

Cannabidiol or CBD, is a promising phytocannabinoid found in agricultural hemp. It has been recognized for its benefits on human and animal health and is capable of affecting nearly every biological process. CBD is non-psychoactive (i.e. it does not result in feelings of euphoria) and has a remarkable safety profile.

Plus CBD Oil is derived from agricultural hemp, and provides cannabinoids, naturally occurring vitamin E and fatty acids.

Phytocannabinoids like CBD, of which well over 100 have been found to exist, are plant derivatives that 'talk' to just about every major organ system in the body via the endocannabinoid system (ECS), helping restore normal balance and physiologic homeostasis.

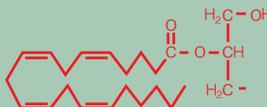
ENDOCANNABINOIDS

Cannabis-like cannabinoids
the body makes as needed

Anandamide



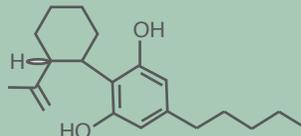
2-Arachidonoylglycerol
(2AG)



PHYTOCANNABINOIDS

Plant based cannabinoids
that are found in cannabis
and agricultural hemp

Cannabidiol
(CBD)



WHAT IS AN ENDOCANNABINOID SYSTEM?

Since its discovery in 1992, researchers have been investigating the existence of central regulatory system called the Endocannabinoid System (ECS).

The ECS is made of cannabinoid receptors, endogenous (self-made) cannabis-like compounds and enzymes that create and inactivate them. The ECS is one of the most important physiologic systems involved in establishing and maintaining human health.

Endocannabinoids and their receptors are found throughout the body. In each tissue, cannabinoids perform different tasks, but the goal is always the same: homeostasis, maintaining a stable internal environment despite fluctuations in the external environment.

So, why is CBD important to the ECS? CBD is important to the ECS because CBD modulates endocannabinoid tone and may help keep healthy people healthy.

THE HEMPTOURAGE EFFECT

Sometimes called the 'whole plant' or 'entourage effect', cannabis offers a complex biochemical matrix of many of the constituents in cannabis working synergistically. But it leaves behind other compounds that are only available when you eat the entire plant.

Our PlusCBD Oil products provide even more broad spectrum nutrition, exerting a synergistic, "HempTourage effect", because they include over 500 distinct compounds including:

Phytocannabinoids, Fatty Acids, Terpenes, Plant Sterols, Chlorophyll and Vitamin E.