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# CBD GUIDE



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# WHAT IS CBD?



CBD – Cannabinoid – Is a major Phytocannabinoid that has major holistic and therapeutic properties with zero toxicity to humans. It's non-psychoactive and works with our endocannabinoid system that has cannabinoid receptors throughout the body. These receptors are involved in a variety of psychological processes which include but are not limited to pain sensation, mood, memory and appetite. There are many types of phyto-cannabinoids and many are proving to have major benefits.

The USA federal government has classified Hemp as any cannabis plant with .3% or less THC. Anything greater than that is considered cannabis. THC is psychoactive-Phyto cannabinoid that when absorbed by the body you can get what is referred to as high, stoned, etc. CBD is not psycho-active, and you will not have the effects associated with cannabis (marijuana).

CBD can be found in hemp and cannabis. Usually in cannabis, CBD percentage are relatively low when compared to hemp. This is because of the prohibition most underground growers and breeders grew for high THC levels. Hemp growers today are growing hemp to be high percentage of CBD and legal limit THC. Every day more research and studies are discovering the many benefits and uses of phyto-cannabinoids.



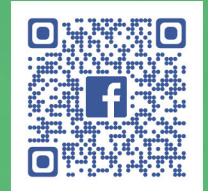
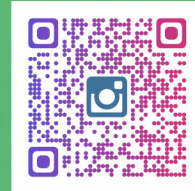
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# AMAZING BENEFITS OF CBD



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CBD has amazing medicinal and therapeutic benefits that come without unwanted psychoactive effects. On top of that, consider the affordability along with a more natural alternative to expensive prescriptions and chemical based drugs.

- CBD is known to relieve anxiety and depression
- CBD is known to be a great sleep aide
- CBD has been shown to help in the fight with substance abuse
- CBD relieves pain and inflammation
- CBD has shown excellent results with diabetes prevention

## WHAT IS FULL SPECTRUM

This refers to the wide range of cannabinoids and terpenes found in hemp and cannabis. In full spectrum CBD you will find multiple terpenes, cannabinoids, fatty acids and compounds found naturally occurring in the hemp plant. When taking full spectrum CBD, the effect produced is called the entourage effect. The entourage effect is the result produced from the synergy these compounds combined. There are over 100 'identified' compounds in the hemp and cannabis plant.

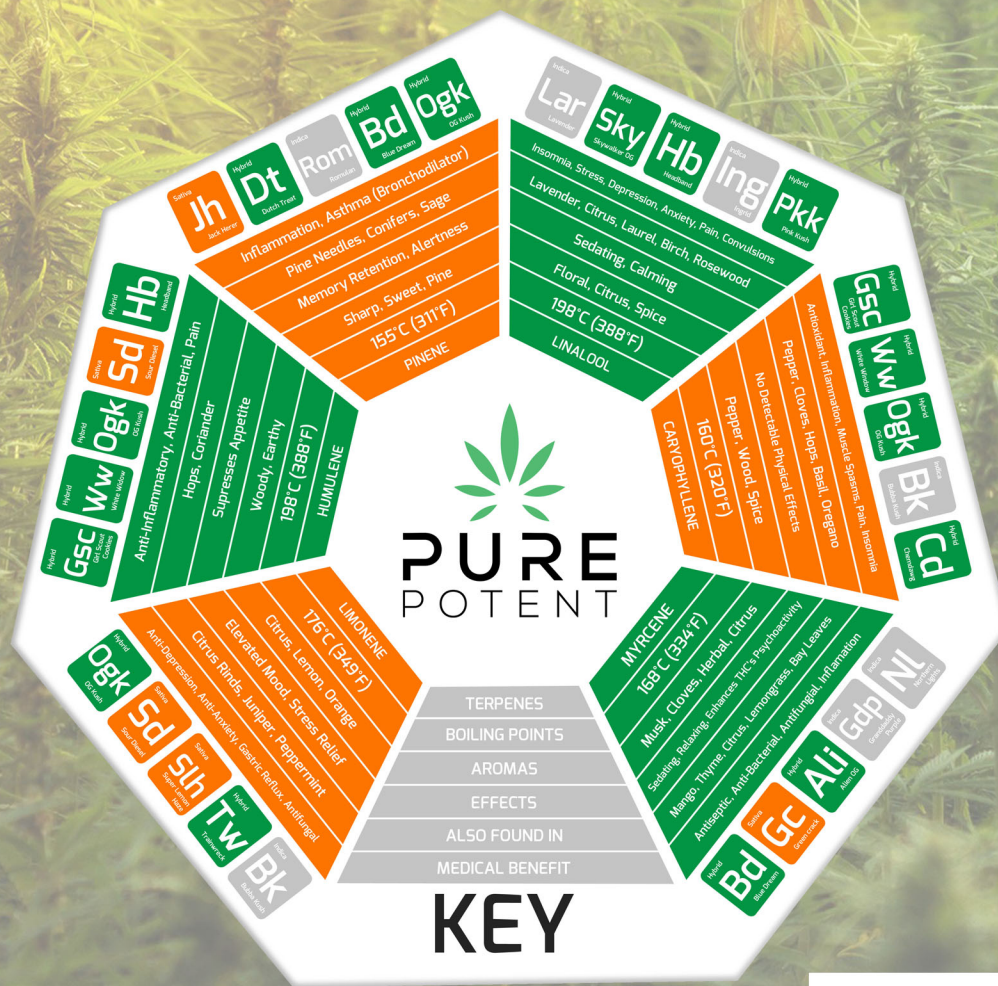
While most of these compounds have their own therapeutic benefit, when combine synergistically to provide far better performance than any single compounds alone. This is the main reason behind the efficacy of whole plant extracts.



