



INTERVIEW REGARDING

Amazon's Hemp Market

This interview was conducted by CBD Oracle via email in January 2024 and is provided here for full transparency. Learn more about [CBD Oracle's Editorial Policy](#).

David Khalaf

Senior Communications Manager
LegitScript

David is the senior communications manager at LegitScript. His current work involves content strategy and development at LegitScript, a company that helps the world's leading search engines, payment service providers, and internet platforms and marketplaces do business with legitimate, legally operating entities in more than 80 countries and 15 languages around the world. LegitScript specializes in risk and compliance for highly regulated industries including CBD/cannabis, online gambling, cryptocurrencies, drugs, financial trading, scams and fraud, and more.

[READ FULL BIO](#)

CBD Oracle: We noticed that Amazon uses your service to determine which products contain CBD and are therefore only allowed on the storefront in very limited circumstances.

David: I'm not aware that Amazon requires LegitScript Certification to vet CBD sellers. You'd need to confirm that with them.

CBD Oracle: I'm surprised to hear you don't work with Amazon to your knowledge! Their [policy page](#) indicates otherwise. Would it be possible that they checked which products are LegitScript certified without your knowledge?

David: To clarify, I didn't say we didn't work with Amazon. I'm just not aware that they recognize our certification program to vet CBD products. We do perform a monitoring service for Amazon, but I'm



unable to elaborate on the scope. I'd encourage you to reach out to them for details.

CBD Oracle: Ok I see! Makes sense that you wouldn't be able to elaborate on the scope. I am skeptical that they recognize your certification program too, based on what you said it seems like many products would not qualify. I can see it isn't on the list you linked but as an example, [this product](#) would never meet your requirements, right? It contains CBD, as verified by our third-party lab testing, it is edible and there also seem to be medical claims. I also noticed that you certify many Basic Jane products but not some mints they made that are available for sale on Amazon. I have reached out to Amazon as well though, yes!

David: While I'm unable to comment on specific products, you're right in that any ingestible product would not qualify for certification at this point as these products generally have not been approved by the FDA. And, likewise, any product making claims that it can treat, cure, prevent, or mitigate disease would not qualify unless the sellers were willing to remediate their marketing to remove these claims.

CBD Oracle: Can you describe how LegitScript works to identify problematic product listings?

David: I can speak only to our certification program, not what products are sold on e-commerce marketplaces. Products eligible for certification must comply with state-level regulations as well as FDA, USDA, FTC, and DEA regulations and guidances. At this time, products eligible for certification include:

topical oils, cosmetics, bath products, creams, balms, salves, and whole hemp flower.

Product types that are currently not eligible for certification include: ingestible products, vapes, supplements, drugs, and pet products. Oil and tincture products may not be eligible for certification if they are intended to be taken orally or sublingually.

Furthermore, any product intended for medicinal use or used to affect the function or structure of the body must be reviewed and approved by the FDA. Since most CBD products are not FDA-approved, any health or structure/function claims are considered to be misleading.

Examples of common impermissible misleading claims include but are not limited to: "provides pain relief," "manages stress," "assists inflammation," "treats acne," "supports sense of calm," "leads to healthy sleep." Aside from compliance of product type, we ensure that sellers are not making impermissible claims. Sellers must ensure that product labels and marketing are in compliance with FDA regulations pertaining to CBD products and misleading claims. Similarly, products and their labels should not make claims or insinuate that the product is a drug or supplement.

LegitScript looks for this kind of language and, if necessary, helps sellers come into compliance.



CBD Oracle: How does LegitScript help platforms stay ahead of problematic sellers and their networks? Can it help fight "brand-burning"?

David: We recommend platforms carry only LegitScript-certified products. Platforms can verify whether a seller's products are LegitScript-certified by checking our [public list of certified products](#). This helps platforms ensure that these products have been thoroughly vetted and tested. Sellers who get certified with us are looking to build, grow, and promote their brands, not "burn" them. That's why we recommend all legitimate CBD sellers get their products LegitScript-certified.

CBD Oracle: Would you say you've been successful?

David: LegitScript CBD Certification is recognized by Google and Meta to vet advertisers for eligibility, which is a major win for all parties, especially sellers of compliant CBD products who are working hard to build that brand and earn the trust of consumers. Our partnership with the world's leading online platforms make this program a success, and we hope to expand it further so that all sellers of compliant CBD products benefit from getting certified. ■