

### HOW DO I TAKE CBD?

There are many ways to can take CBD. The most common are tinctures (oil droppers) which are used sublingually under the tongue, capsules and topical applications, such as salve or patches.

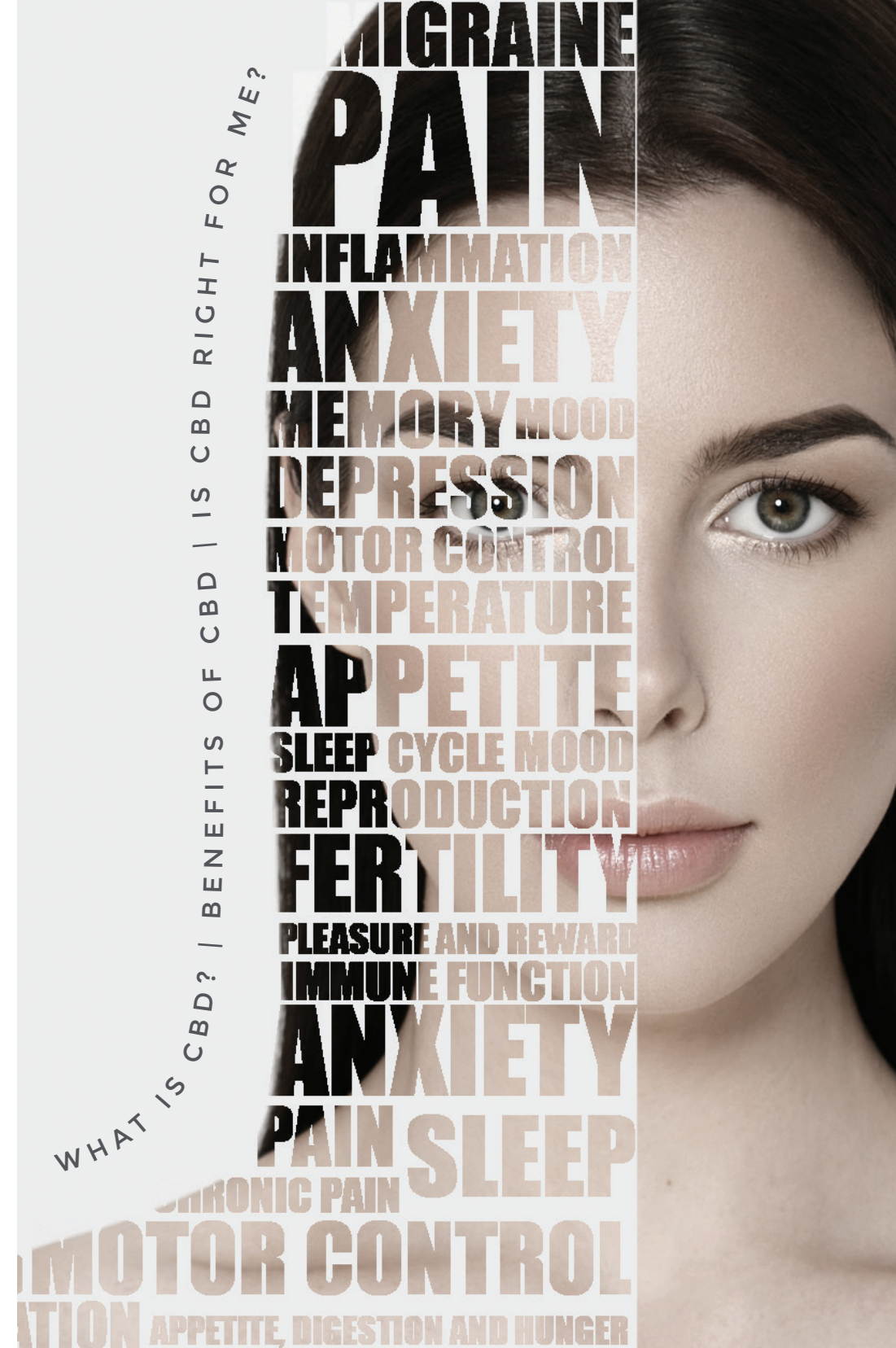
### WILL I FEEL HIGH AFTER TAKING CBD?

It is impossible when taken properly. Some people notice they feel less anxious when they use CBD. Amazingly, what hemp does contain is a lot of other cannabinoids and phytonutrients like CBN, CBL and CBDA. These cannabinoids, terpenes and phytonutrients all play an important role in supporting your endocannabinoid system and help regulate normal cell functions.

### IS IT LEGAL?

Yes, when properly derived from industrial hemp, CBD is federally legal in all states. To be legal, the THC level (the cannabinoid which produces the "high" feeling) must be less than 0.3%.

ASK YOUR PHARMACIST OR  
PHYSICIAN IF CBD MAY BE  
RIGHT FOR YOU.



## MANY PEOPLE ARE TALKING ABOUT THE BENEFITS OF CBD.

After hearing about CBD on the news or from a friend, you may be interested in learning more. Here are the basics to get you started:

### WHAT IS CBD?

CBD, short for cannabidiol, is found in the cannabis plant. Cannabis is a plant category that includes hemp and marijuana, which means you can get CBD from both hemp and marijuana. CBD isn't the only cannabinoid found in cannabis; in fact, over 100 cannabinoids have been discovered so far. We are focused on the CBD that comes from hemp: a plant that has been used for centuries by many cultures which won't get you high.

### WHO CAN BENEFIT FROM TAKING CBD?

Everyone. CBD is an all-natural product that helps maintain overall health. The ECS regulates almost everything, and there are people with certain types of condition who may benefit having their ECS supplemented.

#### TOP CONDITIONS FOR WHICH CONSUMERS ARE TURNING TO CBD

DEPRESSION | ANXIETY | PAIN | INSOMNIA

**42%**

of CBD users stopped using traditional medications and use cannabis instead.

**80%**

of CBD users found CBD products to be an extremely effective treatment.

## WHAT IS THE ENDOCANNABINOID SYSTEM?

We are "hardwired" with a master control system called the Endocannabinoid System (ECS). The ECS is made up of cell receptors that act as messengers, giving your body specific directions on what to do. Some of these messengers are located in the brain and the spinal cord. Others are located in immune cells, the gastrointestinal tract and everything outside the brain and spinal cord. The diversity of receptor locations shows just how important they are for day-to-day bodily functions.

### WHY IS THE ECS IMPORTANT?

The ECS helps in regulating:

ANXIETY  
APPETITE/HUNGER  
DEPRESSION  
DIGESTION  
IMMUNE FUNCTION  
MEMORY  
MOOD

MOTOR CONTROL  
PAIN  
PLEASURE & REWARD  
REPRODUCTION & FERTILITY  
SLEEP  
TEMPERATURE REGULATION



Endocannabinoids are the chemical messengers that tell your body to get these processes moving and when to stop. They also help maintain optimal balance in the body, known as homeostasis.

If your body does not produce enough endocannabinoids or cannot regulate them properly, you are more susceptible to illnesses that affect one or more of the functions listed above. External sources of cannabinoids like CBD can help regulate your ECS to improve health.

### HOW DOES CBD WORK WITH THE ECS?

Hemp offers a unique ratio of cannabinoids that are non-euphoric but still beneficial in supporting the body's natural processes, like the processes that are controlled by the ECS. CBD helps to balance and maintain the ECS, providing therapeutic potential in almost all conditions.