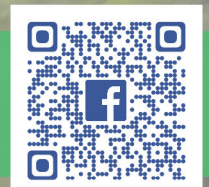
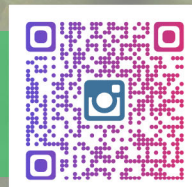
# WHAT ARE TERPENES?



Terpenes are essential essence of a plant and their healing properties have been studied for centuries. Terpenes give plants their aromatic diversity and flavor as well as enhance or decrease certain effects based on the strain (genetics). Sativa strains usually contain higher concentrations of more uplifting and euphoric terpenes, while Indica strains usually have higher concentrations of more sedative terpenes. There have been more than 20,000 terpenes discovered and more than 100 produces by hemp and cannabis. One good example is linalool that is also found in lavender. It is widely known for its stress-relieving, anti-filamentary and anti-depressant effects. Terpenes are very much part of the entourage effect.



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## WHY GROW HEMP?

Hemp is grown across the country for many different uses. The three most common uses are for hempseed oil, industrial use, and phyto-cannabinoid rich flowers. Hemp seed oil is a great source for vitamins, minerals and essential fatty acids (omega-6 and omega-3). They are also high in protein and are considered a complete source. This means that they provide all the essential amino acids.

This is considered rare in the plant kingdom. Hemp can be grown for variety of commercial and industrial products, including but not limited to rope, textiles, clothing, paper, food and bio plastics. Hemp is considered a superior green alternative. Hemp is also grown organically for phyto-cannabinoid rich flower that will be processed into CBD oil and isolate.

## HOW IS CBD MADE?

Hemp is processed by using solvents to extract it for its essential oils. The two most common solvents are ethanol and CO2. Using instruments to manipulate temperature and pressure, the solvent is passed through the Hemp biomass and the essential oils plus other plant organic matter are collected. This is the first process to make CBD and is commonly referred to as crude (resembles crude oil).

With further refinement (distillation), the unwanted fats and lipids of plants are removed. The refined and more concentrated CBD oil is commonly referred to as distillate. With even further refinement (chromatography instruments), the distillate can be isolated into pure CBD and is commonly referred to as Isolate (99.7%).



# HOW DOES CBD WORK IN OUR BODY?



During the 1980 presidential campaign, Ronald Reagan declared that marijuana was "probably the most dangerous drug in the United States today," launching a federal investigation on the ways cannabis affects our bodies. In this study, the endocannabinoid system was discovered and explained in a series of smaller studies. The endocannabinoid system, or ECS, is a group of cell receptors in the human body that regulate mood, sleep, appetite, motor function, pleasure, pain, memory, reproduction, fertility, and temperature.

Although endocannabinoids are naturally made by our bodies when we consume fatty acids, the 60+ cannabinoids found in the cannabis plant also interact with these receptors. Consuming CBD and THC would yield different results in our endocannabinoid system, as they would interact with different receptors.

## THE ENDOCANNABINOID SYSTEM

### HUMAN CANNABINOID RECEPTORS

#### CB1

Receptors are concentrated in the brain & the central nervous system but are also present in some nerves and organs.

#### CB2

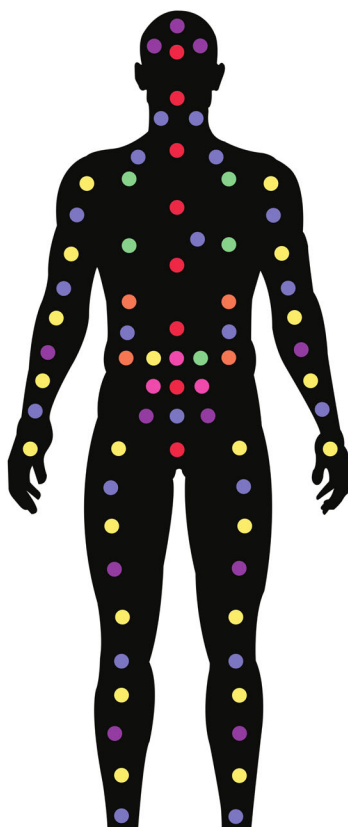
Receptors are mostly in peripheral organs, especially cells associated with the immune system.

