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# Advanced Focus Tincture

Focus Data Report  
May 2024

For **bloom**  
HEMP

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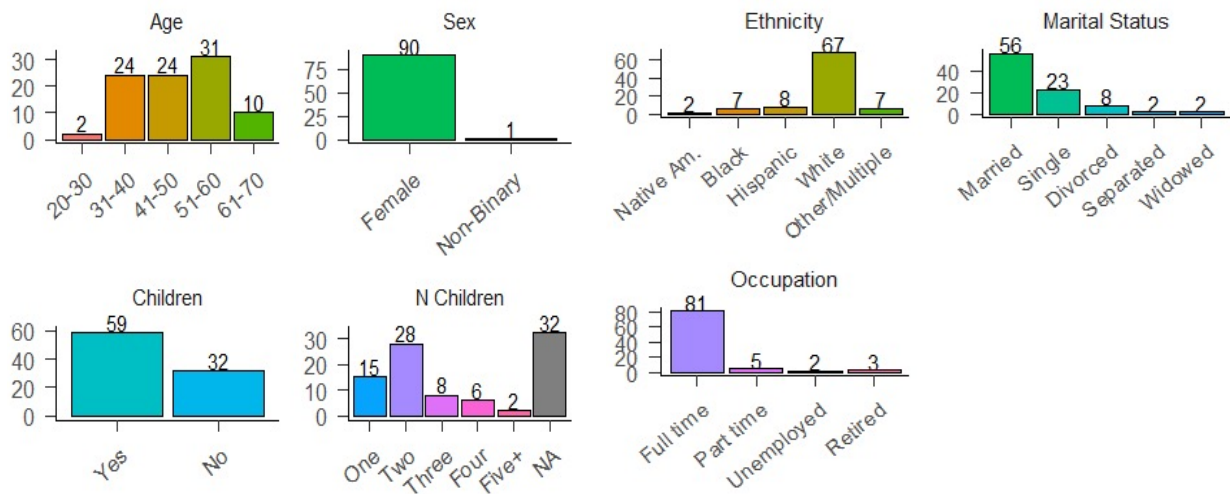
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The goal of the analysis was to answer a number of questions concerning participants experience with focus before, during and after use of Bloom Hemp’s Advanced Focus tincture. Responses from participants were measured over time (29 days) comparing responses from the following data sets:

- 1. Enrollment
- 2. 7-days without the Advanced Focus tincture (daily + weekly assessments)
- 3. 21-days with the Advanced Focus tincture (daily + weekly assessments)
- 4. Final assessment on day 29.

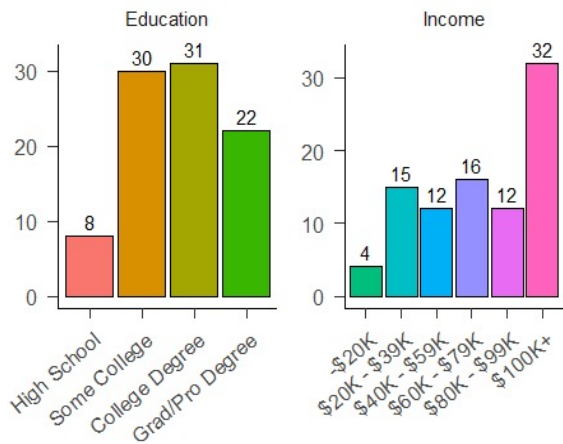
The raw data at enrollment consisted of 91 participants, who answered a number of questions at different time points. Linear mixed-effects models that accounted for the dependent nature of the data (i.e., participants provided responses at multiple time periods, along with before and during product use, and these dependencies need to be accounted for) were utilized in all of the statistical analyses.

Below are the demographic characteristics of the sample (see Figure 1, Figure 2, Figure 3), along with the number of participant’s who enrolled and completed the study.



Bar chart of demographic features of the participants

Bar chart of demographic features of the participants



Bar chart of demographic features of the participants

Category	N
Completed Enrollment	91
No Product Phase	87
Week 1	83
Week 2	73
Week3	70
Week 4	66
Final	54

Total number of participants who answered questions at different stages of the campaign

# WEEKLY COMPARISONS

## Well-Being Score

### Was there a change in Well-Being scores?

#### Questionnaire: WHO-5 Well-being Index

Answer: Yes, there was a statistically significant change in Well-Being. This change was in the expected positive direction.

Overall Well-Being Scores were measured on a scale of 0-100 using the WHO-5 Well-Being Index (WHO-5). This is a validated questionnaire from the research community to measure well-being.

The average level of Well-Being was 38.7 when participants weren't using the Advanced Focus tincture.

This score changed, on average, by 4.11 each week.

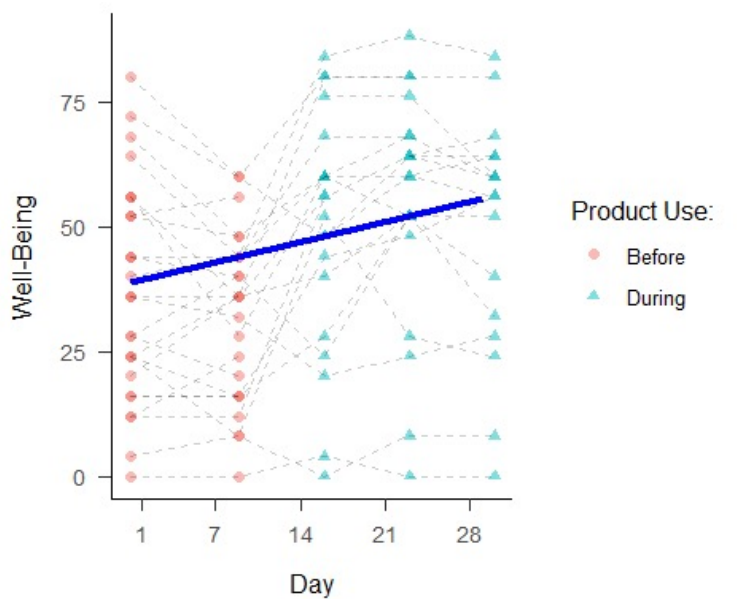
Therefore, by the end of the last day of product use (day 29) the expected WHO score was 55.7.

**This is a 17.01 point increase in well-being scores (43.95% change).**

Note that a 10% difference in WHO-5 scores indicates a significant change

So, there were 2 sources of significance: (1) statistical significance of the model and (2) significance of the minimally important difference threshold.

See the Figure below for a visual display of Well-Being Scores on a weekly basis.



The figure represents the changes over time in scores over the course of time from before product use to during product use. Note that the dotted grey lines represent a random sample of 30 participants and the solid blue line represents the average changes in scores for all participants over time.

# Fatigue Assessment Scale (FAS)

## Was there a change in FAS score?

### Questionnaire: Fatigue Assessment Scale (FAS)

Answer: Yes, there was a statistically significant change in the Fatigue Assessment Scale. This change was in the expected positive direction.

Overall Fatigue Scores were measured using the 10-item Fatigue Assessment Scale (FAS). This is a validated questionnaire from the research community to measure fatigue.

The total score ranges from 10 to 50, with a higher score indicating more severe fatigue.

A description of the fatigue experienced is presented for the total score where:

- less than 22 indicates “normal” (i.e. healthy) levels of fatigue
- between 22 and 34 indicates mild-to-moderate fatigue
- 35 or more indicates severe fatigue (Hendricks et al., 2018).

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

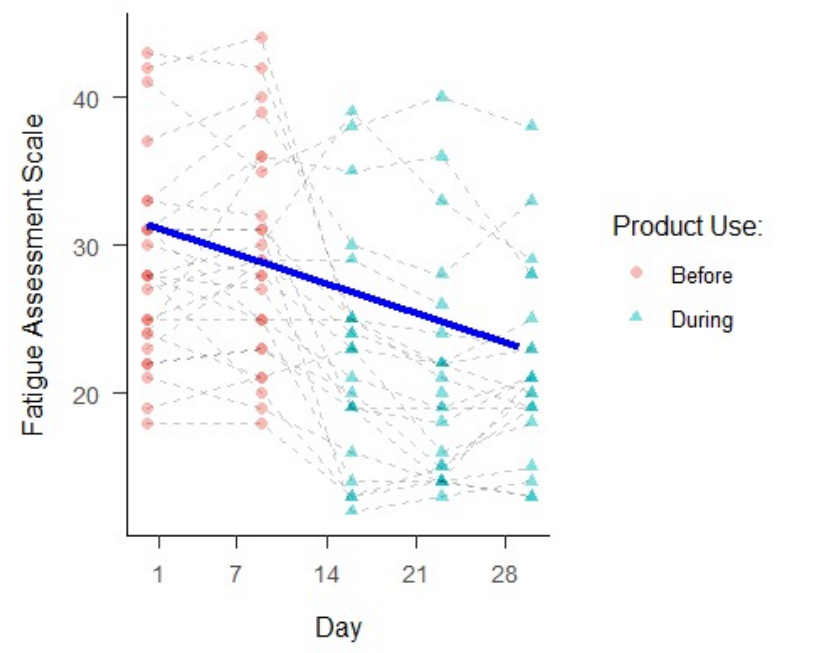
The average score for Fatigue Assessment Scale before using the product: 31.35

The average weekly score change: -1.99

The expected score for Fatigue Assessment Scale upon completion: 23.12

**This is a 8.23 point reduction in FAS score (-26.25% change).**

See the Figure below for a visual display of FAS Scores on a weekly basis.



The figure represents the changes over time in scores over the course of time from before product use to during product use. Note that the dotted grey lines represent a random sample of 30 participants and the solid blue line represents the average changes in scores for all participants over time.

## Was there a change in Mental Fatigue scores?

Answer: Yes, there was a statistically significant change in Mental Fatigue. This change was in the expected positive direction.

Mental Fatigue Scores were measured using a subset of items from the FAS. This is a validated questionnaire from the research community to measure Mental Fatigue.

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

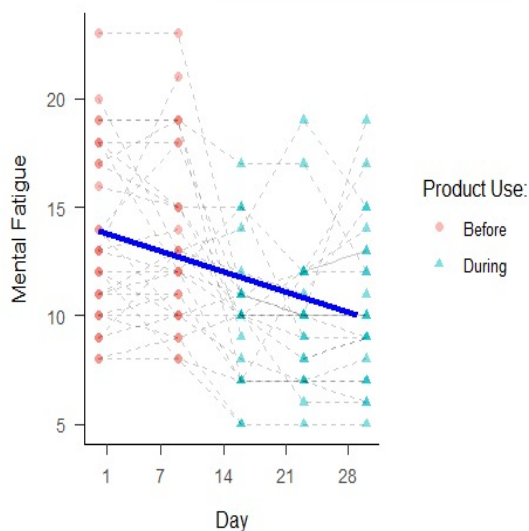
The average score for Mental Fatigue before using the product: 13.9

The average weekly score change: -0.93

The expected score for Mental Fatigue upon completion: 10.04

**This is a 3.86 point improvement in mental fatigue (-27.78% change).**

See the Figure to the right for a visual display of Mental Fatigue scores per week.



## Was there a change in Physical Fatigue?

Answer: Yes, there was a statistically significant change in Physical Fatigue. This change was in the expected positive direction.

Physical Fatigue Scores were measured using a subset of items from the FAS. This is a validated questionnaire from the research community to measure Physical Fatigue.

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

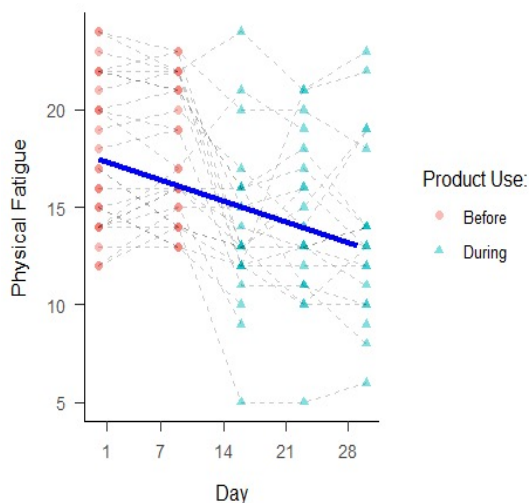
The average score for Physical Fatigue before using the product: 17.45

The average weekly score change: -1.06

The expected score for Physical Fatigue upon completion: 13.06

**This is a 4.39 point improvement in physical fatigue (-25.16% change).**

See the Figure to the right for a visual display of Physical Fatigue scores per week.



