

**STRAIGHT HEMP**

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Straight Hemp Newsroom

Straight Hemp Accepted Into the U.S. Hemp Authority Certification Program

Straight Hemp Joins Industry Leaders in National Program to Establish Quality-Assurance Standards for Hemp Products, Prioritizing Transparency

ARVADA, Colo. — Dec. 5, 2019 — Straight Hemp, a CBD wellness company led by industry veterans focused on manufacturing premium and reliable products, has been accepted into the U.S. Hemp Authority Certification Program.

"Straight Hemp is committed to providing consumers with the full benefits of the hemp plant as nature intended," said Devin Alvarez, CEO and founder of Straight Hemp. "Being accepted into the U.S. Hemp Authority Certification Program not only gives consumers peace of mind that our third-party lab-tested products are made with the highest standards, the certification also sets the standard for companies that operate responsibly and prioritize consumer safety and compliance."

Meeting the stringent standards of the U.S. Hemp Authority requires brands to adhere to strict self-regulatory standards through independent third-party auditing. The certification program is a national hemp industry initiative to give confidence to consumers and law enforcement that certified hemp products are safe and legal. Straight Hemp products will now be licensed to use the Certified Seal of the U.S. Hemp Authority™ on all products.



"Unfortunately, there are questionable hemp products on store shelves that don't contain what the label claims," Mr. Alvarez added. "Straight Hemp is proud to help lead the way in product transparency and ensuring consumers are getting what they're paying for, which is why we pursued this certification."

With straightforward formulas, higher terpenes and rigorous testing, Straight Hemp's products are known for their high quality. Straight Hemp is available for purchase online in all 50 states, and select brick-and-mortar retailers.

About Straight Hemp

Straight Hemp leads the CBD industry by upholding uncompromising standards of quality. We focus on three key aspects: the best genetics, the best growing conditions, and an amazing proprietary extraction technology. All of these initiatives are backed by test protocols that far exceed any regulatory demands. As a result, our products deliver 3-5 times more bioactive compounds than other CBD products. Our customers say they can feel the difference: and that's why Straight Hemp remains the brand of choice for discerning CBD product users, everywhere.

Media Contact: Trevor Maniscalco, Grasslands: A Journalism-Minded Agency, trevor@mygrasslands.com, 630-841-1017

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Contact(310) 605-3743 • [email](mailto:info@straighthemp.com)

5135 W 58th Ave
Arvada, CO 80002



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