#### TRVP1

Receptors are concentrated in the blood, bone, marrow, tongue, kidney, liver, stomach & ovaries.

#### TRPV2

Receptors are concentrated in the skin, muscle, kidney, stomach & lungs.



#### GPR 18

Receptors can be found primarily in bone marrow, the spleen and lymph nodes, and to a lesser extent the testes

#### GPR55

Receptors are found in the bones, the brain, particularly the cerebellum, and the jejunum and ileum.

#### GPR 119

Receptors are found predominantly in the Pancreas and the intestinal tract, in small amounts



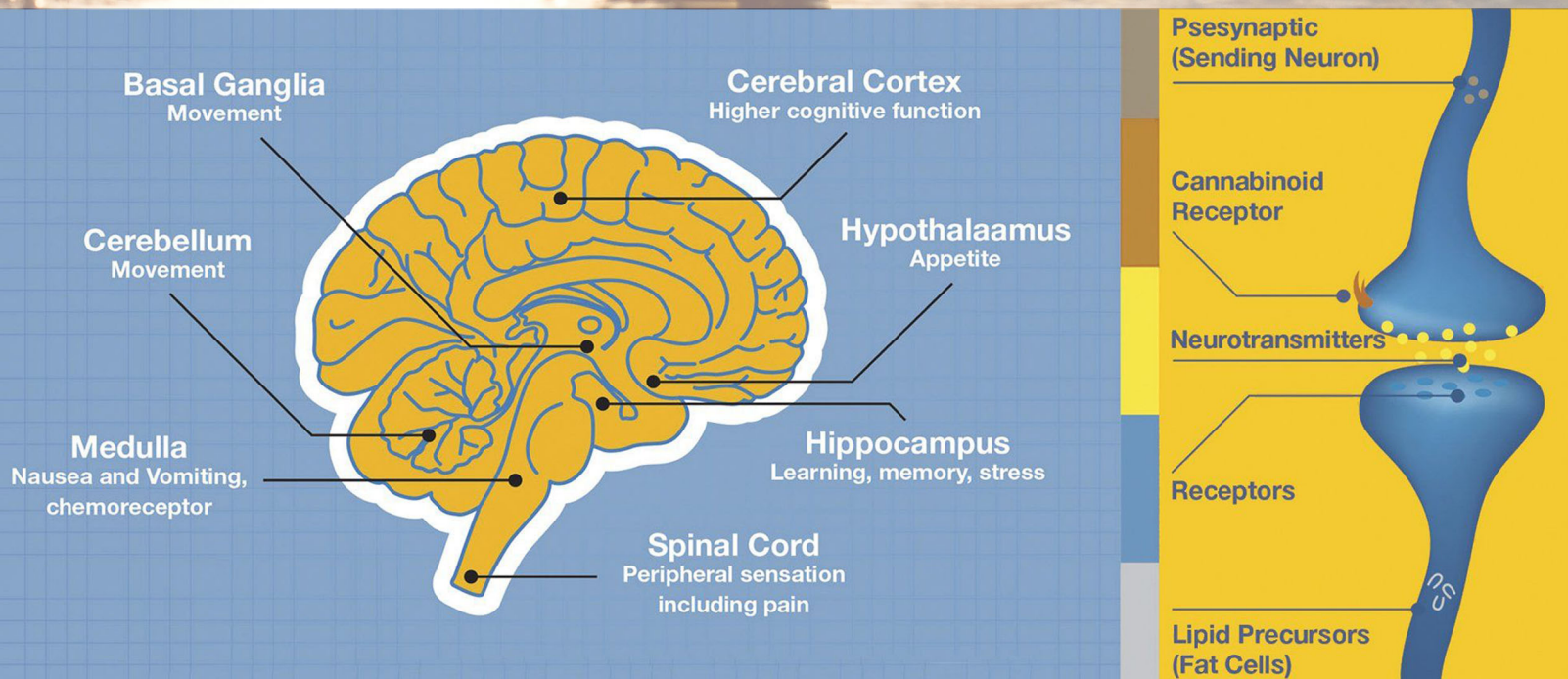
# HOW WILL CBD AFFECT ME?



