



RESILIENCE

RISE. RECOVER. REPEAT.

WELCOME TO THE **RESILIENCE CBD** AMBASSADOR GUIDE

At Resilience, we believe that CBD is an incredible and underutilized resource for athletes, fitness aficionados, and individuals searching for overall wellness. We have spent years researching and working with experts to develop the best proprietary formulas that maximize the effectiveness of CBD and we want to educate people on the incredible benefits CBD can have on their lives when used effectively. That's why we want you to pioneer the Resilience movement with us and our unstoppable community.

RESILIENCE AT ITS CORE



Sean and Mike, Resilience's co-founders, had a deep connection with CBD. Sean, a former Navy SEAL, and Mike, a former Army Officer, experience the profound benefits of CBD after their time in the military and it personally helped them both to overcome their toughest days. From that point forward, they made it their mission to create the best CBD products in the world and help as many people as possible.

They knew from day one they didn't want Resilience to just be about it's CBD products. They set off on a mission to start a movement of people inspiring people, they wanted Resilience to be bigger than word, bigger than a product. They wanted Resilience to become a community of people inspiring one another to crush their, achieve their impossible, and climb their personal Everest. The community has grown, the mission has been embodied by so many people, and our arms are open to invite everyone who wants to spread inspiration and love to join.

COMMITTED TO PREMIUM QUALITY CBD PRODUCTS



At Resilience, we take great pride in only using organic, GMO-Free hemp that is free of pesticides, heavy metals, herbicides, and harsh chemicals.

We're dedicated to quality and transparency, which is why we send all of our products to a third-party lab to test and guarantee the quality, concentration, and consistency of every formula we produce. We then publish those results on our site for all to view because we know that not all CBD is created equal and we want our customers to feel confident entrusting us with their health and wellness journey. We carefully and thoughtfully select every ingredient in our formulations to deliver a balanced concentration of wholesome cannabinoids to promote health, happiness, and vitality.

We are committed to staying on the cutting edge of developing the most innovative products in the CBD industry. We are constantly looking to discover more effective integrations of CBD supplements that will help you push your body's mental and physical limits while maintaining the necessary balance.

THE BENEFITS OF / RESILIENCE

- Extracted from select, organically-grown, domestic hemp
- Free of pesticides, heavy metals, herbicides, harsh chemicals and GMOs
- Non-psychoactive
- Third-party lab tested for quality and consistency plus access to every report for verification.
- Enhances workout recovery
- Promotes a sense of overall wellness and wellbeing
- Helps to reduce stress by supporting a general sense of calm
- Assists with maintaining a regular sleep cycle

WHAT WE BELIEVE IN

RECOVERY

As U.S. Military Veterans, we personally experienced the incredible effects of CBD. The outcome inspired us to help others maximize their potential.

EMPOWERMENT

Our cutting edge, premium CBD products empower people to rise to their goals every day by recovering faster. We live to see people defeat their most difficult challenges and rebound after their toughest days.

COMMUNITY

We believe in the power of community and helping one another rise to our goals. It's rising up together that allows us to accomplish things that once seemed impossible.

WITH CBD, MESSAGING IS KEY

CBD has taken off with a lot of companies out there claiming a lot of different things. However, there are certain rules and regulations we must follow when marketing CBD. The most important thing to remember is that the FDA classifies CBD as a dietary supplement that is not intended to diagnose, treat, cure, or prevent any disease or illness. To be safe, please follow these dos and do-nots:

DOs

DO differentiate the Resilience brand!

There are a lot of CBD companies out there. We made our CBD for the active lifestyle to help those seeking a way to improve their overall wellness so that they can crush their goals, and continuously set new ones.

DO express how Resilience CBD can help alter your temporary state or emotion.

Words related to temporary emotions are generally safe (as long as they do not imply disease prevention or treatment) and help inform customers of some of the more subjective benefits they may experience.

“Supports uplifted mood”

“Eases stress”

“Supports focus”

“Targets irritability”

DO talk about the quality and superiority of our product!

“The best CBD oil”

“Premium quality ingredients”

“Third party tested for concentration, quality, and consistency”

DO talk about sensations, or feelings you get from using our products.

Subjective language that is non-threatening to consumers and their well-being is completely fine and will help you safely describe some of the benefits of our products.