## Was there a change in Task Performance?

### Questionnaire: Individual Work Performance Questionnaire

Answer: Yes, there was a statistically significant change in Task Performance. This change was in the expected positive direction.

Task Performance Scores were measured using a subset of items from the Individual Work Performance Questionnaire. This is a validated questionnaire from the research community to measure Task Performance.

Note that scores on the measure are: 1 = “Rarely” to 5 = “Always”

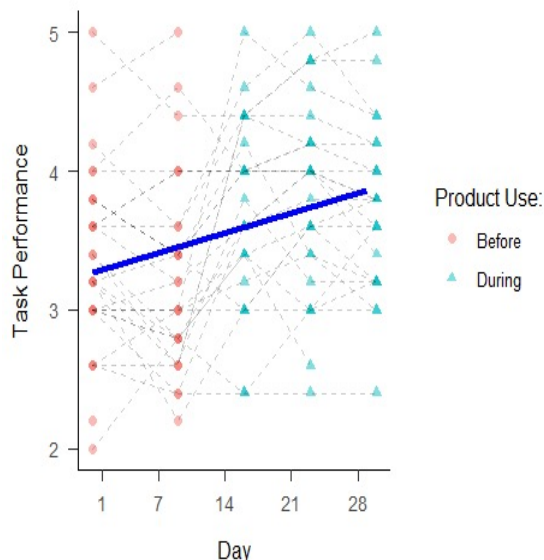
The average score for Task Performance before using the product: 3.27

The average weekly score change: 0.14

The expected score for Task Performance upon completion: 3.86

**This is a 0.58 point improvement in task performance (17.86% change).**

See the Figure to the right for a visual display.



## Was there a change in Contextual Performance?

Answer: Yes, there was a statistically significant change in Contextual Performance. This change was in the expected positive direction.

Contextual Performance Scores were measured using a subset of items from the Individual Work Performance Questionnaire. This is a validated questionnaire from the research community to measure Contextual Performance.

Note that scores on the measure are: 1 = “Rarely” to 5 = “Always”

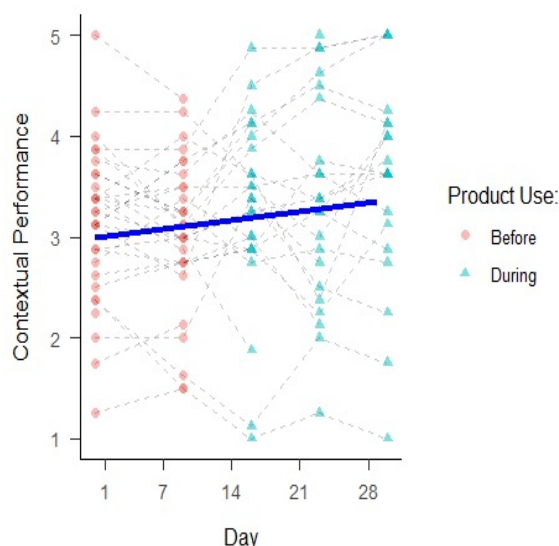
The average score for Contextual Performance before using the product: 2.99

The average weekly score change: 0.09

The expected score for Contextual Performance upon completion: 3.35

**This is a 0.36 point improvement in Contextual Performance (12.01% change).**

See the Figure to the right for a visual display.





## Was there a change in Counterproductive Work Behavior?

Answer: Yes, there was a statistically significant change in Counterproductive Work Behavior. This change was in the expected positive direction.

Counterproductive Work Behavior Scores were measured using a subset of items from the Individual Work Performance Questionnaire. This is a validated questionnaire from the research community to measure Counterproductive Work Behavior.

Note that scores on the measure are: 1 = “Never” to 5 = “Often” (lower scores are better)

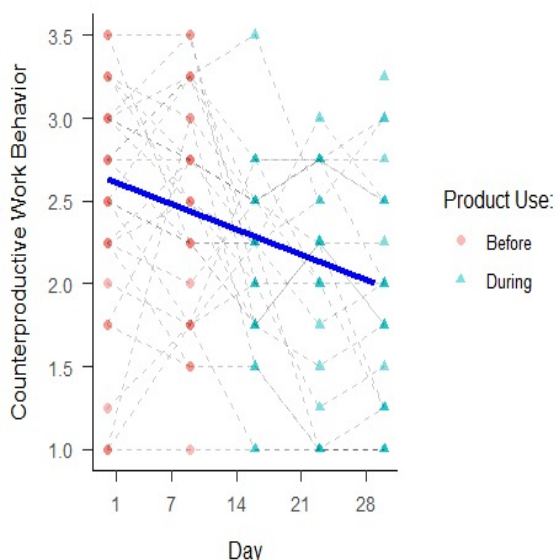
The average score for Counterproductive Work Behavior before using the product: 2.63

The average weekly score change: -0.15

The expected score for Counterproductive Work Behavior upon completion: 2

**This is a 0.63 point improvement in counterproductive work behavior (-23.99% change).**

See the Figure to the right for a visual display.



## Was there a change in concentration on difficult tasks?

**Statement: “Its very hard for me to concentrate on a difficult task when there are noises around”**

Answer: Yes, there was a statistically significant change in Concentration On Difficult Tasks. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better).

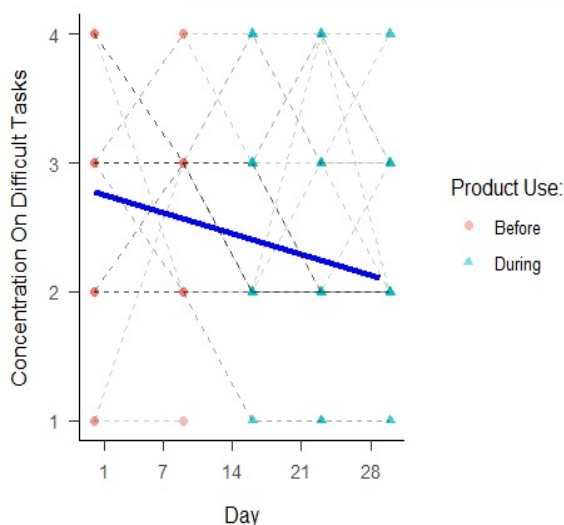
The average score for Concentration On Difficult Tasks before using the product: 2.78.

The average weekly score change: -0.16

The expected score for Concentration On Difficult Tasks upon completion: 2.1

**This is a 0.68 point improvement in concentration on difficult tasks (-24.32% change).**

See the Figure to the right for a visual display.





## Was there a change in focusing attention?

**Statement: “When I need to concentrate and solve a problem, I have trouble focusing my attention”**

Answer: Yes, there was a statistically significant change in Focusing Attention. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

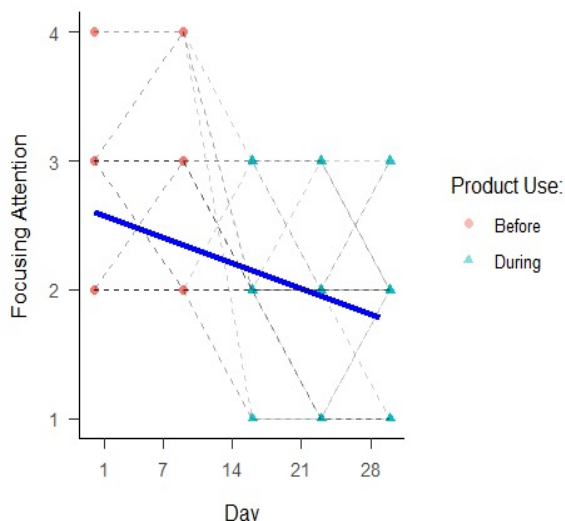
The average score for Focusing Attention before using the product: 2.61

The average weekly score change: -0.2

The expected score for Focusing Attention upon completion: 1.78

**This is a 0.83 point improvement in focusing attention (-31.68% change).**

See the Figure to the right for a visual display.



## Was there a change in being distracted by events?

**Statement: “When I am working hard on something, I still get distracted by events around me”**

Answer: Yes, there was a statistically significant change in being distracted by events. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

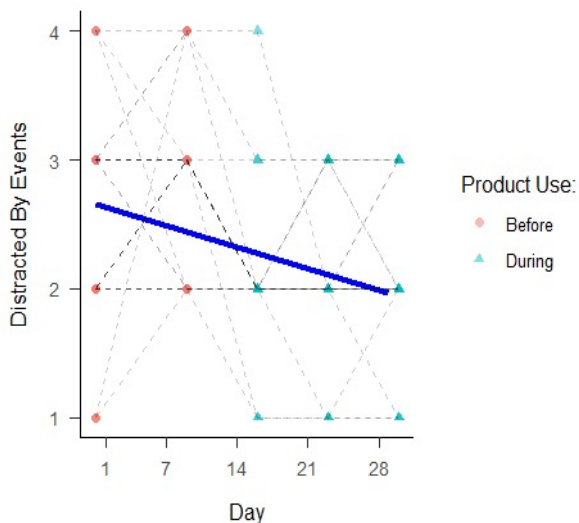
The average score for being distracted by events before using the product: 2.66

The average weekly score change: -0.17

The expected score for being distracted by events upon completion: 1.96

**This is a 0.69 point improvement in being distracted by events (-26.13% change).**

See the Figure to the right for a visual display.



## Was there a change in concentration?

**Statement: “My concentration is good even if there is music in the room around me”**

Answer: Yes, there was a statistically significant change in Concentration. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (higher scores are better)

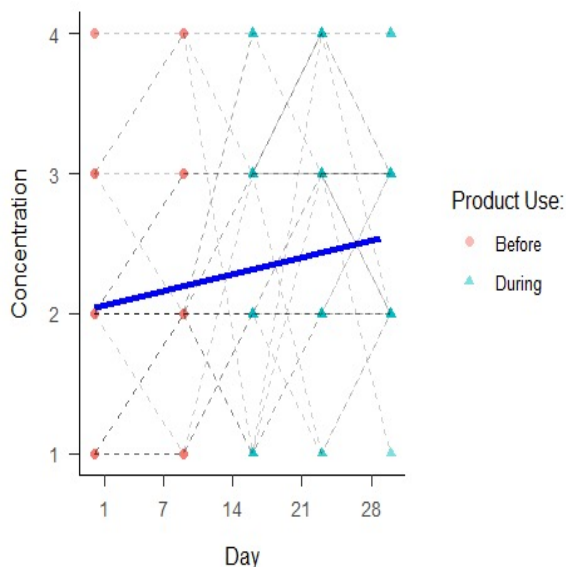
The average score for Concentration before using the product: 2.04

The average weekly score change: 0.12

The expected score for Concentration upon completion: 2.54

**This is a 0.5 point improvement in concentration (24.65% change).**

See the Figure to the right for a visual display.



## Was there a change in focused attention?

**Statement: “When concentrating, I can focus my attention so that I become unaware of what’s going on in the room around me”**

Answer: Yes, there was a statistically significant change in Focused Attention. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (higher scores are better)

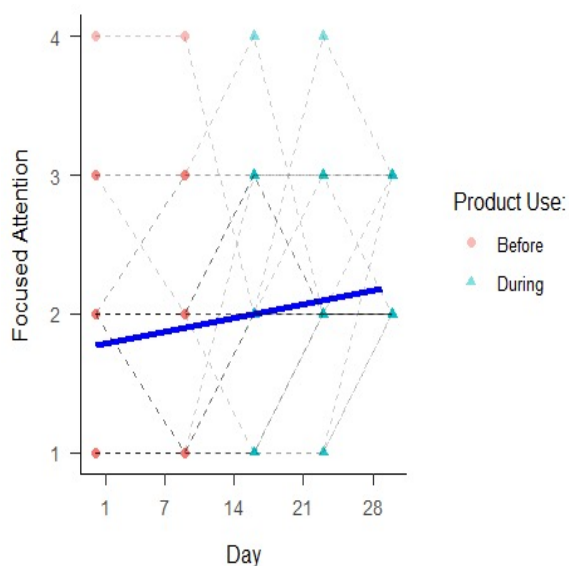
The average score for Focused Attention before using the product: 1.77

The average weekly score change: 0.1

The expected score for Focused Attention upon completion: 2.19

**This is a 0.42 point improvement in focused attention (23.53% change).**

See the Figure to the right for a visual display.



Was there a change in blocking out distracting thoughts?

