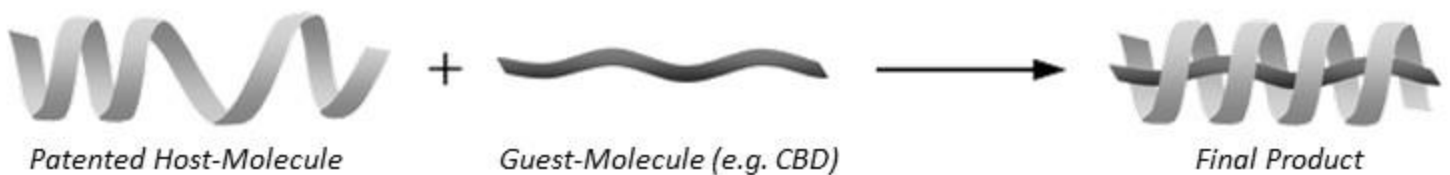


Through our partnership with 21st Biotech, we are proud to offer the most effective and safe alternatives to pharmaceuticals and performance supplements on the market. All bWell products leverage a patented technology (pFusions™) that pairs with active ingredients to effectively modulate the many vital systems of the body. Unlike other brands that rely solely on CBD, bWell combines many active ingredients to optimize the body's endogenous repair and defense mechanisms that enable it to heal from within.

A fundamentally advanced sub-nanotechnology designed to be the most bioavailable water-soluble delivery mechanism available. The patented helical Host-Molecule has a lipophilic interior that attracts CBD molecules and encapsulates it with a hydrophilic exterior, effectively dispersing the CBD evenly in solution. The Host-Molecule can be manipulated in order to control product texture, flavor, time-release, and more.



Typical delivery mechanisms like *liposomes* and *nanoemulsions* are primarily concerned with improving efficacy by all means necessary, often at the expense of organoleptic properties. While other technologies require compromise, bWell products offers superior products without compromising safety, efficacy, or flavor. It truly redefines the future of food and drug delivery.

	Microemulsions / Nanoemulsions	Nanoemulsions	Molecular Modification	Host-Guest Complex
	Liposome	Phytosome	Micelle	pFusions™
<i>Absorption Rate</i>	Good	Good	Very Good	Excellent
<i>Bioavailability</i>	Good	Good	Very Good	Excellent
<i>Complexity</i>	Low	Low	Medium	Low
<i>Delivery Path</i>	Oral & Topical	Oral & Topical	Oral & Topical	Oral & Topical
<i>Flavor Profile</i>	Bitter	Bitter	Bitter	Flavorless
<i>Particle Size</i>	Large	Large	Medium	Small
<i>Processing Cost</i>	Medium	Medium	High	Low
<i>Stability</i>	Medium	Medium	Low	High
	Glycosylation			
	Very Good			
	Excellent			
	High			
	Oral			
	Mild			
	Small			
	High			
	High			

The most common misconception regarding anything ingested is that the absorption, or bioavailability, is 100%. In reality, only a fraction of the intended dosage is being absorbed. Many of the active ingredients in medication and supplements are oil-based in nature, which contributes to its low bioavailability. In fact, the World Health Organization has reported that CBD has an estimated bioavailability of only 6% for this reason. Manufacturers must compensate for this by increasing the dosage, which consequently increases cost and pricing to consumers.

The unique properties of bWell products enables dynamic control over bioavailability, flavor profile, texture, aroma, timed-release, and the absorption rates of CBD and various other active ingredients, all at a comparatively lower cost. Simply put, other CBD products are fundamentally inferior in comparison to bWell.