Although all humans share some biological consistencies, we are all made up differently. Someone who is allergic to one thing will not be allergic to another, whereas someone else can have the exact opposite results with the same foods or substances. This is no different with CBD. In 1980, a study was published by Pharmacology in which 23 subjects were given a daily dose of CBD for 30 days. 15 of these patients had epilepsy, and the other 8 were healthy individuals. It was reported that no signs of serious side effects or toxicity were found.

6 years later, another study was done to determine if different levels of CBD would effect humans differently in higher doses. Some patients with Parkinson's Disease had their symptoms aggravated, where others stated CBD enhanced their quality of life. In another study, doses up to 1,500 mg/day were documented as "well tolerated" by its subjects.

Overall, the healthy and ill can benefit from the use of CBD. It should be noted that CBD does neutralize the effects of some medicines, which could be a good thing if you're someone undergoing chemo and experiencing nausea. Always consult with your doctor if you are unsure if you should take CBD or not.





## WHAT ARE THE DIFFERENT FORMS OF CBD?



CBD can be ingested in many ways. CBD Oil is the most popular product today and can be drizzled over food, into drinks, or taken directly underneath the tongue. Options for tasteless CBD are available for those who would rather not experience the different flavors. Bottles come with an attached dropper that can be used to get an accurate dosage of CBD you will be taking. Tinctures are usually filled with 30ml's and the dropper can hold 1 ml.

One of the faster ways of consuming CBD is vaping. Vaping CBD is a healthy alternative to smoking it, as smoking can irritate and harm the lungs. CBD Vapes come in various flavors as well and can be inhaled like a standard electronic cigarette. There is a variety of terpene profiles for the different desired therapeutic effects.



CBD dietary supplements are specially formulated supplements that contain phytocannabinoid rich oil and are one of the best forms of receiving cannabidiol. CBD edibles deliver a carefully pre-measured dose of CBD right into your Endocannabinoid System (ECS). The delivery of CBD is extended over time when taken this way, so you will experience subtle but long-lasting effects.



## WHAT ARE THE DIFFERENT FORMS OF CBD? (Continued)



Dabbing CBD is a form of flash vaporization once it is applied to a hot surface and then inhaled. Since dabbing involves 99% pure CBD isolate, a smaller amount is needed to achieve the same affect from vaping.

Smoking CBD rich flower has shown to have instant relief in which is very calming and relaxing. You also benefit from the entourage effect.

Topical creams are yet another way to introduce CBD into your system.

One of the reasons this is an attractive form to many in the CBD community is that it can be mixed with various essential oils, and even aloe and coconut oil, for a more fragrant and moisturizing effect.



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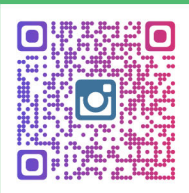




## HOW DO I KNOW WHICH ONE IS RIGHT FOR ME?



Before purchasing a CBD product, it's important to get clear on exactly what you want. If you'd like to feel relaxed before bedtime, a melatonin infused gummy may be the right choice for you. If you're someone who seeks anxiety relief from daily stress, a bottle of CBD oil or a vape cartridge might be the better choice. We have received many testimonials of daily usages to help with chronic issues and would love to hear from all of you!



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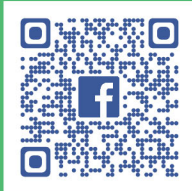
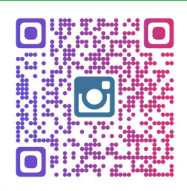
There are a couple of factors to consider before choosing a CBD brand. Is the company reputable or slapped together in a garage? Do they offer up to date 3rd party testing for their products? Testing of these products prove potency and purity. As a consumer, you should get the dosage you pay for and CBD should be free of pesticides, herbicides, and heavy metals. The FDA recently conducted a series of tests of many CBD brands sold on the internet. They discovered many of these products contained little to no CBD, despite manufacture claims.

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## WHY CHOOSE PURE POTENT?



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### OUR MISSION STATEMENT IS SIMPLE!

Pure Potent takes pride in cultivating and processing all our hemp CBD needs to literally bring the farm to your table. All our hemp is being grown in Pro-Cert organic farms. We are cultivating some of the most sought out strains in the country. Our CBD will be certified organic and grown in the USA. We will also be processing our Hemp in the USA in a GMP certified facility. We are licensed and follow all state and federal guidelines.

Our organic CBD is non-GMO and is extracted with CO2 super critical equipment. We test every step of the process to ensure our CBD products are pure and potent. We will be sharing our experiences on social media (@purepotentcbd), which in turn, creates the products our valued consumers use daily.



"If the people let government decide what foods they eat and what medicines they take, their bodies will soon be in as sorry a state as are the souls of those who live under tyranny." - Thomas Jefferson

**Our mission has been a true collaboration of farmers, extractors, manufacturers and distributors. United and together, we will always offer the purest and most potent products available to market today!**