Statement: “When trying to focus my attention on something, I have difficulty blocking out distracting thoughts”

Answer: Yes, there was a statistically significant change in Blocking Out Distracting Thoughts. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

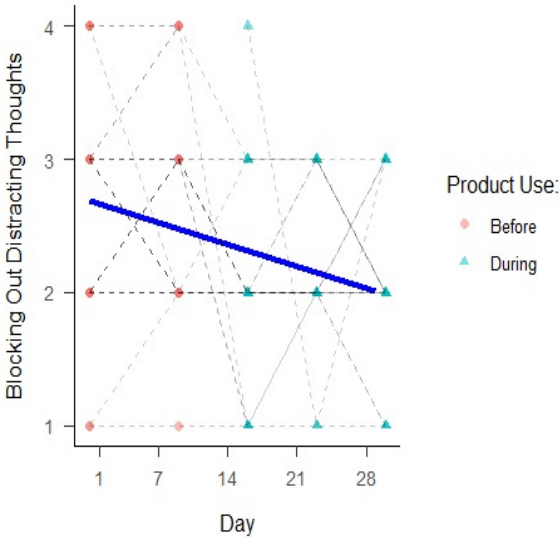
The average score for Blocking Out Distracting Thoughts before using the product: 2.69

The average weekly score change: -0.17

The expected score for Blocking Out Distracting Thoughts upon completion: 2.01

This is a 0.68 point improvement in blocking out distracting thoughts (-25.41% change).

See the Figure to the right for a visual display.



Was there a change in trying to remember?

Question: “How often do you find yourself trying to remember what you were about to do next?”

Answer: Yes, there was a statistically significant change in Trying To Remember. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

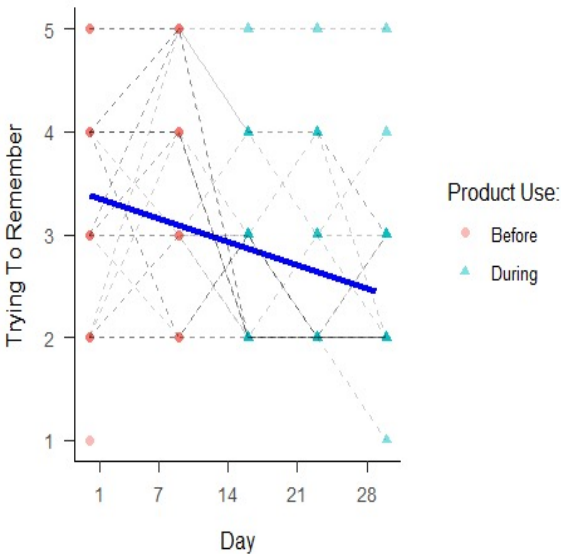
The average score for Trying To Remember before using the product: 3.37

The average weekly score change: -0.22

The expected score for Trying To Remember upon completion: 2.45

This is a 0.92 point improvement in trying to remember (-27.3% change).

See the Figure to the right for a visual display.



## Was there a change in doing the same thing over-and-over?

**Question: “How often do you find yourself doing the same thing over and over because you lost track of what you’ve done (e.g., re-reading the same paragraph)?”**

Answer: Yes, there was a statistically significant change in Doing The Same Thing Over-And-Over. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

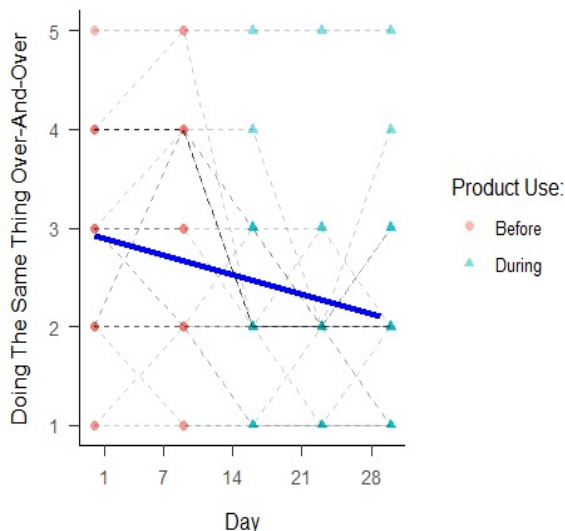
The average score for Doing The Same Thing Over-And-Over before using the product: 2.93

The average weekly score change: -0.2

The expected score for Doing The Same Thing Over-And-Over upon completion: 2.1

**This is a 0.83 point improvement in doing the same thing over-and-over (-28.33% change).**

See the Figure to the right for a visual display.



## Was there a change in being stressed at work?

**Question: “How often do you feel stressed at work?”**

Answer: Yes, there was a statistically significant change in Stressed At Work. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

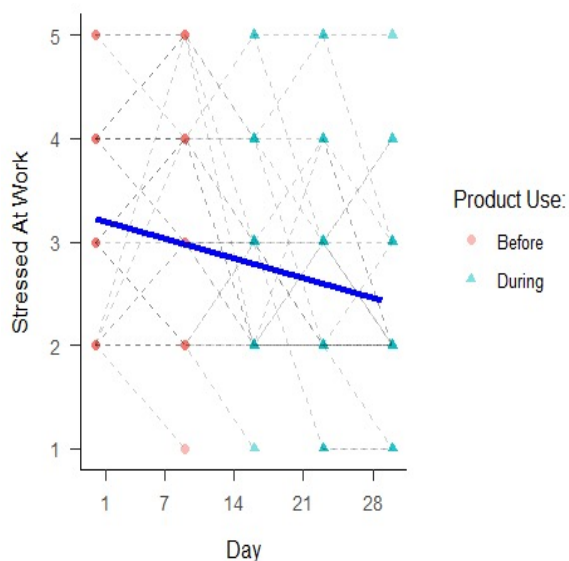
The average score for Stressed At Work before using the product: 3.22

The average weekly score change: -0.19

The expected score for Stressed At Work upon completion: 2.43

**This is a 0.79 point improvement in stressed at work (-24.45% change).**

See the Figure to the right for a visual display.



# Was there a change in being exhausted at work?

## Question: “How often do you feel exhausted at work?”

Answer: Yes, there was a statistically significant change in Exhausted At Work. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Almost never” to 5 = “Always” (lower scores are better)

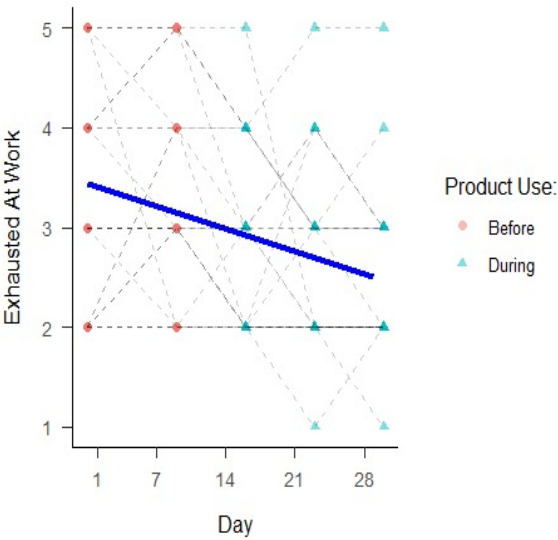
The average score for Exhausted At Work before using the product: 3.43

The average weekly score change: -0.22

The expected score for Exhausted At Work upon completion: 2.51

**This is a 0.92 point improvement in exhausted at work (-26.89% change).**

See the Figure to the right for a visual display.



# DAILY COMPARISONS

## Was there a change in feeling productive today?

Answer: Yes, there was a statistically significant change in Feeling Productive Today. This change was in the expected positive direction.

The likelihood of participants being feeling productive today was significantly higher over time.

## Was there a change in hours of productivity?

Answer: Yes, there was a statistically significant change in Hours Of Productivity. This change was in the expected positive direction.

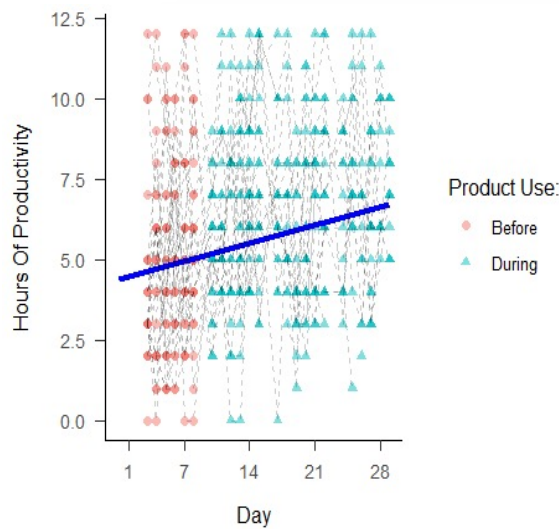
The average hours of productivity before the product:  
04:24

The average weekly change in hours of productivity:  
00:33:24 increase

Expected average hours of productivity upon completion: 06:42

**This is a an extra 02:18 hours of productivity (52.42% change).**

See the Figure to the right for a visual display.



## Was there a change in energy levels?

Answer: Yes, there was a statistically significant change in Energy Levels. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “No energy” to 5 = “Full of energy”

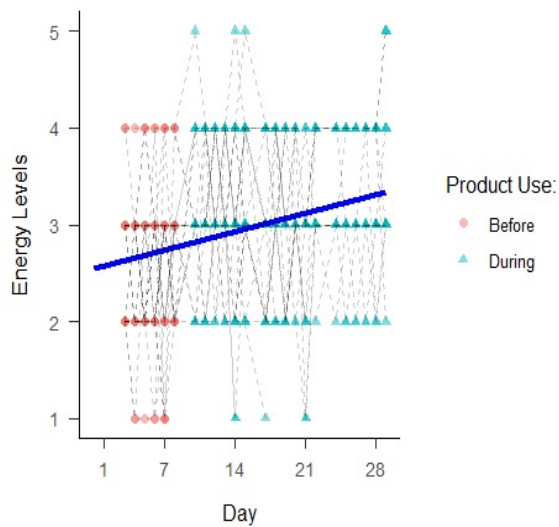
The average score for Energy Levels before using the product: 2.55

The average weekly score change: 0.19

The expected score for Energy Levels upon completion: 3.34

**This is a 0.79 point improvement in energy levels (31.19% change).**

See the Figure to the right for a visual display.





## Was there a change in daily mood?

Answer: Yes, there was a statistically significant change in Daily Mood. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Bad” to 5 = “Great”

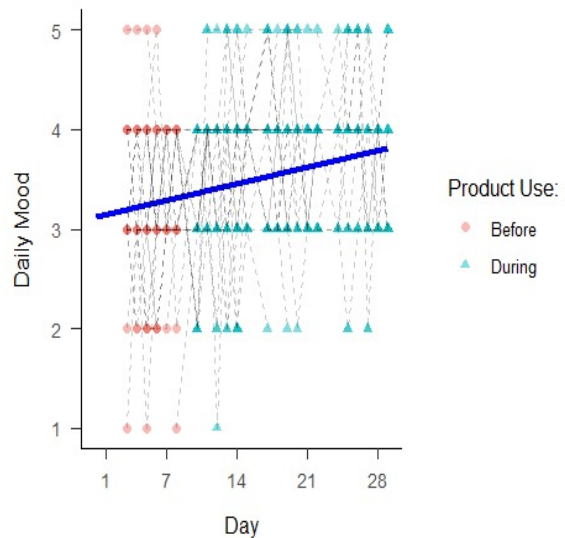
The average score for Daily Mood before using the product: 3.12

The average weekly score change: 0.17

The expected score for Daily Mood upon completion: 3.82

**This is a 0.7 point improvement in daily mood (22.48% change).**

See the Figure to the right for a visual display.



## Was there a change in daily happiness?

Answer: Yes, there was a statistically significant change in Daily Happiness. This change was in the expected positive direction.

Note that scores on the measure are: 0 = “Not happy/joyful” to 10 = “Extremely happy/joyful”

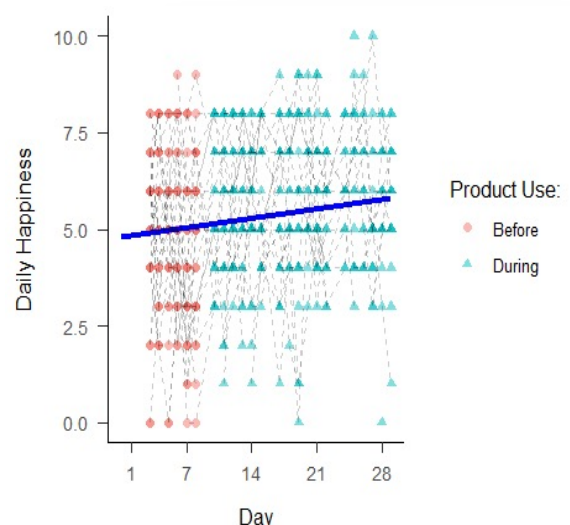
The average score for Daily Happiness before using the product: 4.81

The average weekly score change: 0.24

The expected score for Daily Happiness upon completion: 5.81

**This is a 1 point improvement in daily happiness (20.8% change).**

See the Figure to the right for a visual display.





