

## FOR IMMEDIATE RELEASE

### CW HEMP INC., MAKERS OF CHARLOTTE'S WEB™, LAUNCH CW™ PAWS FOR DOGS

Boulder, CO (Feb 27, 2017) – CW Hemp, makers of the world-renowned Charlotte's Web™ hemp extract cannabinoid oils, announced today the launch of their CW™ Paws line of canine products.

*"The National Institute of Health has a patent, 6630507, that is titled 'Cannabinoids as Antioxidants and Neuroprotectants',"* said Ashley Grace, Chief Marketing and e-Commerce Officer for CW Hemp, *"so clearly many believe there to be very positive results from use of a trusted, natural hemp cannabinoid supplement. Many of us at CW have dogs and have been giving them Charlotte's Web for years, so we thought it was time to create a product especially for dogs and to do so while featuring the amazing mind brightening benefits of MCT."*

Made with non-GMO proprietary CW whole-plant cannabinoids, terpenes, flavonoids, and MCT oil, CW Paws has a variety of potential benefits for dogs. Particularly, those looking to help their dog maintain cognitive function, be more calm, or to assist normal hip and joint mobility should consider adding CW Paws to their dog's diet.

Dr. Gotchey of Steamboat Veterinary Hospital adds, "In our experience, Charlotte's Web Hemp Oil is remarkable in its ability to help with pain/inflammation and neurological cases, but results cannot be over-promised."

Charlotte's Web works by activating the dog's Endocannabinoid System (ECS), a vast and vital receptor system that regulates *homeostasis*, the body's internal state of equilibrium despite external ups and downs. Homeostasis is illustrated by things such as body temperature, immune system response, blood-sugar balance, etc and is generally kept in check by the body's own production of endo-cannabinoids. However, when this system falls out of balance, either through genetics or environmental stresses, including food, water, and air, health and wellness is exacerbated. Fortunately, CW Paws organically supplements the canine ECS with natural hemp phyto-cannabinoids, which fit into the canine ECS receptors like lock and key; helping to facilitate homeostasis.

The CW Paws products feature proprietary Charlotte's Web hemp genetics drawn from all over the world and refined by Colorado's Stanley Brothers through their reliable, expert breeding techniques. Charlotte's Web hemp is naturally grown on US family farms and the extract oil is manufactured in an FDA registered facility in Boulder according to 3rd party certified Good Manufacturing Practices – all directly overseen by the Stanley Brothers family to ensure only the highest premium quality and consistency.

After gaining global celebrity as the “low-THC medical marijuana” product first used by Charlotte Figi in Dr. Sanjay Gupta’s CNN documentaries, the 2014 US Farm bill enabled Charlotte’s Web to be classified as “industrial hemp.” This opened doors for the company to serve a variety of wellness needs under its purpose to empower a better quality of life. To that end, CW Hemp donates a portion of all sales to their partner non-profit, Realm of Caring (RoC), who is working with Johns Hopkins University and others to research the potential impact that cannabinoids could have on inflammatory conditions such as anxiety, chronic pain, diabetes, brain trauma, and many others.

About CW HEMP: CW Hemp is the exclusive provider of Charlotte's Web, the World's Most Trusted Hemp Extract™. Founded by the Stanley Brothers of Colorado, CW Hemp leads the industry in quality, safety, consistency and social responsibility to improve thousands of lives daily through the use of Charlotte's Web. Visit [www.cwhemp.com](http://www.cwhemp.com) for more information.

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