# Press Release:

**Subject: The Market for CBD Products Is Like the “Wild West” – AmourCBD Is Out to Change That***“AmourCBD is doing CBD products right, while others are cutting corners and shortchanging customers,” says founder and CEO Edward Donnelly.*

Ever since the 2018 Farm Bill changed the classification of hemp from a controlled substance, like marijuana, to an agricultural commodity, hemp-derived CBD (cannabidiol) products have been popping up everywhere, in cosmetics, dietary supplements, food, drugs, and pet food, among others. Widely praised as a pain-relief remedy in the media and through word-of-mouth, the [*Harvard Health Letter* reports](https://www.health.harvard.edu/staying-healthy/answers-to-the-top-questions-about-cannabis-extract) CBD also shows promise for treating anxiety, insomnia, and other behavioral problems.

Even the [FDA said it](https://www.fda.gov/news-events/public-health-focus/fda-regulation-cannabis-and-cannabis-derived-products-questions-and-answers#approved) “recognizes the potential therapeutic qualities cannabis-derived compounds could offer.”

But here’s the rub: Many readily-available CBD products are of sub-standard quality, produced in unregulated factories, contain adulterating substances, including trace amounts of THC and other undesirable chemicals from hemp grown in foreign countries with questionable farming practices.

“People don’t know what they are getting. That’s why it’s like the ‘Wild West’ out there,” says Ed Donnelly, founder and CEO of [AmourCBD](https://amourcbd.com/). “We are out to bring some ‘law and order’ to this soon-to-be [$20 billion market](https://bdsanalytics.com/u-s-cbd-market-anticipated-to-reach-20-billion-in-sales-by-2024/). We do CBD right– Made from 100% American organically-grown hemp and with absolutely no THC. Further, our Amour CBD Cream is manufactured in an FDA-regulated facility, which no other brand can claim. We are the trusted authority in medical-grade CBD pain-relief cream and dietary supplements.”

AmourCBD’s “No THC” promise is especially important for consumers. THC is the psychoactive substance in cannabis and to a lesser extent in hemp – It causes the marijuana “high.” The FDA current allows CBD products to include up to .3% THC, but even that amount can be detected in blood and urine tests, which the Drug-Free Workplace Act 1988 requires of many employers. Unknowingly people who consume less responsible CBD brands can put their careers and health benefits at risk. That will never happen with [AmourCBD](https://amourcbd.com/about-us/).

Donnelly has the medical background and business experience to make AmourCBD the most trusted authority in CBD products. Trained as a registered nurse who served in a hospital burn unit, he found his niche when he crossed over into medical equipment sales. He rapidly rose into increasingly responsible positions to become president of AbilityOne/Patterson Medical, a $300m diversified healthcare company and on to CEO of DynaVox where he spearheaded an IPO creating a $450m market cap company in 2010.

AmourCBD, as its name implies, grew from Donnelly’s love for his family. His nine-year-old granddaughter faced a life-threatening health crisis, which required heart transplant surgery with another one pending. His wife’s chronic pain from a back injury and arthritis led him to apply his medical product development background to the promising field of CBD products.

“AmourCBD comes from the heart and that is what our name means. Amour is French for love,” Donnelly continues. “My wife discovered CBD worked miraculously to relieve her pain, but then I looked into it. I found very little FDA oversight and the products smelled terrible-- like grandma’s castor oil. They also contained an unknown amount of THC, and the hemp was grown overseas with pesticides and other harmful chemicals. So we decided to do it right to the highest medical standards, including working to exceed current FDA guidelines.”

“AmourCBD is the only available CBD-product line that gives people all the good stuff they want and need with none of the bad stuff,” Donnelly says. “We are at the forefront of medical-grade CBD products because of our regulatory consideration and commitment to the anticipated higher standards of regulatory oversight that is sure to come to this category,” he says.

“We invite people to give themselves some love with a brand they can trust, AmourCBD.” And as with all over-the-counter medication, Donnelly says, people should consult their primary care physician before starting treatment.

The medical-grade, from-the-heart AmourCBD product line includes:

* **AmourCBD Cream**

AmourCBD advanced pain-relief odor-free cream provides localized treatment with absolutely no THC. Enhanced with lidocaine for rapid pain relief, it absorbs quickly to deliver 200mg of the highest quality broad-spectrum CBD into joints and muscles.

This is the only FDA registered CBD cream with the most effective active ingredient lidocaine. In addition, it is the only CBD cream available today that is manufactured in a FDA-registered facility to assure quality, safety, and purity of the AmourCBD cream.

* **AmourCBD Soft Gels**

For systemic relief, AmourCBD Soft Gel capsules contain 25mg of water-soluble hemp oil along with naturally present terpenes in an easy-to-swallow, tasteless form. Taken internally, the CBD delivered in these soft gel capsules interacts with specific receptors located within different parts of the body. And laboratory tests confirm they have no THC.

* **AmourCBD Gummies**

Natural fruit-flavored AmourCBD Gummies are another way to get systemic relief in chewable form. Infused with 10mg of broad-spectrum CBD, they have all-natural coloring and fruit flavors of lemon, grape, and orange with no artificial sweeteners or THC. The gummies can be combined with AmourCBD Tincture Oils morning and night to maintain desired CBD effectiveness throughout the day.

* **AmourCBD Tinctures (500mg. and 1,500mg. CBD)**

AmourCBD Tinctures deliver CBD-systemic relief faster than the soft gels and gummies because these tasteless tincture oils are applied under the tongue, bypassing the digestive system. These tinctures are created using broad-spectrum 0.0% THC hemp oil, diluted with hemp seed and grape seed oil. Available in two dosages -- 500mg CBD or 1500mg CBD – the tinctures can be applied topically as well.

“While others use flavors in their oils, we refuse to go down that path and use only pure organic, natural, and tasteless oils without any artificial flavors,” Donnelly affirms.

Visit AmourCBD website to order and learn more about how AmourCBD is doing CBD right. <http://www.amourcbd.com/index.html>