

# DO YOU BELIEVE YOUR PRODUCTS ARE CLEAN, SAFE, AND EFFICACIOUS?

Get the physician-backed endorsement and  
rise your product above the crowded market.



**PHYSICIANS  
TRUSTED  
QUALITY VERIFIED**

[WWW.PHYSICIANS CBD COUNCIL.COM](http://WWW.PHYSICIANS CBD COUNCIL.COM)

**GREAT BRANDS AND THE INDUSTRY ARE  
IMPACTED BY THIS CROWDED  
UNCHECKED MARKETPLACE.**



## **RISE ABOVE THE MARKET CLUSTER**

The Physicians Cannabinoid Council believes great products and brands should be evaluated and identified by a trusted third party, for the safety of consumers and for the benefit of the industry in general.

Today, the market is unfortunately flooded with products that are not trustworthy and put consumers at risk.

- Fake products without potency or CBD
- Tempered Certificate of Analysis (COA)
- Labels that are not accurately reflecting their content or dosage
- Higher THC content than acceptable
- Products containing toxic chemicals, mold, etc.

## **LET'S BRING CLARITY AND SAFETY TO CONSUMERS**

### **SURVEY SAYS: CONSUMERS TRUST PCC'S SEAL**



**89.5% of people said YES** they would be inclined to buy a product bearing the **Trusted Quality Seal**

**87% declared to have a low understanding** or awareness of what products contain, and are not at ease with understanding **Certificate of Analysis (COA)**.

Survey to consumers conducted by the PCC and Mace Media Group in 2022

### **QUALITY VERIFIED AND TRUSTED SEAL ENDORSEMENT**

The PCC Seal is awarded and supported by leading medical experts in fields like research, general practitioners, pharma, dermatology, traumatology, and chemistry, just to name a few; making it the most trusted badge to apply on a product.





## BENEFITS HIGHLIGHT

- Product bears the consumer trustworthy Physicians badge
- Brand rises above the crowded market
- Seal brings Immediate status and deserved recognition
- Trust factor translates to incremental sales & conversion
- Brand awareness/exposure/PR Value is carried through the PCC activities, speaking engagements, trade shows, etc.
- Brand is listed with backlinks on the PCC website
- Usage right of the seal on certified products, marketing campaigns, and online/offline presence
- Low cost of certification vs high rewards
- Opportunities to be invited on Podcast, blogs, trade fairs, etc.



*\*Lab testing is done by third-party labs selected by the PCC and the test panel follows California standards, regardless of the states in which the product is sold. The test is done on the final product and not just the cannabinoid compound. Verification of the manufacturing facility certification does not require a physical visit to the location.*

The PCC has decided to step-in to not regulate, but instead evaluate quality, and verify product claims for the safety of consumers, and for the benefit of the industry.

## WHAT WE EVALUATE AND REVIEW

- Origin of plant
- Extraction method
- The legitimacy of the company
- GMP manufacturing certification\*
- Label claim
- Other integrated ingredients
- Lab Results of final product testing\*
- Efficacy trial under PCC control (optional)

## OPTIONAL PACKAGE: PRODUCT EFFICACY TRIAL

### Use data as an incremental layer of differentiation

We offer companies who received the Trusted Quality Seal, the possibility of conducting a "Product Performance Evaluation"; Real-world data to evaluate the use, and efficacy of your products. Up to 500 volunteers participate, under the PCC's direction. The evaluation is monitored via the MoreBetter app. See details on our website or contact us.

## OUR PROMISE TO THE MARKET: UNBIASED MODEL

- Integrity and transparency
- Education and market awareness
- Promotion to consumers and doctors
- Collaboration for the advancement of research
- No sale of CBD or other cannabinoid products on the PCC website
- Random cross-check of partners and products
- No favoritism\* or special treatment
- No personal endorsement of products by the reviewing committee\*

*\*If any PCC council members have branded products, they cannot be part of the review committee and their products would be put through the same process and evaluation as any other clients.*

## COST OF CERTIFICATION PROGRAM

### **Certification Package Cost:** \$2,100

- a. Certification application and review: \$600
- b. Lab Testing, ingredients label review & report: \$1,500

*Bundle discounts for multiple product certifications. Contact us for details.*


### **Optional Package Offer: Product Efficacy Trial:** Starting at \$12,800

Exclusive to certified brands: "Product Efficacy Evaluation"; Real-world data on use, performance, and quality of your products. See the website for details.

## GET STARTED: APPLY FOR THE PCC TRUSTED QUALITY SEAL

Register your interest at [physicianscbdouncil.com](https://physicianscbdouncil.com). Evaluation of products is done in the same order as the reception of applications. We expect a high demand for this program, hence the earlier you whitelist your interest, the better your chance to be part of the first comers to market.



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### Our Partners and Collaborators

