

# CBD American Shaman is Setting the Industry Standard

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After his uncle passed away from a chronic illness, Vince Sanders was inspired to create the CBD American Shaman product line. Today, CBD American Shaman is one of the biggest distributors of CBD in the United States.

“CBD has changed my life and allowed me to function normally each and every day. I can’t believe how well it works; my goal is for everyone to experience its amazing benefits,” said Vince Sanders, Founder and CEO.

CBD American Shaman’s products are made with hemp that they grow, harvest, test, and produce. The lotions, tinctures, water-soluble CBD solutions, and other products are delivered to over 400 stores in the U.S.

“CBD, or cannabidiol, impacts the endocannabinoid system—receptors in our brain that release cannabinoids and are known to support vitality and promote general well-being, according to CBD American Shaman’s Chief Medical Officer Dr. Jesse Lopez, a trained surgeon and holistic doctor. When someone takes a synthetic cannabinoid, like CBD, our brain reacts the same way.

“When someone takes CBD, they may see improvements to their daily stress levels, as well

as bone and joint health. They may experience a greater sense of clarity and calm. They can handle things better. Thus, the external cannabinoid replicates what an internal cannabinoid is doing,” says Dr. Lopez.

When you see a bottle of CBD at the gas station, it might boast a number of benefits. But often, that bottle isn’t as transparent as it seems. The CBD or THC content often isn’t truly as it’s listed. CBD American Shaman, on the other hand, has a Hemp Authority Seal.

The U.S. Hemp Authority set an industry standard for testing, inspection, and reporting around Hemp and CBD. Manufacturers have to comply with the regulations to receive the seal, and a lot of testing has to happen for that.

“Every single thing we do is tested repeatedly, especially because we grow our own crops. We’re testing it in the field: as soon as it starts coming up, all the way to harvest. Then we’re testing the extract. Then we’re testing each batch because we make highly concentrated batches and then we dilute that to make the other products. So once we dilute it, we retest it,” explains Sanders. “For the average product, in its finished form, it’s been tested dozens of times.”

It doesn’t stop there for CBD American Shaman. They’re on the forefront of CBD research, with Dr. Lopez behind a number of CBD studies, including research on how cannabinoids provide support for occasional stress and trials investigating the potential health benefits of CBD.

“We’re probably one of the only CBD companies in the country that not only have a chief medical officer, medical director, but also a director of research and two full-time chemists on staff. And so we have done things like put together executive summaries for the FDA on cannabinoids, including proper serving sizes and safety profiles,” says Dr. Lopez.

You can find Dr. Lopez at the American Shaman Clinic in Overland Park. It’s a resource hub for American Shaman stores and provides customers with useful information about CBD.

“The CBD isn’t healing anything, it’s just supporting your body in doing what it’s designed to do,” says Sanders. “I think a lot of people have this misconception of these little CBD warriors in there, but it’s your body that’s doing it. It’s just simply flipping the switch.”

Find a CBD American Shaman store near you  
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