Packaged Facts

HONEST PAWS®

AN INTERVIEW WITH HONEST PAWS, SUPPLIER OF CBD PET TREATS AND OILS

INSIDE THE MARKET FOR CBD PET PRODUCTS

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ABOUT PACKAGED FACTS

Packaged Facts is a trusted provider of authoritative consumer market research.

For over 50 years, our in-depth research, expert analysis and personalized client support have helped business corporations and professionals make the right strategic decisions.

In our Pet Products and Services vertical, our analysts work closely with pet industry experts, associations, and publications, providing accurate and up-to-date market assessments while personally examining retail and service provider venues to offer keen insights into pet industry retail and consumer trends.

ABOUT

HONEST PAWS®

After startng project development two years ago, Honest Paws launched it's product line of CBD oil, treats, and chews for pets in 2018.

The company is passionate about creating ways to help pets live longer, healthier, happier lives.

www.honestpaws.com

PET OWNERS AND CBD

February through April 2019 show that pet owners are more likely than the population overall to support the legalization of marijuana, and to agree that both prescription and over-the-counter cannabis products with medical/therapeutic benefits should be legal.

THE STATS

RESEARCH BASED ON "PET SUPPLEMENTS IN THE U.S., 7TH EDITION" BY PACKAGED FACTS

39% OF DOG OOWNERS
34% OF CAT OWNERS
...agree that they like the idea of CBD supplements for their pets

29% OF BOTH DOG AND CAT OWNERS
...agree they would be interested in purchasing CBD supplements for their pets if legal

11% OF DOG OWNERS
8% OF CAT OWNERS
...have used cannabis supplements or treats for their pets

Q&A INTERVIEW

HONEST PAWS

Interviewee
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WHAT SETS HONEST PAWS APART?

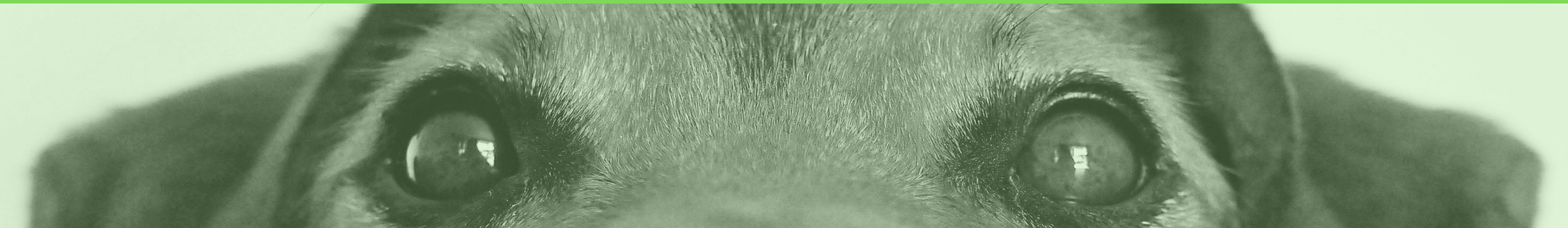
Honest Paws products are the highest quality on the market. Not only are our treats all-natural, non-GMO, soy-free, and lab-tested, but we use ailment specific strains. Each of our treats supports a different ailment. In each of those treats, we use different strains that support that particular ailment—i.e., the terpene profile of our calming treats support an anti-anxiety effect. Honest Paws also has a huge emphasis on education. We want to provide as much value as possible to our audience and sometimes, that's in the form of a well-researched article. I believe this sets us apart from an exciting, yet admittedly saturated market.

WHAT IS HONEST PAWS' PRIMARY RETAIL FOCUS?

Last year (2018) was all about establishing our presence online. However, as of Q1 of 2019, we are starting to show up in brick and mortar stores. Our retailers are phenomenal and very passionate about serving their customers so we are happy to be partnering with such great stores.

WHAT INITIALLY ATTRACTS CUSTOMERS? WHAT KEEPS THEM COMING BACK TO HONEST PAWS?

I think our willingness to put the customer first is huge. A lot of the time, people will first come to our site to check out our blog. We are proponents of holistic wellness and preach that on our website. We don't do the sales-y thing and say "CBD is all you need!" While CBD is an amazing supplement that can do a great deal, we also advise that our customers avoid highly processed food and exercise caution when it comes to over-medicating. We truly want to provide solid, helpful information and I think our customers can sense that we are here to be helpful.



WHICH PRODUCTS ARE YOUR MOST POPULAR (OILS VS. TREATS VS. SOFT CHEWS)?

Our treats stand out because they are strain specific. Of the treats, I would say the calming treats are our most popular. Anxiety in pets is so incredibly common. From flying to fireworks to separation anxiety, pets are dealing with more stressors than ever these days. Luckily, the calming treats have been very well-received.

