

# Ensure Consumers and Retailers Trust Your Brands



## The U.S. Hemp Authority® Certification Increases Trust and Powers Growth

Annual revenues for hemp derived cannabinoids and extracts have surged to \$28.4 billion<sup>1</sup> as a result of consistent CBD sales and a rapidly growing adult product market, including delta-8 and delta-9 THC products. Yet without federal regulation, concerns mount about product safety, truthful labeling and keeping adult products out of the hands of kids. Companies that play by the rules are disadvantaged by bad actors who take shortcuts, mislead through labeling, and target children.

- ✓ Since 2018, the US Hemp Authority® (USHA) has provided brand owners of non-intoxicating hemp products such as CBD the ability to signal to the public that they are holding their products to the highest standards. The "classic" USHA seal on your products tells consumers that you are using good manufacturing practices, quality control, and truthful labeling.
- ✓ In October 2024, USHA launched its new Adult certification program to help address public concerns about products that may impair consumers, such as Delta-8 and Delta-9 THC. The "21+" USHA seal on your products tells consumers not only that the products are manufactured and labeled properly, but also that you are providing extra scrutiny in the quality control process and are taking strict precautions to ensure that products cannot be purchased by children.
- ✓ USHA certification provides independent verification that you are a good actor in the space, empowers your mission to promote high standards and best practices in your products, and provides you with business advantage, appealing to nervous customers who are confused by the cacophony of promises in the federally unregulated market.

### Why choose the U.S. Hemp Authority® Certification?

The US Hemp Authority® Certification is an industry-led initiative that exemplifies truth in labeling and instills consumer confidence and trust in hemp and CBD products.

USHA certification is unlike other certification programs:

- Industry led initiative
- Exemplifies truth in labeling
- Goes beyond cGMPs
- Includes label reviews to improve integrity
- Requires testing for cannabinoids, heavy metals, pesticides, and other contaminants

"As a brand that launched in 2019, being certified by the U.S. Hemp Authority® was a game changer for us. It established trust and legitimacy for us, and I believe it played a pivotal role in placement in the 2k+ retailers you can find Winged in today, 12 months later."

**- Jessica Mulligan, Co-Founder, Winged Woman**

<sup>1</sup> Whitney Economics, 2023 U.S. National Cannabinoid Report, October 26, 2023.

Interested in learning more about how to increase consumer confidence and trust?

Contact us at [info@ushempauthority.org](mailto:info@ushempauthority.org)

[www.ushempauthority.org](http://www.ushempauthority.org)

# Build On Your Brand's Credibility

About The U.S. Hemp Authority® Certification Program



Established in 2018, The U.S. Hemp Authority® Certification Program is the hemp industry's initiative to provide high standards, best practices, and self-regulation, giving consumers and retailers confidence in hemp and CBD products. Displayed by dozens of leading hemp and CBD brands, USHA certification is the label counted on by the industry and consumers to demonstrate product transparency and safety.

The Certification will engender consumer trust so when a consumer sees the seal he/she can be confident the product displaying it is:

- ✔ Trusted
- ✔ Authentic
- ✔ Quality Assured
- ✔ Transparent

Hemp growers, processors and brand owners who meet the program's rigorous standards upon a third-party, independent audit, are awarded a seal of certification that signals to consumers, retailers, and regulators that their products are worthy of public trust.

"With little regulation dealing with quality control in this booming industry, it can be tough to know for sure if what you're buying is good quality. Enter the U.S. Hemp Authority®, a watchdog for the industry that has created a certification program to provide some guidance for consumers. CBD producers, manufacturers, and growers have to meet stringent standards set by the U.S. Hemp Authority® and pass an independent audit to use its seal."

- Prevention Magazine



LEARN MORE + APPLY

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