

January 8, 2020



Irwin Naturals Kicks Off the New Year with the Gift of CBD

Always Priced Fairly, Irwin Naturals Could Save CBD Consumers \$1,000 Annually;

60% of Americans Surveyed Said They'd Use Extra Cash to Pay Bills or Save for Emergency

LOS ANGELES--(BUSINESS WIRE)-- Today Irwin Naturals, a leading manufacturer herbal and CBD products, is kicking off the New Year by sharing the gift of CBD (read: free!). Since 1994, Irwin Naturals has grown its business built on the foundation of providing the highest quality products at a fair price.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200108005234/en/>

For example, a [bottle of 15 mg. CBD soft-gels](#) (60 count) from Irwin Naturals costs \$32.99, or 3.7 cents per mg. If a customer takes 1200mg of CBD per month, they could save over \$1,000 per year by purchasing Irwin Naturals soft-gels instead of buying the same bottle from a leading CBD competitor.¹ And saving money continues to be a priority for Americans, evidenced by the Federal Reserve reporting that 40% of Americans say they wouldn't be able to cover a \$400 emergency.²

What Would You Do with \$1,000?

Irwin Naturals conducted a national, statistically reliable poll of consumers³ to see how Americans would spend an extra saved \$1,000. Here are the top answers:

- 33% would use it to pay off credit card debt or other bills
- 27% would save it for an emergency
- 12% would buy something extravagant and fun (think ultra-luxe spa day, designer goods, entertainment or fine dining)
- 11% would go on vacation
- 6% would undertake home improvements
- 6% would start a side business or side hustle
- 3% would donate to charity or a religious organization
- 1% would get a gym membership or fitness equipment
- 1% would buy drinks for everyone in the entire bar

“We’re actually trying to make CBD products more accessible than any other company,” said



For those who want to try CBD but are concerned by the price, Irwin Naturals is offering a free bottle of its 10mg CBD soft-gels this January by using promo code FREECBD10. CBD Liquid Soft-Gels are one of the easiest ways to incorporate premium CBD into a daily health regimen and now adults can try it at no cost. (Photo: Business Wire)

“Through our January 2020 New Year’s resolution CBD giveaway, we hope to positively impact the lives of people who love CBD or have always wanted to try it but thought the price point was too high,” continued Irwin. “I was inspired by my mother, who as a single mother always prioritized a great education for me when we couldn’t afford much else. I knew that if I could create a company, I’d want it to be something she’d be proud of and could help those who may not be able to otherwise afford it.”

Sample Tweets:

@Irwin_Naturals has sweet #NewYearsResolutions – try their #CBD 10mg soft-gels (60 count) for #Free by entering FREECBD10 at www.irwinnaturals.com during January 2020. Just pay S&H. #Blessed #Happy

Free #CBD 10mg soft-gels (60 count) @Irwin_Naturals during January 2020. Is this for real? Yep, go to www.irwinnaturals.com, enter FREECBD10 & pay S&H. #Noice #NewYearsResolutions

Irwin Naturals founder, Klee Irwin. “We purposely set prices as low as we can in order to be of service to others in their life journey. That’s how strongly I believe in the power of CBD and other plant and botanical ingredients.”

How to Get Free CBD?

During the month of January 2020, adults who visit the [Irwin Naturals](http://www.irwinnaturals.com) website and enter promo code FREECBD10 can receive one bottle of [CBD 10 mg soft-gels](#), 60 count, for free (value of \$26.99) while covering just the cost for shipping and handling of \$9.95. No strings, no gimmicks. Customers just cover shipping and handling. Period.⁴

Irwin Naturals CBD soft-gels are made from high-quality full-spectrum hemp extract (FSHE) with naturally occurring CBD that is sourced in the United States. The FSHE is delivered through fast-release liquid soft-gels and combined with nutritious oils such as flaxseed oil and MCT oil. Additionally, the company uses third-party testing to ensure the purity and potency of the full-spectrum hemp extract while ensuring THC levels are at trace amounts of less than 0.3 percent. Testing results can be found by scanning the product QR code or entering the lot number on [Irwin Naturals website](http://www.irwinnaturals.com).

About Irwin Naturals:

Los Angeles-based Irwin Naturals began selling soft-gel based herbal formulas in 1994 and has expanded into full-spectrum hemp extract products containing naturally occurring CBD. The company is dedicated to making its high-quality CBD products accessible by offering innovative new products at fair prices. After spending 2 years in R&D, Irwin Naturals is poised to help stores fill their shelves with more than 70 CBD products across different categories. Irwin Naturals products can be found in retail stores as well as on www.irwinnaturals.com.

About Klee Irwin:

Klee Irwin is the founder and owner of [Irwin Naturals](http://www.irwinnaturals.com), an award-winning global natural supplement company providing alternative health and healing products sold in retailers and online.

Additionally, Klee is an author as well as a physicist who in 2009 founded Quantum Gravity Research (QGR), a research institute. As the Director of QGR, Klee manages a dedicated team of mathematicians and physicists developing *emergence theory*. The mission of the institute is to discover the geometric first-principles unification of space, time, matter, energy, information and consciousness.

¹Based on Manufacturer's Suggested Retail Price (MSRP). Savings does not include fees associated with shipping and handling costs.

² <https://www.federalreserve.gov/publications/files/2018-report-economic-well-being-us-households-201905.pdf> (page 21)

³ This survey was completed for Irwin Naturals with a random sample of 1,000 Americans through an online survey via the [Drive Research](http://www.drivere.com) national panel. Respondents were asked how they would spend an extra saved \$1,000. The responses were statistically reliable +/- 3% and representative of the general adult population in the U.S.

⁴ \$26.99 value based on Manufacturer's Suggested Retail Price (MSRP). Value does not include fees associated with shipping and handling costs. Code cannot be combined with any other offers or promotions. Limit one bottle per customer only. Customer covers shipping & handling fees of \$9.95.

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