicating (meaning it won't make you feel high).

Is CBD legal?

CBD is legal in Hong Kong as long as it complies with government regulations. CBD can be distributed, sold and consumed as a food product if there are no traces of THC or other banned cannabinoids.

How do you ensure the CBD you use is legal in Hong Kong?

The first way we ensure our products are legal is by using CBD isolate. As the name suggests, CBD isolate contains only CBD and no THC or other cannabinoids. Some products in the market claim to be made from full-spectrum CBD. This indicates they contain small amounts of all parts of the plant, which means they can have trace amounts of THC. This is not legal under current Hong Kong law.

The second safeguard we put in place is that every batch we produce is tested by a third-party laboratory to confirm exactly what is and isn't present in our products. Certificates of Analysis, also known as COAs, are available on our website and we can also provide batch specific results to you (our partners) upon request.

What are the health benefits of CBD?

CBD has been a key part of Chinese medicine for centuries. Today there are growing bodies of research that find it plays a role in improving sleep quality, moderating stress, easing pain and reducing inflammation.

For our modern high-stress society, CBD provides a holistic and natural aid in rebalancing the body and mind.

Notes:

- Talking about the health benefits of CBD is tricky. While research is steadily growing, it is still difficult to make many definitive health claims.
- Avoid using phrases like “CBD cures” and “CBD treats” and instead say “CBD can help with...” or “CBD plays a role in improving...”.
- Another nice way to talk about the benefits of CBD is through the lens of your customers, “Our customers tell us CBD helps them with...”

How to talk about LIFE

How to write LIFE

- LIFE is always written in all caps.
- Our brand name is simply LIFE, but you can also write LIFE CBD if it is helpful for context. Do not write LIFE Pure CBD.

How to talk about LIFE products

Pure LIFE™ is a pure CBD isolate powder, extracted and distilled from the hemp plant. It is flavourless, odourless and dissolves easily into oil and alcohol-based products.

It is [GMP](#) certified, Kosher, non-GMO and vegan.

Liquid LIFE™ is a water-soluble CBD that dissolves easily into a huge range of beverages. From tea to juices, coffee and cocktails, it's perfect for all your favourite drinks from day to night. It is made using small particles of CBD, which means you feel the effects faster and more of the CBD is absorbed by your body than with regular isolate-based products.

It is gluten-free and allergy friendly, [GMP](#) certified, Kosher, non-GMO and vegan.

Solid LIFE™ is a water-soluble CBD powder that has no impact on taste. It is made using small particles of CBD, which means you feel the effects faster and more of the CBD is absorbed by your body than with regular isolate-based products.

It is gluten-free and allergy friendly, [GMP](#) certified, Kosher, non-GMO and vegan.

What's the relationship between LIFE, Found and Felix & Co?

LIFE is owned by [Altum International](#), a cannabinoid company born from its founders' desire to bring the life-changing benefits of cannabis back to the Asia-Pacific. Also part of the Altum family are [Found](#) and [Felix & Co](#).

While there is often crossover (for example, Found sells both LIFE and Felix & Co products), they are three distinct brands serving unique market needs.

Please help us maintain brand distinction and clarity by not confusing our brands or referring to them interchangeably in marketing materials.

How to market your LIFE-infused products

In-Store

CBD is rapidly growing in popularity in Hong Kong, so be loud and proud that you are offering CBD infused products or services.

Many of our partners promote this using in-store signage and by adding a 'Made with LIFE' ingredient label or flag onto their products. This has shown to be a simple yet powerful way to harness the collaboration without the need to change your existing packaging.



[Download 'Made with LIFE' ingredient labels from our Media Centre](#)

Online

Hashtags are a great way to get extra visibility for your social media posts. The hashtags we commonly use are:

#LIFEcbd	#CBD	#CBDlife
#pureLIFE	#CBDinfused	#CBDlifestyle
#liquidLIFE	#CBDbenefits	#CBDproducts
#solidLIFE	#CBDwellness	#CBDcommunity
	#CBDhealth	#CBDmovement

Tag us when you talk about your LIFE infused products (@LIFEcbd.asia on [Facebook](#), [Instagram](#) and [LinkedIn](#)). We love to see LIFE in action and often reshare posts for extra visibility.