## Was there a change in task focused?

**Question: “How easy or difficult was it for you to stay focused on one specific task today?”**

Answer: Yes, there was a statistically significant change in being Task Focused. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Very difficult” to 5 = “Very easy”

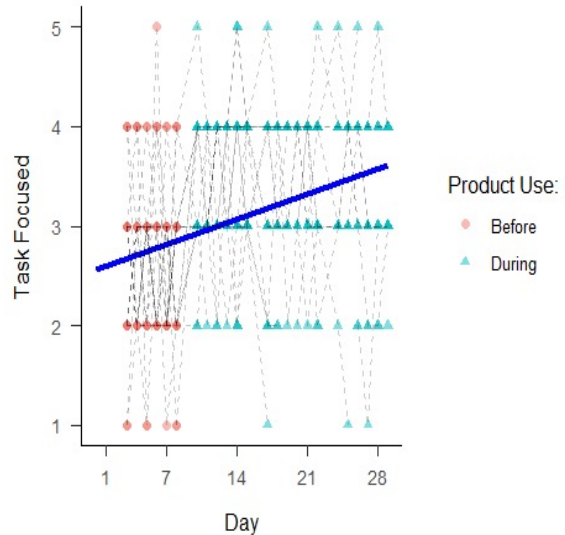
The average score for being Task Focused before using the product: 2.57

The average weekly score change: 0.25

The expected score for being Task Focused upon completion: 3.61

**This is a 1.04 point improvement in being task focused (40.56% change).**

See the Figure to the right for a visual display.



## Was there a change in mind drift?

Answer: Yes, there was a statistically significant change in Mind Drift. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

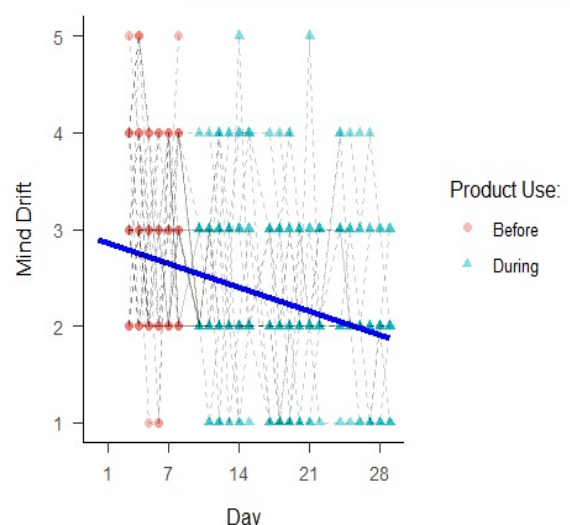
The average score for Mind Drift before using the product: 2.89

The average weekly score change: -0.25

The expected score for Mind Drift upon completion: 1.87

**This is a 1.02 point improvement in mind drift (-35.18% change).**

See the Figure to the right for a visual display.



## Was there a change in problems thinking clearly?

Answer: Yes, there was a statistically significant change in Problems Thinking Clearly. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

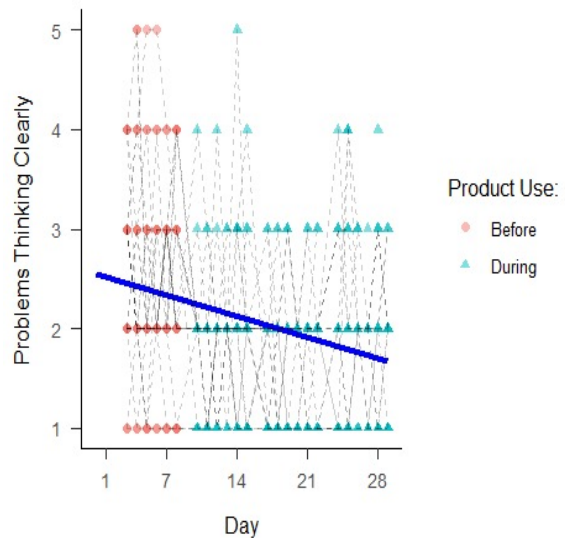
The average score for Problems Thinking Clearly before using the product: 2.54

The average weekly score change: -0.21

The expected score for Problems Thinking Clearly upon completion: 1.67

**This is a 0.88 point improvement in problems thinking clearly (-34.44% change).**

See the Figure to the right for a visual display.



## Was there a change in one's overall day?

Answer: Yes, there was a statistically significant change in One's Overall Day. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Bad” to 5 = “Great”

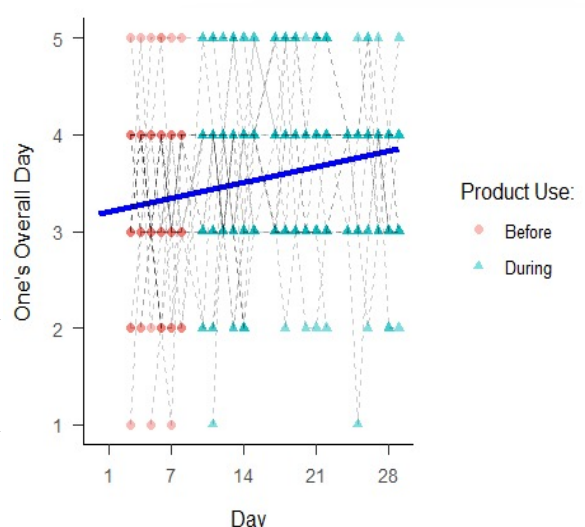
The average score for One's Overall Day before using the product: 3.19

The average weekly score change: 0.16

The expected score for One's Overall Day upon completion: 3.86

**This is a 0.67 point improvement in one's overall day (21.02% change).**

See the Figure to the right for a visual display.



## Was there a change in feeling worn out?

Answer: Yes, there was a statistically significant change in Feeling Worn Out. This change was in the expected positive direction.

Note that scores on the measure are: 1 = “Never” to 5 = “Always” (lower scores are better)

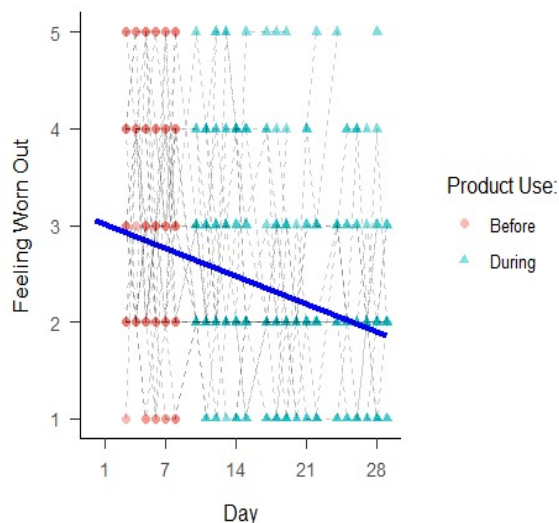
The average score for Feeling Worn Out before using the product: 3.05

The average weekly score change: -0.29

The expected score for Feeling Worn Out upon completion: 1.86

**This is a 1.18 point improvement in feeling worn out (-38.83% change).**

See the Figure to the right for a visual display.



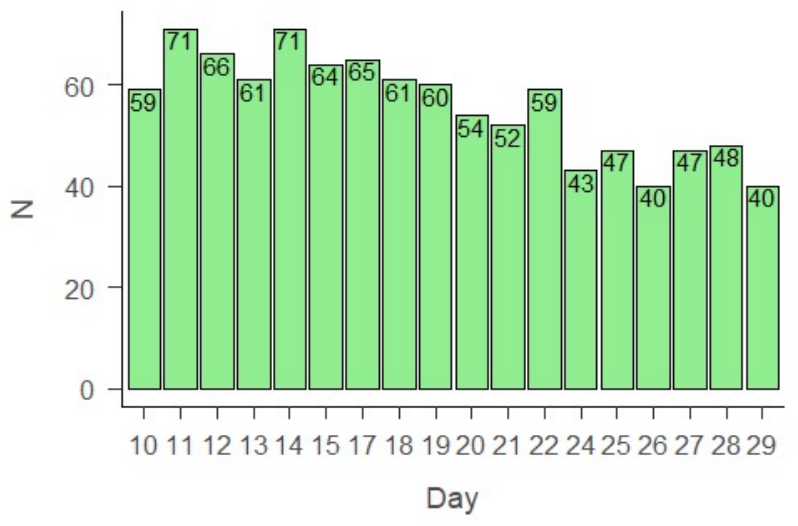
## Was there a change in hunger levels?

Answer: No, there was not a statistically significant change in Hunger Levels.

# PRODUCT USE & EXPERIENCE

## On average how many people used the product per day?

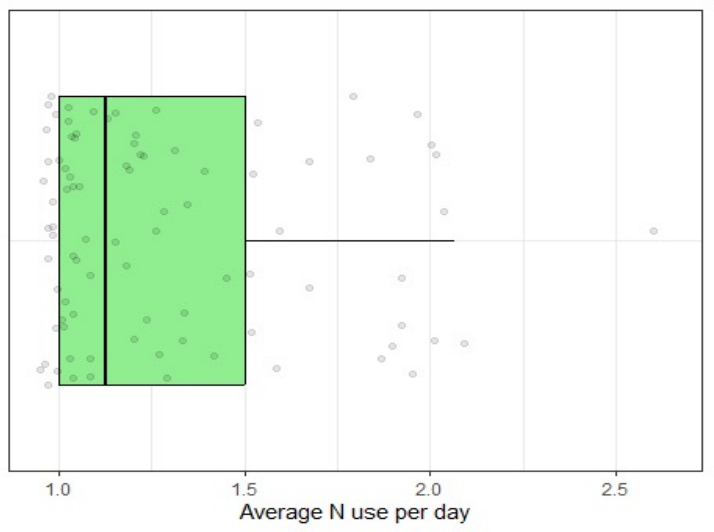
See the Figure below for visual display of how many people, on average, used the product per day.



## On average, how many times did participants use the product each day?

Answer: Participants product use, on average, was 1.29 times daily (SD=0.37) and the maximum number of times the product was used in a day was 4.

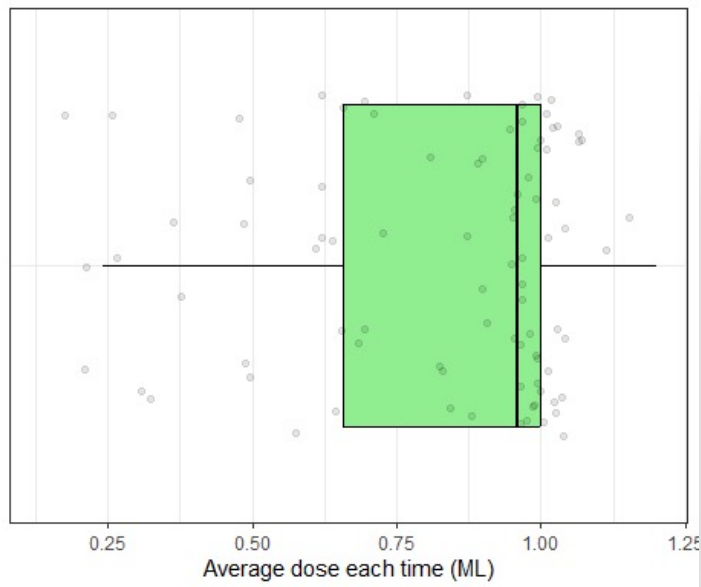
See the Figure below for visual display of product use frequency.



## On average, how much of the product did participants use each time?

Answer: Participants product use, on average, was 0.83 ML with each use (SD=0.25).

