

# The 7-Point Pet CBD Buyer's Checklist

The pet CBD market is poorly regulated: in one analysis of 29 products, only about a third contained the CBD their label claimed. These seven checks rule out almost every bad product. Take this with you, or open it while you shop.

- 1. A current certificate of analysis (COA)**  
An independent lab report showing what is actually in the bottle, current for your batch. This is the single most important check.  
**Red flag:** no COA. No COA, no purchase.

- 2. THC-free, broad spectrum**  
THC can be toxic to dogs and cats. The COA should confirm THC at or below the legal limit; broad spectrum keeps the beneficial cannabinoids without it.  
**Red flag:** full spectrum for pets, or THC you cannot verify.

- 3. A clear milligram strength**  
Total CBD in mg and strength per milliliter (or per chew) on the label, so you can dose accurately.  
**Red flag:** no milligram number to dose by.

- 4. Price per milligram, not price per bottle**  
Divide the price by the total milligrams of CBD. A \$30 bottle with 150 mg costs far more per dose than a \$50 bottle with 750 mg.  
**Red flag:** a cheap-looking bottle hiding a weak product.

- 5. Made for pets, and for the right species**  
Pet-formulated, never a repurposed human product. Cats are more sensitive and should have a cat-specific formula.  
**Red flag:** human products, especially for cats.

- 6. A clean carrier and ingredient list**  
A simple, high-quality carrier oil and few ingredients. Many mild side effects trace to the carrier or additives, not the CBD.  
**Red flag:** essential oils and long additive lists, particularly for cats.

- 7. A real company that makes no medical claims**  
Veterinary input, contact information, quality certifications such as NASC, and honest language about what CBD can and cannot do.  
**Red flag:** any promise to cure, treat, or heal a disease.

**Before you buy:** plug the product's strength into the dosage calculator to see your pet's dose in milliliters and how long the bottle will actually last. A product that needs half a bottle per dose is the wrong strength for your pet.