“Soothing”

“Calming”

“Relaxing”

“Relieving”

“Invigorating”

DO NOTs

DO NOT mention specific diseases or illnesses on labels or in advertisements.

I.e. cancer, Alzheimer's, fibromyalgia, and mental health disorder

DO NOT make any medical claims and do not recommend a product as a substitute for pharmaceutical therapies.

And if consumers ask for more specific benefits, encourage them to speak with their doctor.

DO NOT use any of the FDA's drug "buzzwords" Such as: diagnose, cure, mitigate, treat, or prevent.

For example, you should not state that a CBD product "may cure depression", however, you can say a CBD product "may lower stress".

DO NOT guarantee results.

It helps reduce liability risks and is always safer to say “CBD may...” rather than “CBD does...”

DO NOT advertise as marijuana-derived CBD

Although marijuana is now legal in several states it remains federally illegal. Therefore marijuana-derived CBD is technically illegal as well. Please stick to “hemp-derived CBD” when speaking about our products.

FULL SPECTRUM CBD OIL



Developed to help everyday athletes recover faster so that they can wake up ready to do it all over again the next day. Our full spectrum oil utilizes all available compounds of the hemp plant that work synergistically with the human body to help promote overall wellness.

FEATURES

- Lemon-lime citrus flavor
- Full Spectrum CBD, contains less than 0.3% THC and is non-psychoactive
- Third-party lab tested for quality and consistency
- Contains MCT oil, a healthy fatty acid that supports cognitive function
- Plant-based Sweetener
- No Sugar, Gluten, or GMOs
- 10mg of CBD/serving per 1mL dropper in 300mg
- 20mg of CBD/serving per 1mL dropper in 600mg

SUGGESTED USE

Shake well and place 1 mL under your tongue for 60 seconds before swallowing. Use one to two times daily and increase usage as needed. For optimal results, use on a consistent daily basis.

ISOLATE CBD OIL

A way for athletes to fuel their goals and crush their excuses. Our Isolate CBD is extracted in its purest form from the hemp plant and is 100% THC-free. This formula contains only 4 ingredients - CBD, MCT oil, natural sweetener, and natural orange flavor



FEATURES

- Orange citrus flavor
- Isolate hemp CBD, 100% THC-free and non-psychoactive
- Third-party lab tested for quality and consistency
- Contains MCT oil, a healthy fatty acid that supports cognitive function
- 10mg of CBD/serving per 1mL dropper in 300mg
- 20mg of CBD/serving per 1mL dropper in 600mg
- Plant-based sweetener
- No sugar, gluten, or GMOs

SUGGESTED USE

Shake well and place 1 mL under your tongue for 60 seconds before swallowing. Use one to two times daily and increase usage as needed. For optimal results, use on a consistent daily basis.

CBD GUMMIES

Our gummies are a delicious and convenient way to get your daily dose of CBD on-the-go. Each pack contains a refreshing assortment of natural fruit-flavored gummies that are packed with 10mg of CBD plus safflower extract to help reduce inflammation and promote an overall sense of calm and wellbeing



FEATURES

- Natural lemon, orange, and grape flavors
- Made from hemp-derived isolate CBD (100% THC free)
- Real sugar, no artificial sweeteners Uses all-natural coloring
- Gluten-free
- Contains 10 mg CBD/gummy
- Uses safflower extract which is full anti-inflammatory properties and is a healthful source of fatty acids.

SUGGESTED USE

Enjoy 1-2 gummies once or twice per day. Increase usage as needed. It's important to note that these aren't snacks! Each gummy contains 10 mg CBD. They may taste great, but they're not meant to be gobbled down by the handful.

CBD SOFTGEL CAPSULES

Packed with 25MG of our broad spectrum, water soluble, nano emulsified CBD (for super-fast absorption!) and 40 naturally-present, synergistic terpenes. These 4 pharmaceutical grade, THC-free, patent-pending formulas are designed to help you overcome everyday obstacles and support you toward performing at your best.



PURE

Broad Spectrum CBD

All the same benefits of our full spectrum oil packed into an easy-to-swallow capsule. Available in both 10MG or 25MG capsules.

REST

CBD + Melatonin

Our broad spectrum CBD plus melatonin to help you sleep better so that you can wake up ready to take on each day.