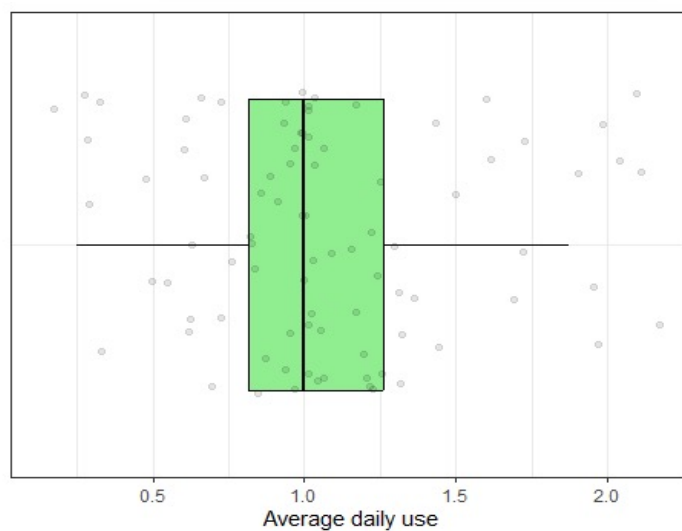
See the Figure below for visual display.



## On average, how much of the product, in total, did participants use each day?

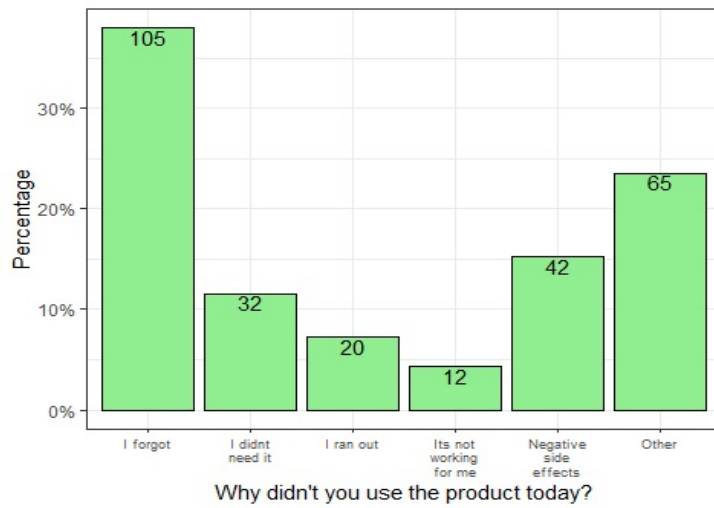
Answer: Participants daily use, on average, was 1.07 ML (SD=0.45).

See the Figure below for a visual display.



## On days the product was not used, why not?

See the Figure below for a visual display.



## Did participants experience any having trouble sleeping while using the product?

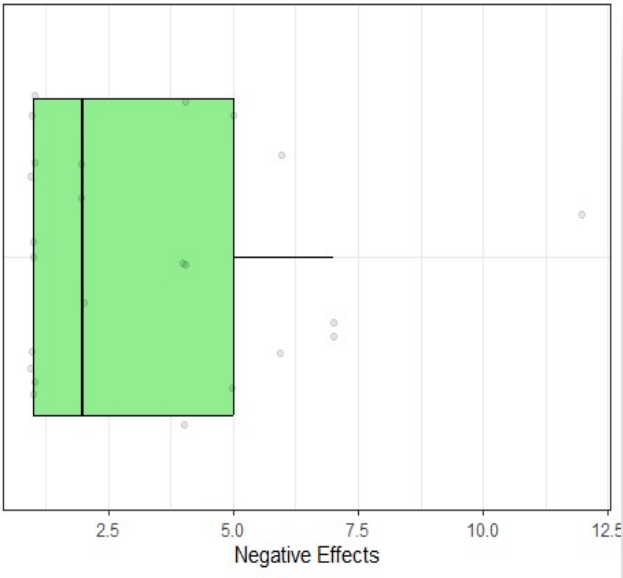
Answer: No, there was not a statistically significant change in Having Trouble Sleeping, indicating participants did not experience difficulties sleeping.

# NEGATIVE EXPERIENCES

## Did participants experience any negative effects while using the product?

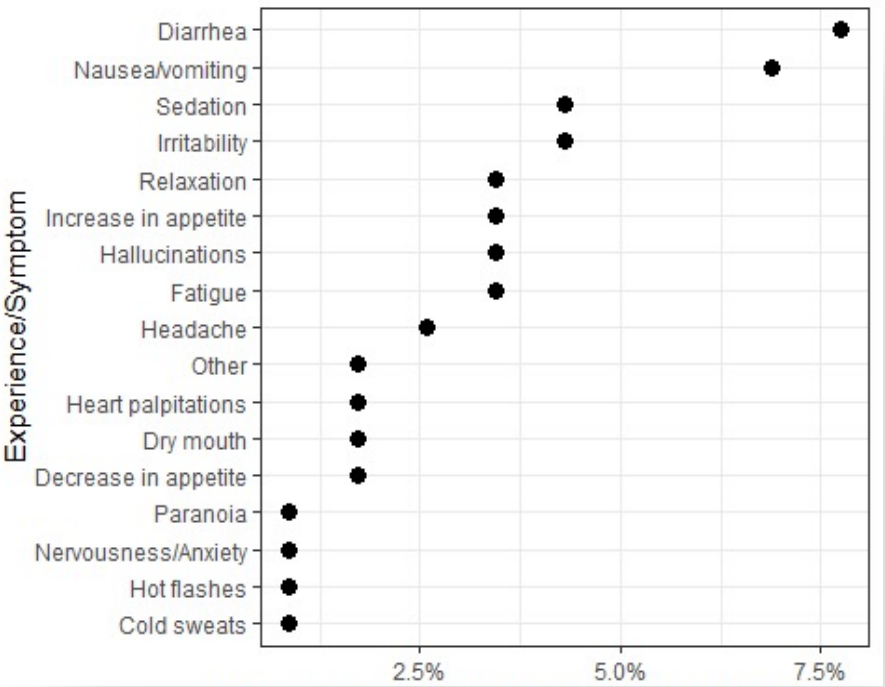
Among those reporting 1 or more negative effects from the product (24 participants), the number of times, on average, participants experienced negative effects: 3.33/21 days.

The boxplot displays the minimum values, first (lower) quartile (left side of box), median (dark line in middle area of box), third (upper) quartile (right side of box), and maximum non-outlier values.



## Among those with negative experiences, what were the most common?

See the Figure below for visual display of the percentage of each experience endorsed.





Among those endorsing ‘Other’ negative experiences, what were those experiences?

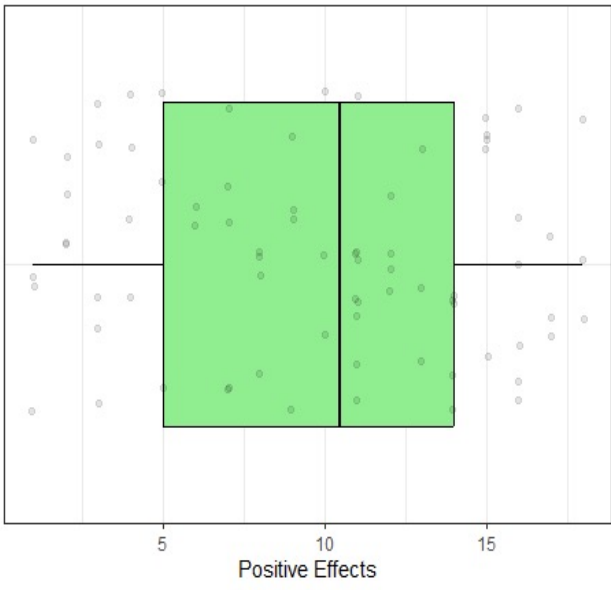
Response	‘Other’ Negative Experiences
1	Woozy
2	woozy a little bit high one hour after taking 1 ML
3	Stomach Ache
4	Feel tired after about 5 hours
5	Itching
6	Lack of focus
7	GI related-burping
8	I had a very rough night. I had very vivid dreams that almost felt like nightmares.
9	I have the zoomies. I am all over the place, physically, that is.
10	I took a dropperful about an hour before I went to bed last night and had the awfulest time sleeping. I sweated so bad too. Not a good idea on my part.
11	I realize this sounds weird but my head felt focused but I felt high and that made me feel scattered
12	Burping and heart burn

# POSITIVE EXPERIENCES

## Did participants experience any positive effects while using the product?

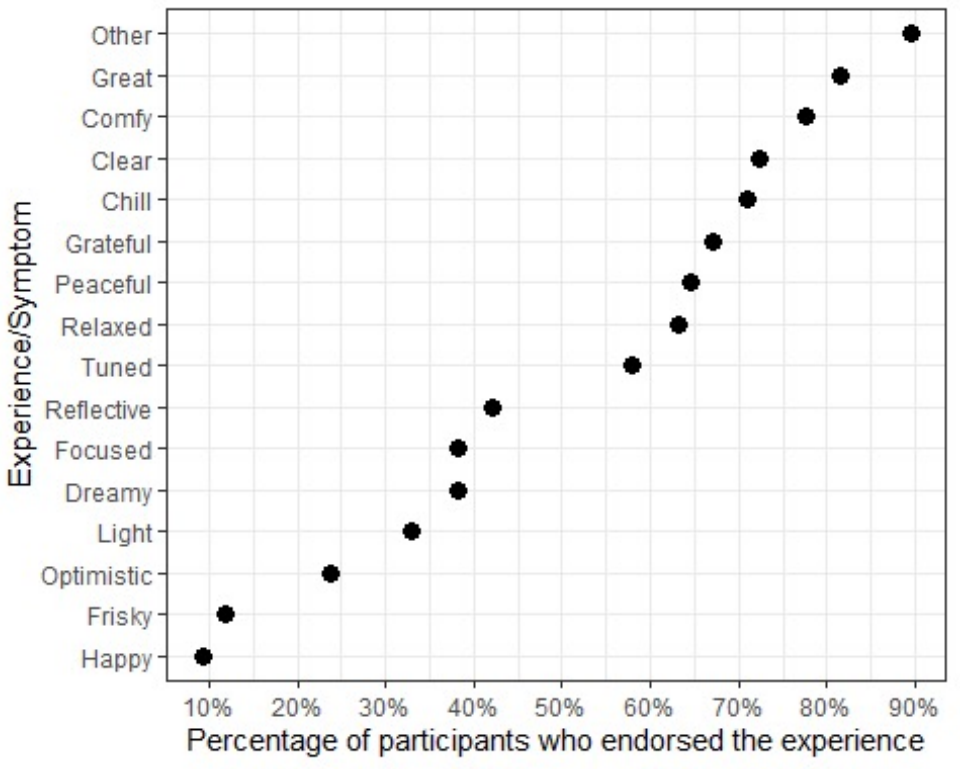
Number of times, on average, participants experienced positive effects: 9.67/21 days.

The boxplot displays the minimum values, first (lower) quartile (left side of box), median (dark line in middle area of box), third (upper) quartile (right side of box), and maximum non-outlier values.



## Among those with positive experiences, what were the most common ones experienced?

See the Figure below for visual display of the percentage of each experience endorsed.



## Among those endorsing ‘Other’ positive experiences, what were those experiences?

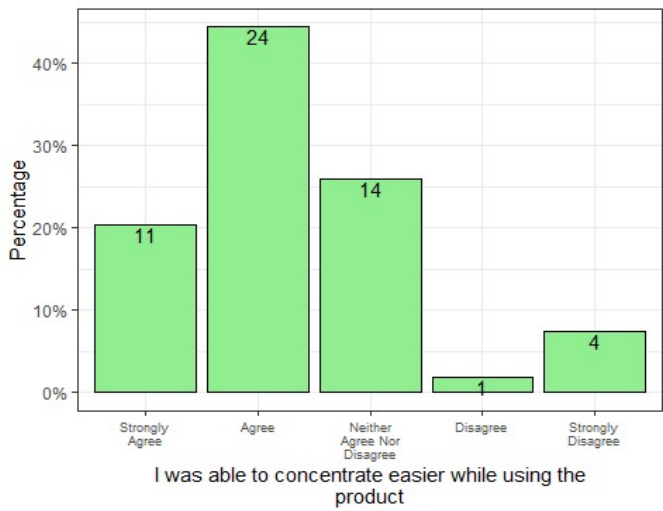
Response	‘Other’ Positive Experiences
1	Headache and stiffness subsided
2	Back pain gone
3	Motivation
4	Motivated
5	Good mood
6	Hard to say bc I was in bed rest due to a flare up of a knee issue.
7	Alert
8	Did not feel hungry so often. This is great for me!
9	Just overall fell in maybe... a better mood then when I am not using product.
10	Hat calm feeling
11	Talkative
12	I don’t hurt near as much. I have chronic pain. This has been a relief. I can do most of the things that I couldn’t in the past.
13	Reduced pain.
14	Advanced Focus really helps to alleviate my pain.
15	Helped with my pain.
16	It helps me with my pain.
17	It helps manage my pain.
18	It really does help with my pain. I have fibromyalgia, nerve damage, and osteoarthritis. Focus helps to manage it without the use of NSAIDs.
19	Awkward
20	Stayed on topic
21	I didn’t get angry

# FINAL ANSWER DISTRIBUTION

## I was able to concentrate easier while using the product

N = 35 (64.8%) of participants agreed with the above statement.

