



# PHYSICIANS CANNABINOID COUNCIL PRODUCT PERFORMANCE EVALUATION



Exclusive to certified brands

## LET DATA SPEAK FOR YOUR BRAND

The Physicians Cannabinoid Council (PCC) offers companies who were awarded the Trusted Quality Seal badge, the possibility of conducting a “Product Efficacy Evaluation”; Real-world data that validates the use, performance, and quality of your products.



The evaluation is directed by the Physicians Cannabinoid Council, which has substantial expertise, and the consumer progress is tracked and monitored through the MoreBetter technology app.

## BENEFITS HIGHLIGHT

- ✓ Get an empirical performance report backed by the Physicians Cannabinoid Council
- ✓ Enhance your certified product positioning with real data on product evaluated by consumers
- ✓ Validate product effectiveness assumptions
- ✓ Identify new product innovation, development needs & opportunity
- ✓ Stay away from misrepresentation & claims
- ✓ Helps power your PR and media strategies
- ✓ Enhance consumer confidence
- ✓ Boost sales and conversions

[www.physicianscbdouncil.com](http://www.physicianscbdouncil.com)



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## PROGRAM DETAILS

The Product Performance Evaluation is conducted as follows:

- Request an application form by email at [contact@physicianscbdouncil.com](mailto:contact@physicianscbdouncil.com)
- Each trial counts up to 500 volunteer participants.
- Questions, rules, and duration are defined by the Physicians Cannabinoid Council
- The brand is responsible for sending the product to each participant
- Programs are for a period of 4 to 6 weeks and are tracked through the MoreBetter app.
- The final set of data is reviewed by the PCC and a comprehensive report on the results is issued to the brand
- Certified Brands can use the report findings in marketing activities & website.

## EVALUATION PACKAGE

Product Performance Evaluation Package

Starting at: \$12,800

### Included:

- Set-up costs on the platform
- Protocol & definition
- Monitoring for the program duration
- The report, results, and recommendation, including data packet collected
- Participants' search and selection \*Optional\*

### Payment Plan Option

To be inclusive and affordable for all certified brands, PCC and MoreBetter offer an extended payment option for select brands.

For information on the experiential evaluation program or to apply for the Trusted Quality Seal certification, please contact: [contact@physicianscbdouncil.com](mailto:contact@physicianscbdouncil.com) or visit our website: [www.physicianscbdouncil.com](http://www.physicianscbdouncil.com)

## Our Partners and Collaborators