RECOVER

CBD + Curcumin (turmeric)

Our broad spectrum CBD plus 10MG of curcumin to reduce inflammation in your joints & muscles and help you recover even faster.

RESIST

CBD + Immune Booster

Our broad spectrum CBD plus Dry Yeast Fermentate assists with cellular defense and respiratory support, and releases antioxidants to help boost your body's defense system.

SUGGESTED USE

Fill your tub with warm water, drop in the bath bomb, and step into pure revitalization.

CBD SPORTS CREAM

(Our best selling “Pain Cream”)



Rejoice in the soothing heating and cooling sensations that this long-lasting, therapeutic cream provides after you've put your muscles to work. Our Sports Cream consists of all-natural ingredients that were thoughtfully selected due to their ability to provide fast relief for muscle tension and aid in the recovery process.

FEATURES

- Broad-spectrum, water-soluble CBD oil (100% THC free)
- Third-party lab tested for quality and consistency
- Leverages the soothing aromatherapeutic benefits of Eucalyptus, Rosemary, and Menthol
- Menthol provides heating and cooling sensation that soothes pain
- Contains arnica and camphor oil to help reduce pain and inflammation, boost circulation, and help speed up the healing process.
- Moisturizes and revitalizes skin with shea butter, aloe vera, and coconut oil
- Vegan, free of formaldehyde, mineral oil, parabens, dyes, sulfates, phthalate, and is never tested on animals

SUGGESTED USE

Massage into muscle and joint areas as needed. For optimal impact, apply to targeted areas before and after increased physical activity. Do not apply to broken skin.

CBD BODY LOTION



Designed for daily rejuvenation, relaxation, and nourishment. Our lotion blends the powerful effects of CBD with the uplifting scent of lemongrass plus other natural ingredients that can be applied daily to the body to help muscles relax while keeping skin nourished

FEATURES

- Natural lemongrass scent
- Broad-spectrum, water-soluble CBD oil (100% THC-free)
- Third-party lab tested for quality and consistency
- Contains arnica oil to help reduce pain and inflammation, boost circulation, and help speed up the healing process.
- Nourishes and revitalizes skin with shea butter, aloe vera, and coconut oil. Smooth texture that easily absorbs into the skin and is residue-free

SUGGESTED USE

Apply to areas of the body as needed. For ultimate impact and preventive effects, use before and after increased physical activity. Do not apply to broken skin.

REVIVE BATH BOMB

Dip into pure revitalization. This bath bomb blends CBD, Dead Sea salts, citrus, lemon, and spearmint essential oils to create a mineral rich bath that uplifts, soothes, and energizes both your body and mind.



FEATURES

- Citrus, lemon, and spearmint essential oils work naturally to boost your mood and help you feel more energized.
- Shea butter and other skin-nourishing ingredients leave the skin feeling smooth and refreshed.
- The Dead Sea and Epsom salt combined with the CBD work together to produce powerful anti-inflammatory properties to help reduce pain and inflammation.
- Made from hemp derived broad spectrum CBD (100% THC free)
- Pure form bath bomb: Absolutely no synthetic fragrances, dyes, or preservatives

SUGGESTED USE

Fill your tub with warm water, drop in the bath bomb, and step into pure revitalization.

RECOVER BATH BOMB



Submerge yourself in recovery. This bath bomb is designed specifically to soothe sore and achy muscles. The combination of CBD, menthol, Dead Sea salts, eucalyptus, and spearmint essential oils create a mineral rich bath that helps muscles relax and recover after extra tough days.

FEATURES

- Invigorating Eucalyptus and spearmint essential oils, plus menthol help soothe and relieve muscle tension
- Shea butter and other skin-nourishing ingredients leave the skin feeling smooth and refreshed.
- The Dead Sea and Epsom salt combined with the CBD work together to produce powerful anti-inflammatory properties to help reduce pain and inflammation.
- Made from hemp derived broad spectrum CBD (100% THC free)
- Pure form bath bomb: Absolutely no synthetic fragrances, dyes, or preservatives

SUGGESTED USE

Fill your tub with warm water, drop in the bath bomb, and step into pure recovery.



RISE TO YOUR GOALS WITH THE CHAMPIONS FOR RECOVERY

We're here to help you reach your Everest! Reach out to us at contact@resiliencecbd.com with any questions so we can support you in reaching your goals as a Resilience Ambassador.