

#TESTEDWITHCONFIDENCE

WHAT DOES IT MEAN?

This logo on the package of a cannabis product means the product was tested for the presence of pesticides by Confidence Analytics, a Certified Cannabis Testing Laboratory. The logo makes it easy to quickly identify product that has undergone rigorous laboratory analysis to provide accurate labeling and ensure the product is free of excessive pesticide residues.

WHY SHOULD I CARE?

Most consumers agree that, while the risks associated with consuming pesticides on cannabis products are currently unknown, we don't want to smoke, vape, eat, or apply them to our bodies.

Several studies in the last two years have revealed that more than 1 in 5 cannabis products would fail a pesticide test by a quality assurance laboratory. And yet, this test is not required in Washington.

HOW DOES IT WORK?

The scientists at Confidence Analytics have worked tirelessly over the last two years to bring an economical and thorough pesticide testing solution to the cannabis community. For only one penny per gram of flower, the lab now offers the cannabis manufacturers a comprehensive pesticide test that screens for all prohibited pesticides commonly found on cannabis. At that price, why would anyone buy cannabis that hasn't been tested?



Photo by Laurel Cleveland for Heylo Cannabis



**14797 NE 95th Street
Redmond, WA 98052**

Get in touch with us:

(206) 743-8843

info@conflabs.com



Scan to visit our website

**PESTICIDES
TESTED
WITH CONFIDENCE**

**TESTED WITH
CONFIDENCE
PROGRAM**

Powered By



PRODUCER BENEFITS

TRUST means brand recognition alongside true and verifiable third-party label claims. Label recognition will drive consumers to seek out cannabis products they can TRUST. Only those producers who participate in the program will be certified to use the Tested With Confidence label.

It is always the consumers who drive behaviour in any market, and the cannabis retail market is no exception. With so many consumer cannabis brands on the shelves today, and with increasing publicity around the risks and exposure levels of pesticides in some of these products, consumers are hungry for meaningful guidance. TRUST has always been a central element to the cannabis consumer's decision making strategy. In today's legal cannabis market, Producers who participate in the Tested With Confidence program are putting the consumer first and are being rewarded with shelf space and budtender awareness.

LABORATORY BENEFITS

Any laboratory that demonstrates reproducible results on a full suite of 502 compliance tests +pesticides +terpenes can become eligible to certify products to use the Tested With Confidence label. Tested With Confidence is all about doing it right, even when it isn't easy.

CONSUMER BENEFITS

Tested With Confidence is a guarantee to the consumer that their cannabis product is tested for pesticides. It's a label claim backed by a third-party certifier to build TRUST in the brands that care about consumer safety. It is also a promise that the cannabinoid and terpene profiles on the packaging are accurate and truly representative of the product inside.

No one needs to be smoking myclobutanil --ever-- or any other unapproved pesticide, for that matter. But in Washington state it is estimated that 1 in 3 cannabis products on the retail shelf are hot for pesticides.

Look for the Tested With Confidence label to know that you are safe from excessive pesticide exposure in your cannabis. Check our website regularly to see who is certified to use the Tested With Confidence label.

RETAILER BENEFITS

Retailers who stock products that are labeled as Tested With Confidence are looking out for their customers' best interests. They are also reducing their product liability and insulating themselves from the WSLCB's apparent inability to address the pesticide issue in timely, convincing, and meaningful way.

WHO IS DOING IT

You can recognize these participants and their tested products by their use of the "Pesticides Tested with Confidence" logo on their packaging, or near participating retail store's "top shelf." Just look for the logo! Ask your budtender about "Tested With Confidence" and look for the following brands among others proud to be doing the right thing:

