

Pure Craft Fact Sheet

What is nanotechnology?

Nanotechnology (nano for short) is the manipulation of matter on an atomic, molecular and supramolecular scale. It is at the forefront of scientific research because it offers the prospect of revolutionizing many areas of applied health science, ultimately creating the potential for disease cures and more effective delivery systems for plant-based medicine such as curcumin from turmeric, resveratrol, CoQ10 and various cannabinoids from the cannabis and hemp plant. Our partnered scientists at Pure Craft have been working diligently in the lab for the last seven years testing and formulating nano nutritional products. They have carefully crafted some life-changing products that will radically alter how we approach our health and our habits.

Why is Nano CBD better?

Nano CBD is better simply because of bioavailability. Bioavailability is an important aspect to keep in mind when it comes to supplementation. The main advantage of nano CBD supplements is its higher absorption rate of the active substance. These nano-spheres protect the active substance from gastric juices from the stomach, thereby preventing their degradation. They are also able to increase their absorption in the intestine. Nano CBD has up to five times the absorption of non-nano competitors. And with this unique Nano technology, extraction process and absorption characteristics, our products are dramatically more effective than non-nano products. Studies show that pure CBD in its common form is only 18% absorbable. Our nano CBD is almost 90% absorbable.

Why is Pure Craft a better CBD company than other CBD companies?

Tight quality controls and consistent manufacturing—All products are manufactured in a GMP compliant facility that is also FDA registered.

Pharmaceutical grade—All products are produced following the strictest guidelines and quality control measures allowing us to call them pharmaceutical grade.

Highest purity—All products contain no binders, fillers, excipients, dyes or unknown substances.

Consistency—All CBD comes from the same strain which ensures uniformity. Plus, CBD oil comes from the exact same extraction process in the same facility ensuring a product that's reliable, predictable and effective.

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Rigorous and thorough standards—Every CBD oil batch is tested in house and then by a third party for complete transparency to ensure products are the highest quality available without any metals, pesticides or THC.

Proudly grown in the U.S.A. and organic—Many CBD companies grow their products overseas and manufacture and process them domestically. Pure Craft holds itself to rigorous farming standards and oversees every step of the production process to deliver high-quality products that are responsibly made.

What’s the difference between Pure Craft CBD Oil and Regular CBD Oil?

Pure Craft CBD Oil has up to 90% absorption rate, whereas regular CBD oil has only up to 20% absorption rate. Pure Craft CBD oil has much faster absorption due to nano-emulsified CBD particles that integrate into the body more rapidly than regular CBD oils. The faster absorption rate bypasses the first-pass effect, an effect which destabilizes and reduces CBD concentration. Without the first-pass effect, concentration rates remain stabilized and high when they reach the body.

How important is it to choose the right hemp and cannabis farmers?

It’s critically important to find hemp and cannabis growers who understand the importance of genetics and hybridization in regard to cultivating premium hemp biomass. This is not just about watering a plant and watching it grow. Pure Craft products are made following the strictest guidelines and quality control measures which is why its products can be categorized as pharmaceutical grade.

What does “seed to sale” mean?

“Seed to sale” means that a company monitors the entire process of creating and producing hemp plant extracts and cannabinoids to ensure the highest quality of what the consumer ultimately purchases. This involves working with the best and most highly informed and educated farmers, working with expert researchers and scientists in the industry, and managing the process of production through all stages. Many companies buy product from outside sources and just put it in a container with their label on it. Pure Craft starts at the seed level, monitoring the plant farming and every part of the process until the product is packaged and ready for the consumer.

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