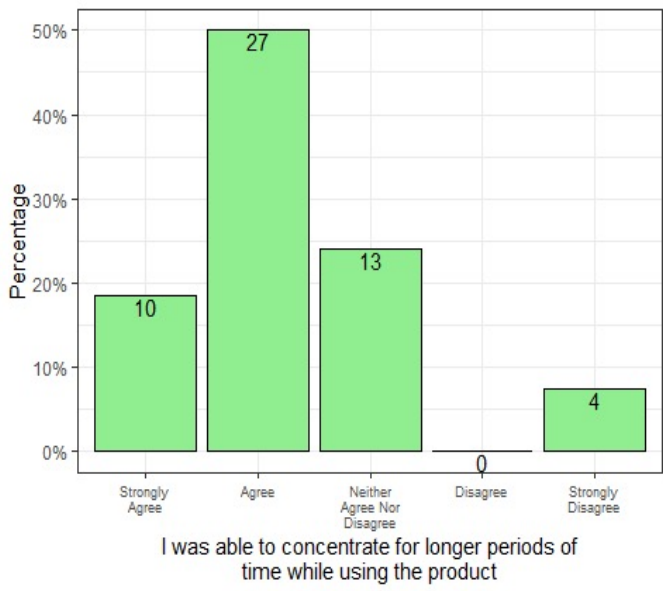
Note. The value at the top of the bar is the N of participants in each respective category.



## I was able to concentrate for longer periods of time while using the product

N = 37 (68.5%) of participants agreed with the above statement.

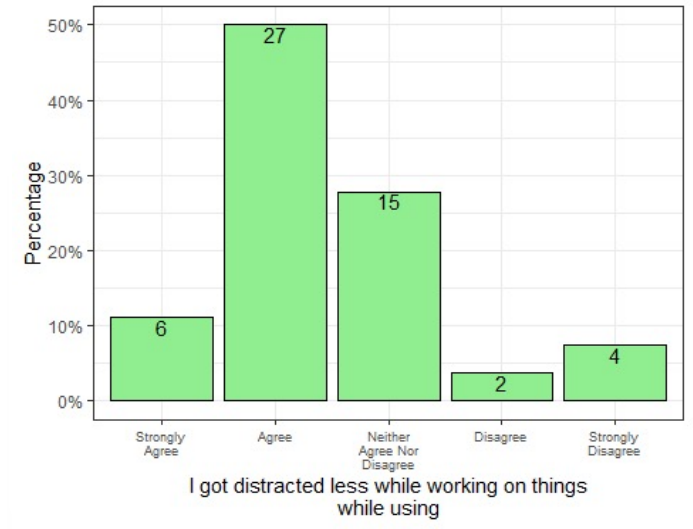
Note. The value at the top of the bar is the N of participants in each respective category.



## I got distracted less while working on things while using

N = 33 (61.1%) of participants agreed with the above statement.

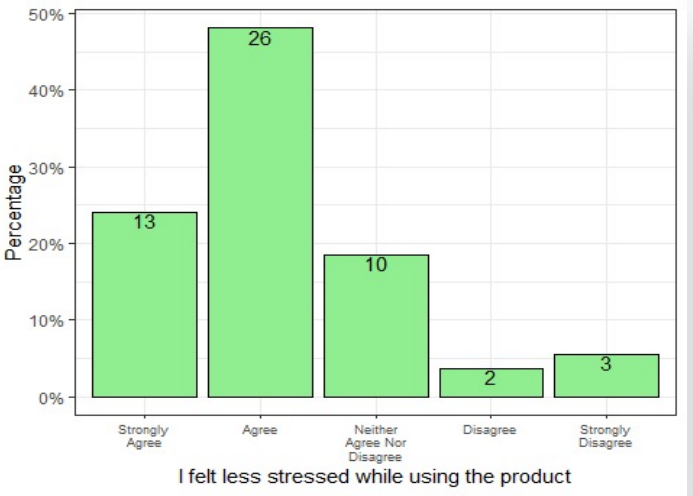
Note. The value at the top of the bar is the N of participants in each respective category.



## I felt less stressed while using the product

N = 39 (72.2%) of participants agreed with the above statement.

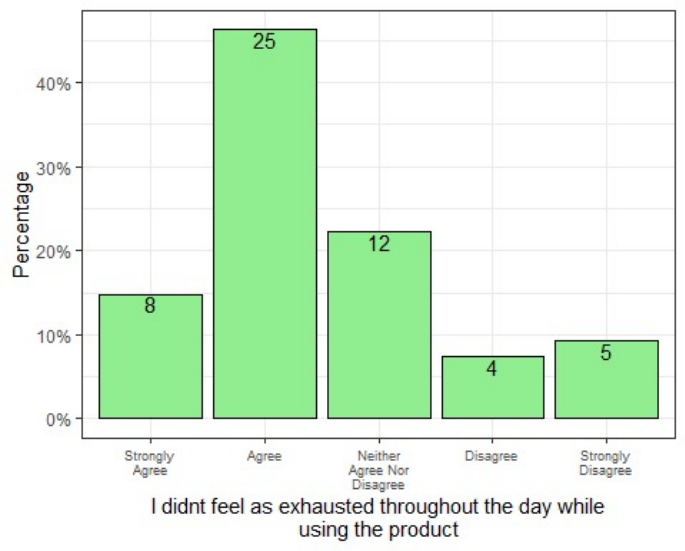
Note. The value at the top of the bar is the N of participants in each respective category.



I didn't feel as exhausted throughout the day while using the product

N = 33 (61.1%) of participants agreed with the above statement.

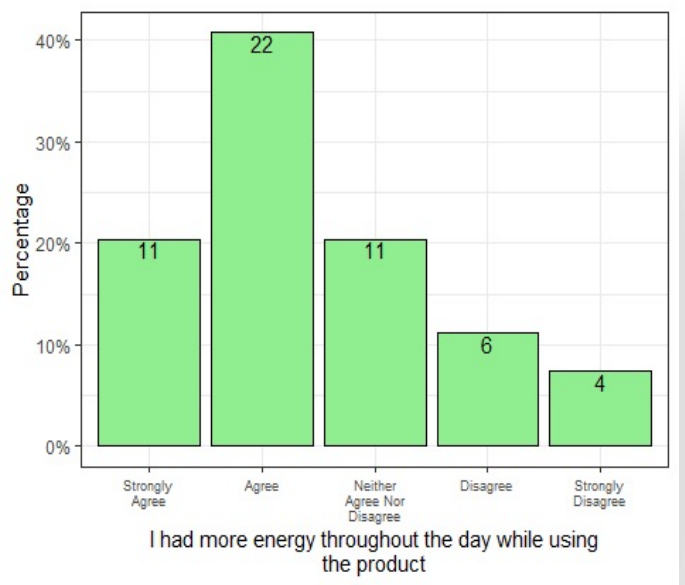
Note. The value at the top of the bar is the N of participants in each respective category.



I had more energy throughout the day while using the product

N = 33 (61.1%) of participants agreed with the above statement.

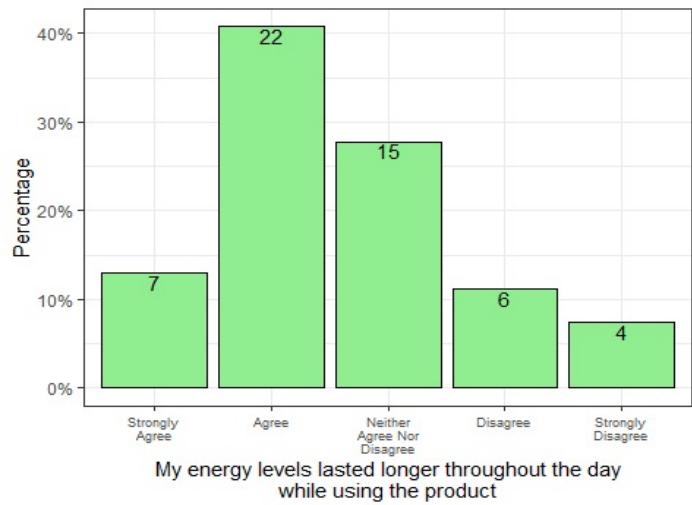
Note. The value at the top of the bar is the N of participants in each respective category.



## My energy levels lasted longer throughout the day while using the product

N = 29 (53.7%) of participants agreed with the above statement.

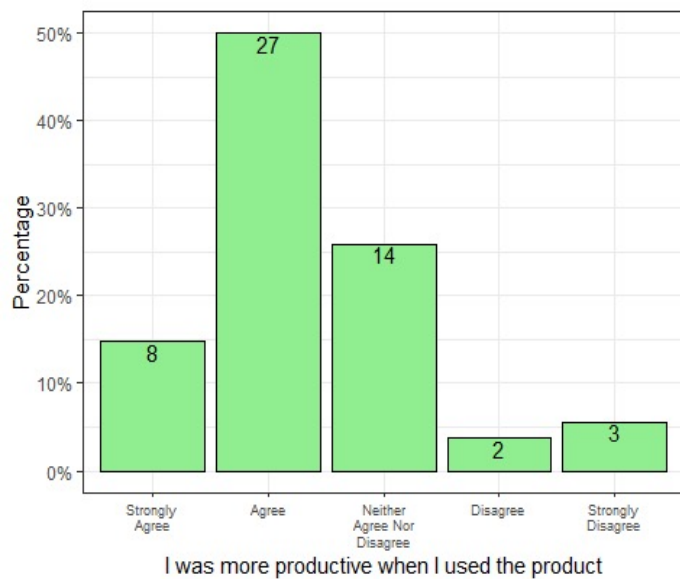
Note. The value at the top of the bar is the N of participants in each respective category.



## I was more productive when I used the product

N = 35 (64.8%) of participants agreed with the above statement.

Note. The value at the top of the bar is the N of participants in each respective category.

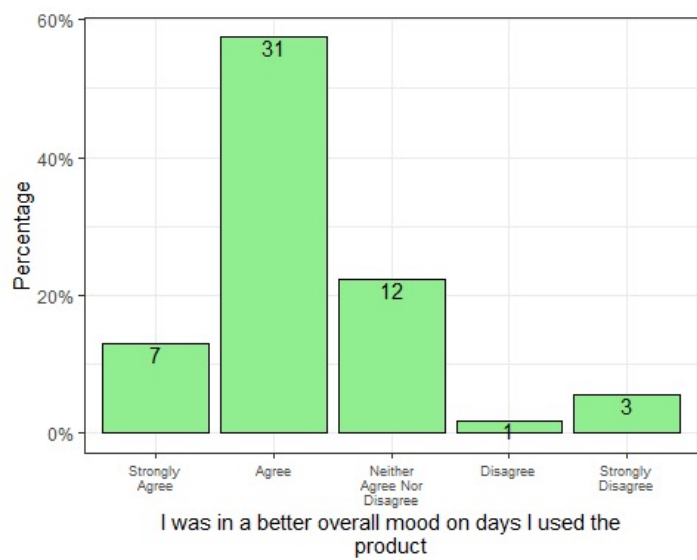




## I was in a better overall mood on days I used the product

N = 38 (70.4%) of participants agreed with the above statement.

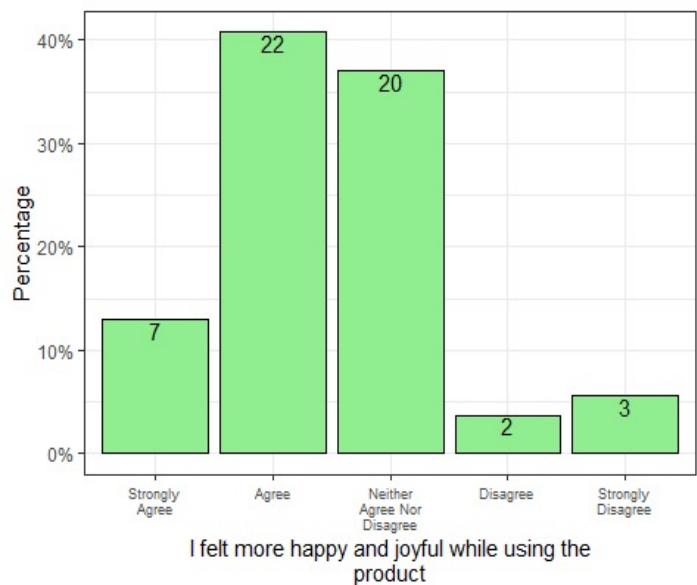
Note. The value at the top of the bar is the N of participants in each respective category.



