



PRESS RELEASE
SAN FRANCISCO, CA

YELLOW ATHLETIC CBD Launches Highest Potency CBD Line to Help Athletes with Recovery

Yellow Athletic CBD (www.YellowAthleticCBD.com), the company focused on helping athletes and their ailments, is proud to announce the launch of the Highest Potency CBD product line. The products are specifically designed to help athletes and active people with recovery and performance. CBD can provide numerous benefits for athletes, including reduced inflammation, improved sleep, and pain relief. The All-Star Product Lineup includes CBD Oils, Gummies, Freeze Gel, and Warming Stick that offer targeted results for aches, pains and sleep:

[Anytime Recovery CBD Oil](#)

[Anytime Recovery, Focus+Energy Gummies](#)

[Sleep Recovery CBD Oil](#)

[Freeze Gel CBD](#)

[Warming Stick CBD](#)

The Highest Potency CBD line uses the finest quality hemp. It is carefully extracted using state-of-the-art technology, ensuring products are pure, potent, and safe for use by athletes. Products are third-party lab-tested to ensure their quality and potency. In addition to the Highest Potency, Yellow Athletic CBD products incorporate targeted recovery terpene profiles formulated by Dr. Ethan Russo's True Terpenes and botanicals for optimal effectiveness. All products are made in facilities adhering to the highest standards under the Good Manufacturing Practices (GMP) protocol.

Stang, a serial entrepreneur that co-founded several tech companies and owns Coffee Bar in San Francisco, is 53 years old and still active in many sports: soccer, tennis, paddle tennis, pickleball, CrossFit, and paddle boarding. He partnered with other athletes and medical advisors on this premiere line of products.

"I was fed up with aches and pains, poor sleep, and wanted to solve these problems," Robert Stang, founder & CEO. "After a positive experience using CBD for my physical ailments, I decided to start a company that focuses on providing relief to other active people."



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Hemp-derived CBD (cannabidiol) was made federally legal by Congress in 2018, but the industry is still in its early stages. Industry sales are \$5 Billion annually in the U.S. but are growing at a rate of 50-100% per year and are projected to reach \$25 Billion by 2027, according to Brightfield Group. CBD is becoming widely available in stores such as Whole Foods and Walgreens. Major sports agencies such as the Olympics, National Football League (NFL), and Major League Baseball (MLB) now allow all athletes to use CBD.

ABOUT YELLOW ATHLETIC CBD

San Francisco-based Yellow Athletic CBD (www.yellowathletic.com) empowers athletes to win their battle against aches, pains, inflammation, and poor sleep. The world of CBD and athletic recovery can be overwhelming and confusing, Yellow Athletic makes things easy by focusing on athletes, building the highest quality CBD products for recovery that work. We are a premium brand, with the highest quality ingredients, ultra-high potency, and product enhancements that include the addition of terpenes that focus the benefits of CBD, and Vesisorb, a technology that improves absorption and effectiveness. Our team is ethical, transparent, professional and includes a medical team with backgrounds in biosciences, Eastern/Chinese medicine, and western medicine, and a variety of athletes in different sports and age groups.

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