



Interview Paul Benhaim / CEO Elixinol



Paul is considered an expert in the industrial hemp industry and frequently presents at industry conferences globally. He has also played a role in shaping regulation around cannabis laws.

Elixinol Global Limited through its businesses has a global presence in the cannabis industry including hemp-derived CBD dietary supplements, food and wellness products, as well as the cultivation and manufacture of medicinal cannabis products. Elixinol Global's businesses include:

Thank You Paul for giving us the opportunity to interview you.

The Mission of - The Body -

Through education, building trust and transparency, we want to help the consumer to get an objective view on CBD and we want to help to assert reputable and high-quality products on the market.

1. What's your opinion about the WHO recommendation to the UN?

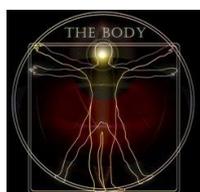
The (WHO) released new recommendations regarding CBD products made from industrial hemp, now recommending that CBD products containing less than 0.2% THC be completely removed from international drug control conventions and 100% excluded from the controlled substances schedule. The Committee also recommended that a footnote be added to Schedule I of the 1961 Single Convention on Narcotic Drugs to read: Preparations containing predominantly cannabidiol and not more than 0.2% of delta-9-tetrahydrocannabinol are not under international control.

This is an incredibly important worldwide distinction for full-spectrum CBD extract made from industrial hemp. While the 2018 Farm Bill opened wider access to hemp CBD extracts in the United States, hemp regulations still vary on an international level. So if the WHO's recommendations are followed, we could see hemp CBD become more accessible than ever—on a worldwide level.

2. What should consumers take into consideration when buying CBD?

Many consumers are still learning about CBD. It's important they learn about it and know the right questions to ask before purchasing:

1. Is the hemp source organic? Purchasing organic CBD oil ensures that you get the purest, cleanest product possible.
2. Are independent certificates of analysis available on the product? Product purity is vital when it comes to what you put in or on your body. Contaminants can affect the quality and effectiveness. Before you purchase CBD oil from any source, you need to ensure that it is free of mold, bacteria, pesticides, and heavy metals. Before we ship from our manufacturing facility all of our products undergo rigorous testing. Then we use advanced HPLC (HPLC-DAD) equipment, in leading labs, to confirm the results.



3. How is the hemp processed? Carbon dioxide (CO₂) is often used in the extraction process for high-quality CBD. This is the extraction method that Elixinol uses and is considered greener than other methods such as fossil fuel-based extraction. It is also less toxic.
4. Is the product full-spectrum? A CBD oil that is labeled "full spectrum" means that the whole plant was used in its production. This full-spectrum approach is far preferable to the isolate form of the oil.
5. What other ingredients are in the product? You may notice that your CBD oil has a list of "other" ingredients in addition to CBD. Not only is this perfectly normal, it is preferred and necessary to ensure that you get the highest-quality product possible. Each of the other ingredients has a specific job, whether it's making the product easier for your body to absorb, more palatable, or easier to blend. We know how to extract, process and formulate the ingredients we carefully select, without resorting to synthetic chemicals. Elixinol maintain a strict policy of no GMO products whatsoever.

3. Do you think CBD can be an asset for professional sports athletes?

Many athletes who play contact sports turn to CBD for the anti-inflammatory properties they believe are much more effective than traditional medicines. CBD taken either topically or orally can be used to support the reduction of inflammation and pain, which in turn improves recovery time. I'm not the only one who believes in the benefits of CBD for athletes - a growing number of sports governing bodies and professional leagues are now also recognizing the benefits of CBD and allowing their athletes to use it before and during competitions. In 2017, the World Anti-Doping Agency (WADA) and the United States Anti-Doping Agency (USADA) updated their prohibited substance lists, removing CBD. Today, many athletes use CBD as part of their training regimen, this includes Olympic athletes, World Cup Players, UFC fighters, boxers and bodybuilders. Last year, the BIG3 announced their players would also be allowed to use CBD, marking the first professional sports league to do so. I believe we will continue to see more sports leagues removing CBD from their prohibitive substance lists, as information on the benefits continue to increase.

4. What's your prediction for the global CBD market in 2019?

2019 will be the first full year that CBD is legal in the U.S. Obviously, within that market, we are all waiting to hear from the FDA, which will provide more clarity and confidence to consumers on how to consume CBD. Regardless of the forthcoming regulations, it's going to be an explosive year for growth in the category and competition will continue to skyrocket. We will continue to see a lot of innovation in products made with CBD, such as our latest introduction of CBD Powders. Working with governments who invite me to come and advise them on policies for changing hemp legislation allows me to see into the future and I see a hemp-friendly world, where we will see more hemp products in different cultures.

5. What can the consumer in Europe expect from Elixinol in 2019 in terms of product availability?

Elixinol's European customers are getting their CBD from trusted and true farmers with generations of experience growing organic hemp.

A lot of people think that an Elixinol order will take weeks to receive because Elixinol's core operations are in the US. In fact, we are able to fulfill and ship items within days from our European operations.

6. At The Body we have a slogan " Turning a Stigma into a Hype"

We believe that besides the laws and regulations, an image change is needed in order to eliminate the "fear and preoccupation " towards CBD. How do you see the global image of CBD now and how would you like to see it in the future?

There's no question that there's still hesitancy and misunderstanding around CBD. That said, we've come leaps and bounds from where we've been. There's a real interest and growing consumer demand across health and fitness, general holistic wellness and even beauty industries. Industry leaders like Elixinol need to not only be meticulous about transparency and traceability, but absolutely relentless when it comes to educating the consumer about CBD and the fact that it *is* safe, it *is* good for me, it *is* easy to incorporate into my existing wellness routine. If we as an industry can continue to band together and speak that message, that, paired with clarity from regulatory bodies like the United States' Food & Drug Administration, will help us see the type of industry growth we're all hoping for.

7. What's your opinion about the current Novel Food status of CBD?

Around the globe we are continuing to see confusion and misunderstanding of CBD. The updated EFSA guidance on cannabinoids which now states that all food products using any cannabinoid should now have special authorization under EU "novel food ingredient" regulation is a great example of this. Instead of embracing the benefits of CBD, governments are trying to instill fear and confusion with consumers. Over time, my hope is that governments will educate themselves on CBD and update these regulations.

8. Do you think hemp can be a serious "challenger" for cotton in the textile industry?

Hemp is very much a contender in the textile industry. Even more so since the passing of the 2018 Farm Bill in the United States. In fact, just last week, Levi's announced a partnership with a sustainable fashion brand to produce a hemp - cotton blend using the recently legalized crop. We'll certainly start to see more textile companies trying their hand at hemp, but it doesn't come without its challenges. Though hemp is very durable, it can be rough and scratchy, so this sort of hybrid hemp - cotton material is a very interesting approach and one that I think we'll see more of.

Thank You Paul Benhaim

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