



INTERVIEW REGARDING

## Amazon's Hemp Market

This interview was conducted by CBD Oracle via email on January 18, 2024, and is provided here for full transparency. Learn more about [CBD Oracle's Editorial Policy](#).

## Jan Brandrup

CEO and Co-Founder  
Neurogan

Jan Brandrup is a serial entrepreneur and global business leader with over a decade of experience in launching and scaling successful ventures in various domains. He has a master's degree in electrical and electronics engineering and a passion for delivering superior products and services to his customers. As the co-founder of Neurogan, a family-owned leading artisan CBD manufacturer and distributor, he applied his engineering expertise and visionary craftsmanship to create premium grade, high potency beauty topicals and wellness consumables.

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**CBD Oracle:** How would you describe the quality of hemp products available on Amazon? Can customers be sure they're getting what is advertised?

**Jan:** The quality of hemp products on Amazon in the best case is they may drain your wallet. Worse, they might contain heavy metals and various chemical substances, as several tests have shown.

The so-called "hemp products" on Amazon are not related to actual hemp. They use the name as a sales tactic, without any check or control (please see the image below for example). It's alarming how easily consumers are deceived into trusting these products, just because they are sold on a reputable platform like Amazon.



When we tried to contact Amazon about an interesting product, which is a jar weighing 33 pounds, we only got a typical response: “they are not the seller and recommend contacting the seller directly.”

**CBD Oracle:** Many products on Amazon don't pass a basic sense-check (e.g. 2,600,000 mg, i.e. 2.6 kg, of hemp extract supposedly in a product weighing less than 250 g) and make unapproved medical claims. Do you think that products like this erode trust in genuine hemp products like yours?

**Jan:** The only authentic hemp product on Amazon is hemp seed oil just like the picture of the product below. The rest, which make up 99% of the hemp products listed, are not related to real hemp. They are often chemical mixtures, candies, or low-quality creams with pesticides, misleadingly labeled as “hemp products.”

**CBD Oracle:** What would you recommend that Amazon does to improve the quality of hemp products on their site?

**Jan:** I suggest that Amazon should implement due diligence. Customers should be encouraged to research the company's background and request recent lab reports to check product consistency. I strongly advise all Amazon shoppers, whether buying supplements or hemp products, to ask for updated lab reports. Comprehensive testing is surprisingly affordable today, around \$80-\$90 for a complete test (full-panel test). Products should be required to have a batch number and a lab report showing potency and purity. Buyers must stay alert, as all products are made in China. You could buy a million

gummies for about \$0.01 each, repackage them in a warehouse, add fancy labels, and falsely market them as hemp products.

When listings are removed, which is rare because Amazon doesn't pay much attention to these issues, a new entity often appears, selling the same product under a different name. The review system is manipulated by "review factories." Even with 30,000 buyers in various locations in the USA, they can only get 1% of reviews maximum, so they keep it at 1%, all five stars, of course. This makes the system inherently deceptive, as the product is not as advertised. If you give me time, I can provide 10 recent lab reports from products purchased on Amazon, showing their falsity and potential risk.

**CBD Oracle:** We've noticed about a third of the brands on Amazon are based in China with no US address (e.g. [Luckchan](#) - see under "Detailed Seller Information"). Do you think these products are produced in China? Is there any way to find out?

**Jan:** The big question is why the American public accepts such deceptive practices and allows the People's Republic of China to sell products that could potentially harm the American people, just for profit. These entities deny any responsibility and accountability, claiming they are not liable because they are just a platform. Therefore, my advice is to buy from trusted U.S. brands like Costco or Walmart, and be very careful with products meant for ingestion. My first advice is to question what you see on Amazon; second, understand that the financial benefits for both sellers and Amazon are too significant for them to stop these practices. ■