WHAT CONDITIONS ARE PET OWNERS TYPICALLY TREATING WITH HONEST PAWS PRODUCTS?

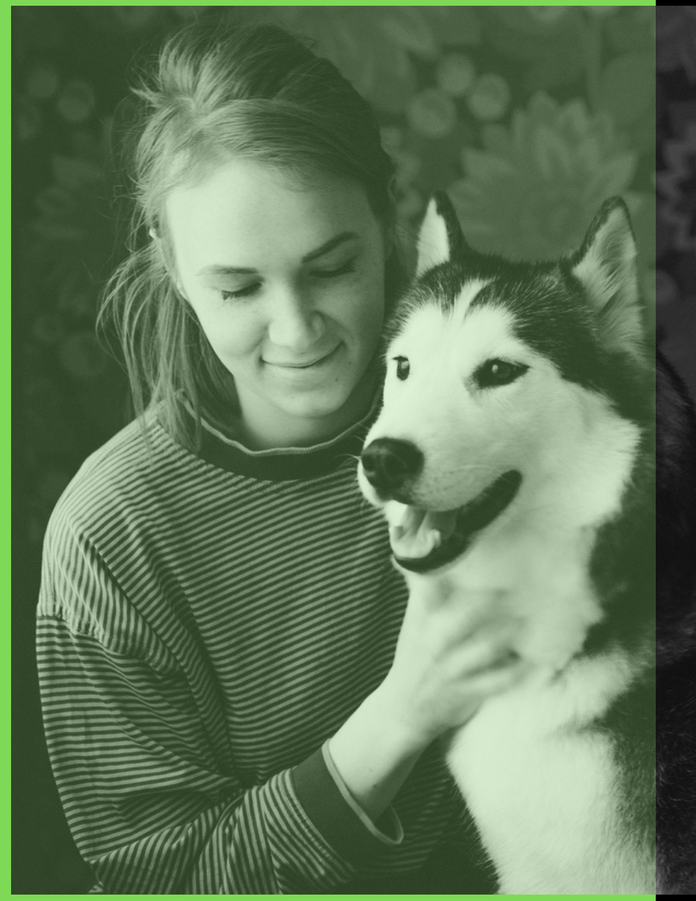
Honest Paws customers use our products for a wide variety of reasons. While our calming treat is the most popular, I would say that the vast majority of our customers have pets that are dealing with physical issues, anything from seizures to arthritis to allergies.

IF YOU COULD DISPEL ONE MISCONCEPTION ABOUT CBD PET PRODUCTS, WHAT WOULD IT BE?

CBD will not get your pet high. A lot of people are confused about where CBD comes from. They hear that it is derived from cannabis and start questioning its legality or whether it has psychoactive effects. In reality, CBD is non-psychoactive and totally legal nationwide.

WHAT MUST CBD PET PRODUCTS STILL OVERCOME TO GAIN WIDER APPEAL AND ACCEPTANCE?

Two things. While the stigma has definitely lessened over the years, there are still a lot of people who don't fully understand what CBD is and how it's different from marijuana. People hear the word "cannabis" and immediately see a red flag. This will be overcome with research. The 2018 Farm Bill has made it easier for us to research the effects of CBD which will result in more conclusive studies. Between the research that has been done and anecdotal evidence, we know that CBD is capable of amazing things. However, it will be phenomenal to see more studies emerge on the topic.



WHERE DO YOU SEE THE CBD MARKET GOING IN THE COMING YEARS?

Studies already show that there is a massive movement toward homeopathic care, with Gen X and Millenials in the lead. I suspect that CBD will only become more popular as people catch on to the negative side effects of some medications. With that said, there is a lot of regulating to be done on CBD. Right now, it's mostly unregulated because the sale of hemp is so new. I wouldn't be surprised if this oversaturated market gets a lot smaller as the government starts to regulate. We welcome this change because at the moment, there are a lot of subpar products (i.e., snake oil) being sold. Not to mention, the people behind it are claiming that their product will cure everything under the sun. This is purposely misleading and needs to stop.

DO YOU REGARD CBD AS THE “FINAL FRONTIER” OF UNDERUTILIZED HOMEOPATHIC INGREDIENTS IN THE PET MARKET?

We at Honest Paws are proponents of holistic wellness. CBD is a phenomenal supplement capable of so much. However, there are many cannabinoids that have so much to offer—hence why we use full-spectrum CBD oil. Not to mention, there are many common products that are underutilized. For instance, turmeric is a fantastic anti-inflammatory, which is why we use it in our Relief treats. Coconut oil is phenomenal for allergies, hence why we use it in our Restore treats. At the end of the day, our customer is our number one priority so if we see an opportunity to make our product line more effective by bringing in some of these ingredients, we will absolutely work towards that.

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