## I felt more happy and joyful while using the product

N = 29 (53.7%) of participants agreed with the above statement.

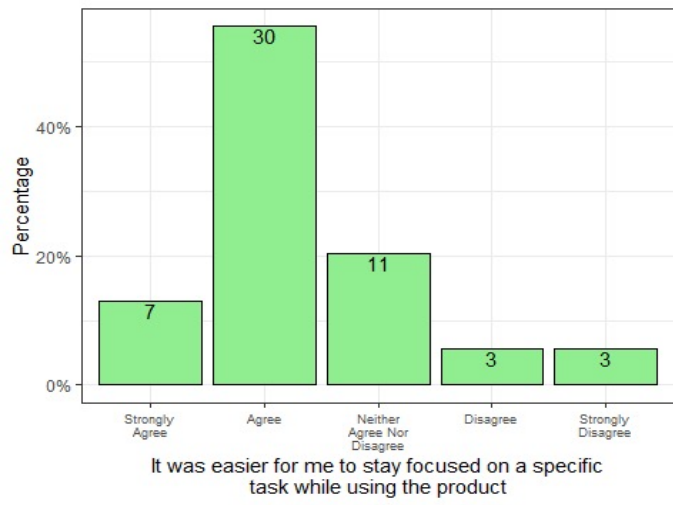
Note. The value at the top of the bar is the N of participants in each respective category.



**It was easier for me to stay focused on a specific task while using the product**

N = 37 (68.5%) of participants agreed with the above statement.

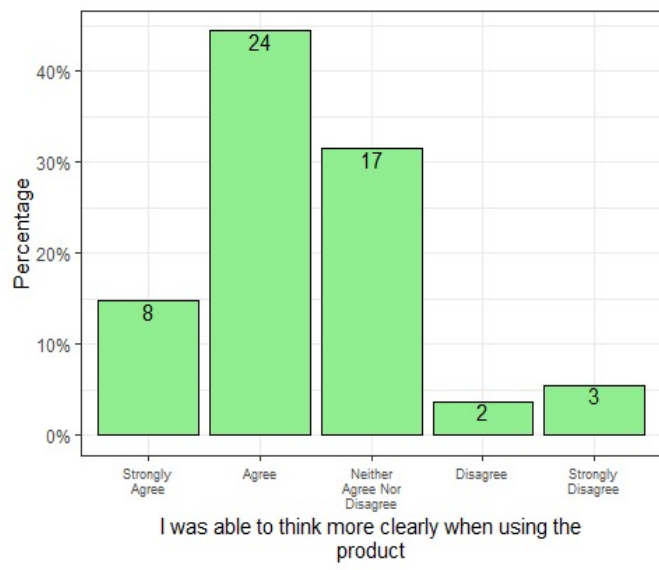
Note. The value at the top of the bar is the N of participants in each respective category.



**I was able to think more clearly when using the product**

N = 32 (59.3%) of participants agreed with the above statement.

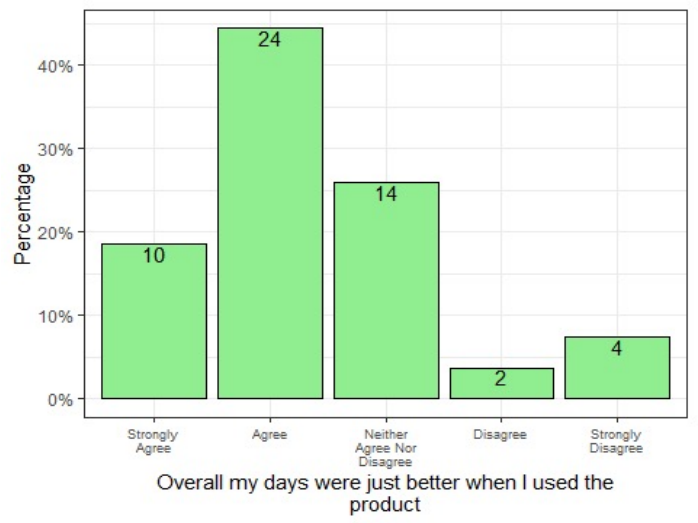
Note. The value at the top of the bar is the N of participants in each respective category.



## Overall my days were just better when I used the product

N = 34 (63%) of participants found improvement.

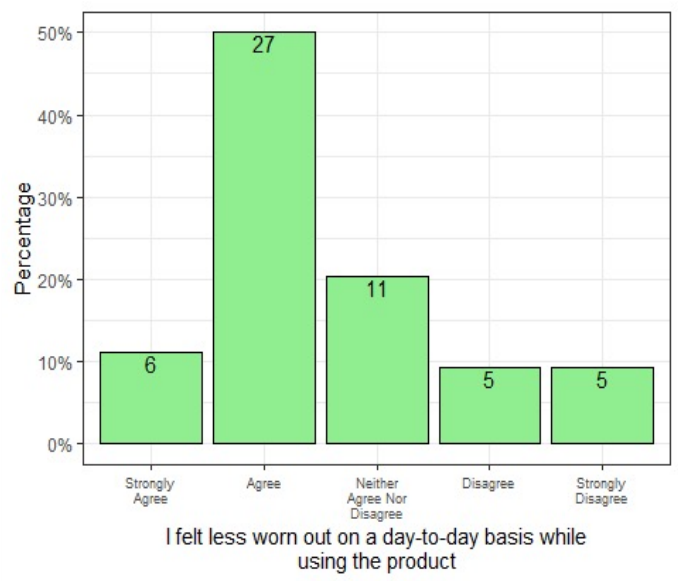
Note. The value at the top of the bar is the N of participants in each respective category.



## I felt less worn out on a day-to-day basis while using the product

N = 33 (61.1%) of participants agreed with the above statement.

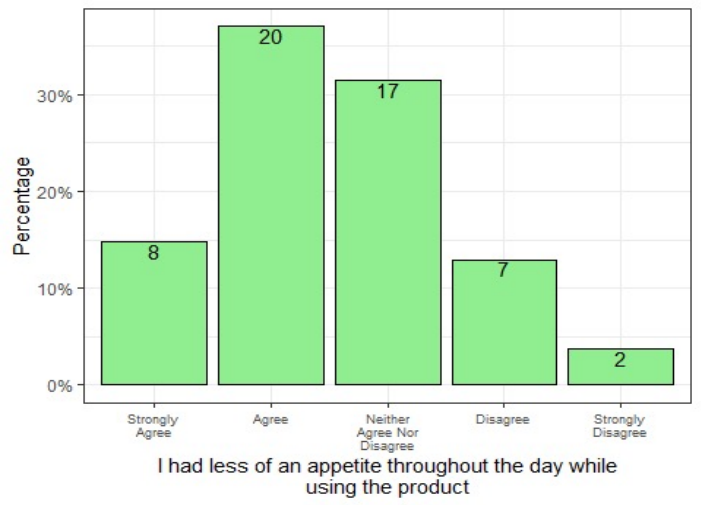
Note. The value at the top of the bar is the N of participants in each respective category.



## I had less of an appetite throughout the day while using the product

N = 28 (51.9%) of participants agreed with the above statement.

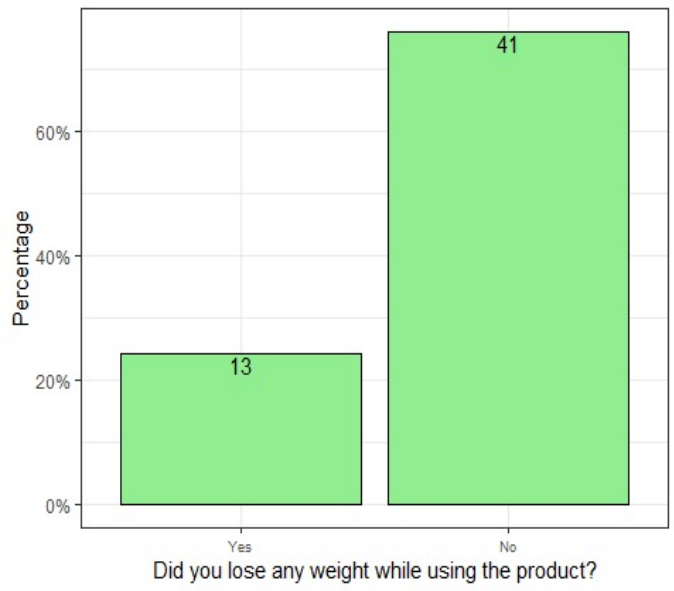
Note. The value at the top of the bar is the N of participants in each respective category.



## Did you lose any weight while using the product?

N = 13 (24.1%) of participants reported they lost weight while using the product.

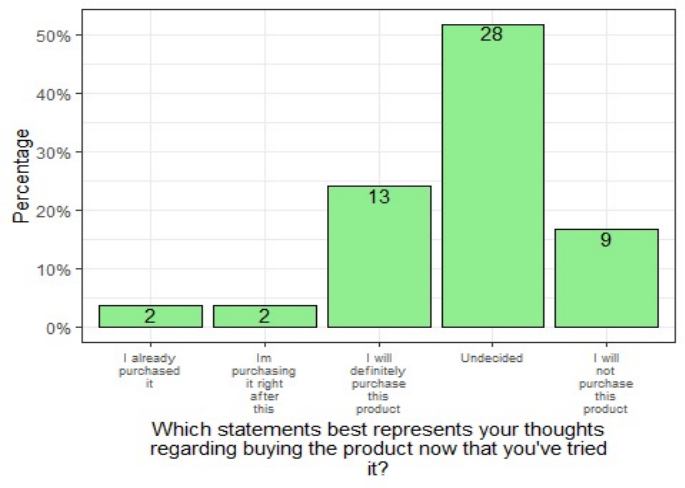
Note. The value at the top of the bar is the N of participants in each respective category.



Which statements best represents your thoughts regarding buying the product now that you’ve tried it?

N = 17 (11.1%) of participants said they will purchase the product.

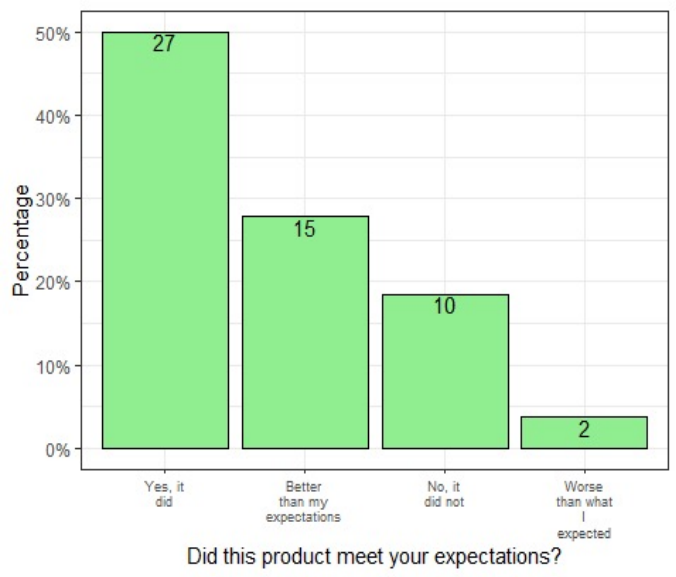
Note. The value at the top of the bar is the N of participants in each respective category.



Did this product meet your expectations?

N = 42 (77.8%) of participants agreed with the above statement.

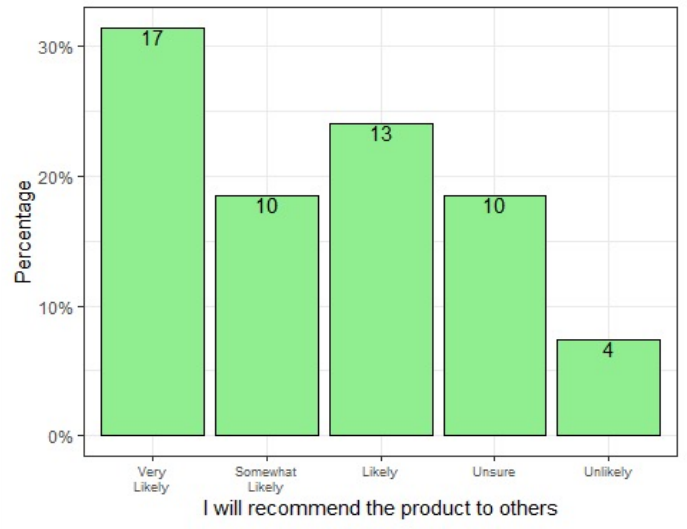
Note. The value at the top of the bar is the N of participants in each respective category.



