

THE ENDOCANNABINOID SYSTEM

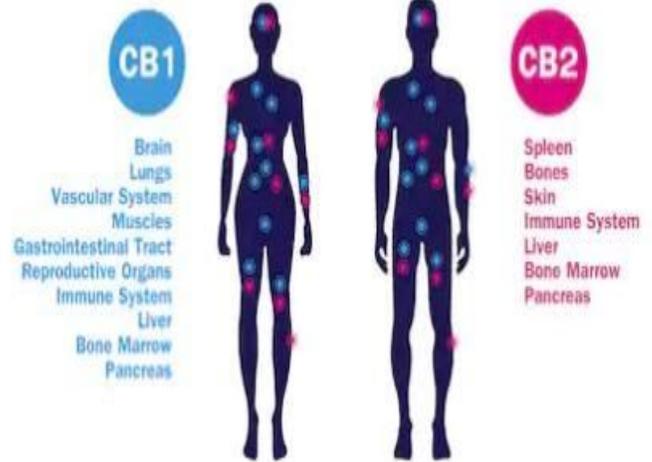
The human endocannabinoid system (ECS) is a network of receptors spread throughout our entire body that control some of our most vital life functions, including our immune system, memory, appetite, sleep pattern, mood, and pain sensation.

Disorders CBD Assists with:

CTE
 Alzheimer's
 Glioblastoma
 Parkinson's
 Amyotrophic Lateral Sclerosis (ALS)
 PTSD
 Asthma
 Hypertension
 Crohn's Disease
 Irritable Bowel Syndrome
 Testicular Cancer
 Prostate Cancer
 Osteoporosis

Endocannabinoid System Controls:

Hypothalamus
 Pituitary gland
 Pineal gland
 Parathyroid glands
 Thyroid gland
 Thymus
 Pancreas
 Adrenal glands
 Kidneys
 Ovaries



WHAT YOU SHOULD KNOW ABOUT CBD?

Difference between Marijuana and Hemp

There is much misinformation regarding the difference between hemp and marijuana. Hemp and marijuana are actually both cannabis. The only difference is the amount of THC present. If the plant (cannabis sativa or cannabis indica) contains 0.3% THC or greater, it is defined by the United States government defines it as marijuana and if it contains less than 0.3% THC, it is hemp. Our CBD isolate is derived solely from the hemp plant, specifically the leaves, stem and stalk.

What is CBD?

Although hemp extract contains many phytocannabinoids, research has shown CBD to be the molecule doing the "heavy lifting". Cannabidiol, or CBD, is the phytocannabinoid in hemp and marijuana that is responsible for most of the health benefits associated with cannabis.



Endocannabinoid System (ECS) and why CBD works?

The ECS is the biological system within the human body comprised of endocannabinoids and cannabinoid receptors. Endocannabinoids are neurotransmitters produced by the body and they bind to the cannabinoid receptors (namely CB1 and CB2 receptors) present in our cell walls. This system is said to have a regulatory function in human physiology. To put it simply, the ECS is involved in regulating many of our physiological functions, to include fertility, sleep, appetite, pain, memory and cognition.

Extraction processes: Full-Spectrum vs Isolate

Full-spectrum is a term used to describe hemp extract containing all the phytocannabinoids (to include psychoactive THC) as well as the terpenes that are present in the whole plant extract. CBD isolate is produced by isolating the CBD molecule from full-spectrum extract, ensuring NO THC remains in the product.

Although CBD is the star of the show, it has been shown to have poor binding to receptors (CB1 and CB2) in the body. It is our position that in order to let CBD do what it does best, it is important to eliminate its competitors and flood the receptors with just the CBD molecule. As predicted, our customers and patients have had profound results.





Proper Techniques

PharmaCanna CBDrops:

After determining the correct dosage, withdraw proper amount using metered dropper. Squeeze entire contents under the tongue. Allow to remain there for at least 90 seconds (2 minutes is even better!). Swallow remainder.

PharmaCanna CBDream:

Place tablet into mouth. Allow to dissolve completely before swallowing. The longer the tablet remains in your mouth, the better the absorption of CBD.

PharmaCanna CBDiscomfort:

Using an appropriate amount of cream, apply to the affected area(s). Allow to remain there for 30 seconds and then rub in for a full minute. This will increase circulation to the affected area and increase the absorption of all the wonderful CBD!