## I will recommend the product to others

N = 40 (74.1%) of participants agreed with the above statement.

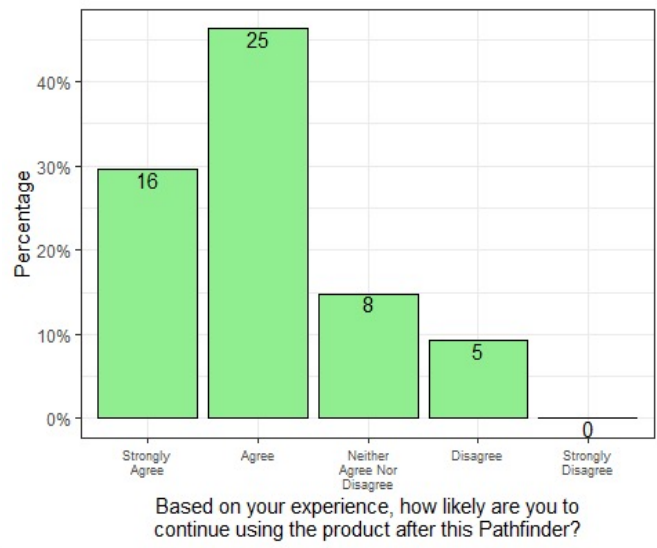
Note. The value at the top of the bar is the N of participants in each respective category.



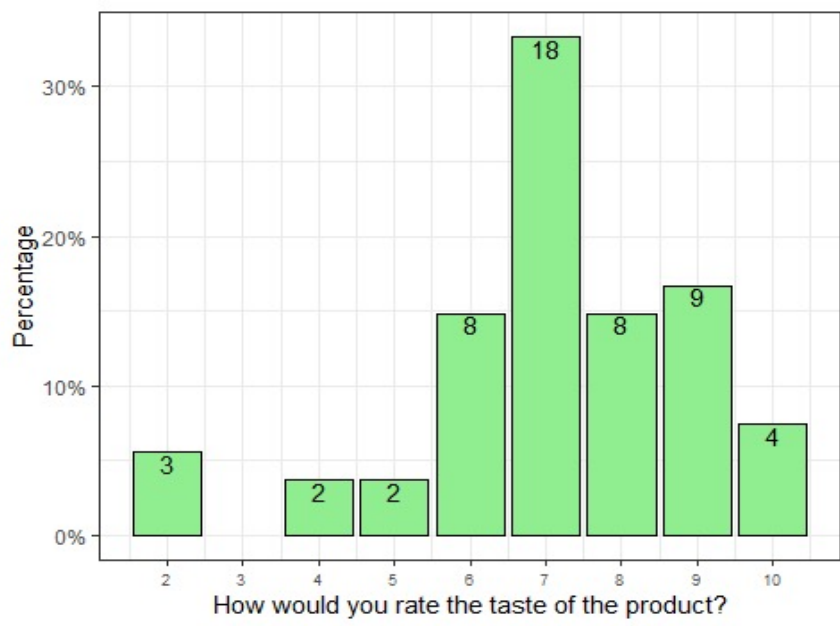
## Based on your experience, how likely are you to continue using the product after this Pathfinder?

N = 41 (75.9%) of participants agreed with the above statement.

Note. The value at the top of the bar is the N of participants in each respective category.



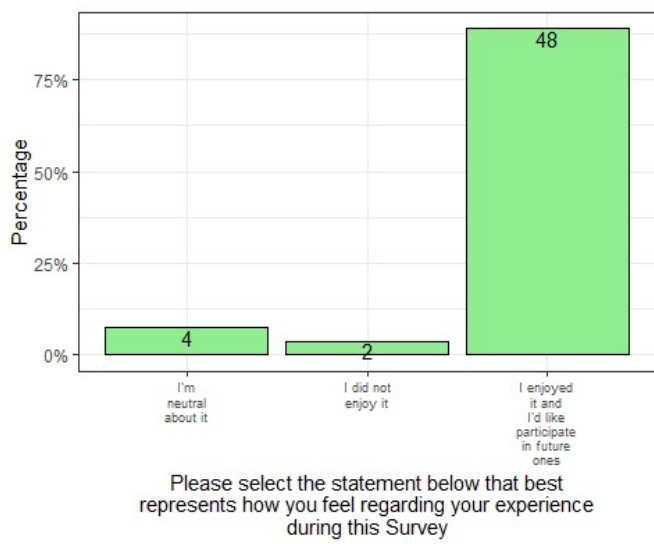
How would you rate the taste of the product?



Please select the statement below that best represents how you feel regarding your experience during this Survey

N = 48 (88.9%) of participants enjoyed their experience.

Note. The value at the top of the bar is the N of participants in each respective category.





# WORD CLOUDS

Word cloud: In one word, please describe the product



The figure displays a word cloud of "In one word, please describe the product."

Word cloud: In one word, please describe your Survey experience



The figure displays a word cloud of "In one word, please describe your Pathfinder experience."

# PRODUCT REVIEWS

List of the participant responses for the following question: “Please leave us a 1-2 sentence review of the product and your experience using them.

Response	Advanced Focus Tincture Reviews
1	I liked it a lot, but I did have an issue with heart palpitations. It did seem to correlate to the dose however. 0.5 ml was the most I could tolerate.
2	It really helped me to find more motivation for staying focused on a task and find new ways to do things
3	I believe that because I use Marijuana everyday that my results weren't what I was hoping for. If it was stronger I may have experienced better results. Thank you
4	This stuff is really good. Once I got the dose right, I could feel the difference in clarity
5	I only took 1ml per day and I honestly could not tell the difference in my energy. Some days I took 1ml and a half and still no changes. The only change I noticed was my appetite deceased. I really wanted this product to work for my energy but it didn't. I'm a little disappointed 😞
6	On the days I took this tincture I could think and work so much better. Definitely noticed a difference in my focus and clarity. The taste was not as pleasant as I would have liked, but found ways around that. It did not deter me from continuing using the product. The price is what makes me unsure if I will buy it after this, but if I can afford it, it is definitely worth the money for me to be able to think clearer and have more energy.
7	Bloom Hemp's Advanced Focus provided me with a sense of well being, I was able to respond rather than react examining my thoughts before answering questions.
8	It's amazing helping me to focus and get work done.
9	I felt more clear headed while using advanced focus.
10	I did not experience any negative issues with it just not the positives that I had hoped for.
11	It has an uplifting orange-blossom flavor and put me in a slightly better mood on mornings that I used it.
12	I could tell no difference on days I used it versus the three days I forgot.
13	Wonderful. Pricing a bit of a challenge, but good products do cost more.

**List of the participant responses for the following question: “Please leave us a 1-2 sentence review of the product and your experience using them.**

Response	Advanced Focus Tincture Reviews
14	Gave me a burst of energy and creativity in the morning!
15	Will continue using as needed. Just a small amount helped me focus on my tasks
16	i would definitely recommend using. i felt a little lighter and less anxious during usage
17	The taste was horrible but not the best either. I did feel like it increased my energy and ability to focus some through the day.
18	I enjoyed the increased energy I had throughout the day along with a decrease in appetite and cravings.
19	Just didn't notice anything. Nothing positive or negative. Felt like placebo to me. I understand everyone reacts differently.
20	This product was not good for me. Once I knew i couldn't take it there was no way to tell you i wouldn't take more. Add a way to say i wont take it. I did all the surveys because I agreed to. If I had seen the full description of this product I wouldn't have wasted my time and your product.
21	Did not affect me as much as I would have liked, but it's interesting at times, thinking more clearly. Maybe it just works better on others, but I can't justify the expense.
22	I was able to use less cannabis with this product. I could stay focused on tasks that usually distracted me.
23	Unfortunately this product made me very sleepy. I tried it several times, took breaks, restarted it then also tried it at night. Unfortunately it always made me sleepy even at the lowest dose. It may be good as a sleep aide for my body.
24	I could concentrate on specifics and wasn't bothered by midday hunger. Thanks for the opportunity.
25	Pleasant tasting and fast acting. Really helped keep me on track with my menopausal and busy schedule!
26	Super easy to use and convenient to have on hand for busy days Amazing energy and focus that helped me get through my days
27	I'm currently struggling with digestive issues and menopause so the product had a big challenge to start with but overall I think the product helped with focus, energy and clarity without any negative side effects other than occasionally slight indigestion. Thank you for the experience. I have half a bottle left so I will continue to use and then decide whether overall it is worth it for me to purchase.

**List of the participant responses for the following question: “Please leave us a 1-2 sentence review of the product and your experience using them.**

Response	Advanced Focus Tincture Reviews
28	It helped immensely with concentration, motivation, and energy levels.
29	It is a great addition to your lifestyle! It tastes really good, it controls the appetite after a few days. Helps you feel focus and alert , in tune 🎵😊.
30	The first hour after taking it was good, but then I would start to feel lethargic. Taking more would help boost energy levels, but it would keep me up at night.
31	It’s likable.
32	It gave me the extra all I needed in my every day things that I do, from work to just things I do on a daily bases. This product has a lot of good things in it for daily living.
33	I didn’t feel that this did anything for me at all but it wasn’t a bad experience and I will finish the product, perhaps I haven’t found the right situation for it.
34	This is a great product. I make my own medicine or else I would probably be purchasing this product.
35	This product seemed to make me sick to my stomach each day. I had to discontinue using it, once stopped my stomach felt better.
36	I was unsure if it would help me with my mood or help me be able to focus & get things done. But I definitely did notice a difference, especially taking one full dropper in the morning & another in the early afternoon. It really helps improve my life and will be buying more. I will definitely recommend to friends & family.
37	I have a very busy, on your feet, constantly changing job as a GM of a grocery store. It is hard to concentrate and work because of the hustle and I have ADHD which makes it even harder. Bloom helped me to narrow down the narratives that just run in my head, it quieted them without feeling sluggish!
38	This tincture was great. I had an Inflammatory Bowel flare up and the tincture really helped me get things calmed down. It usually takes much longer to diminish the symptoms.
39	I really loved this stuff and was so lucky to try it. It’s a bit out of my price point as a single mom, but if I get a little extra, I will be buying this for sure!
40	Overall I liked the product and would recommend giving it a shot to see if it works for you. I felt more calm, centered and slightly more focused while using it but it didn’t have much effect on my energy level.
41	It helped me stay focused and get through multiple projects. I was able to stay on track and be productive.

**List of the participant responses for the following question: “Please leave us a 1-2 sentence review of the product and your experience using them.**

Response	Advanced Focus Tincture Reviews
42	Taken in small doses throughout the day, I experienced more focus and productivity, higher energy levels and an overall sense of calm. I will continue using this product in my daily routine.
43	I found that using Advanced Focus allowed me to feel more energetic and focused. I was more calm and relaxed. After adjusting the dosage I found that .25mg was my sweet spot. Sometimes less is more!
44	The best
45	I didn't notice too much of a change but I was also going through a very stressful time at work. I will continue to use the product
46	I never noticed any benefits. Nor any side effects. I cannot tell any differences.
47	I really enjoyed this product because of the energy levels and focus that it helped improve on a daily basis when using it.
48	Trying bloom was a good idea and helped keep me feeling more calm overall during the day
49	I trialed through a full schedule month and felt it kept me on track. I f
50	I was not super impressed, and still cannot undeniably say it has a strong impact. Too many uncontrollable variables to be sure it was the cause for increased focus.
51	The Advanced Focus is amazing and definitely makes a difference in regard to my day! I am so glad I found out about this product and plan to continue using!
52	This tincture helped me to feel more clear-minded and productive. It also curbed my appetite and sugar cravings!
53	I do think this product helped lift my mood and calmed me. Bloom Hemp's Advanced Focus did help me to stay focused longer on projects and have the energy to get work done.
54	I truly enjoyed the product I did have great experience with it. But the price range is way too expensive for me so I will unfortunately only get to experience it through this.

## TECHNICAL ANALYSIS DETAILS

All analyses were performed in R (version 4.3.0; R core team, 2023). All inferential statistical analyses used the lme4 package (Bates, Mächler, Bolker & Walker; 2015) in R. Longitudinal linear (and generalized) regression models were utilized to test the impact of product use over time. The model fits were visually inspected to check the assumptions of normality of distribution of residuals and the linearity.