

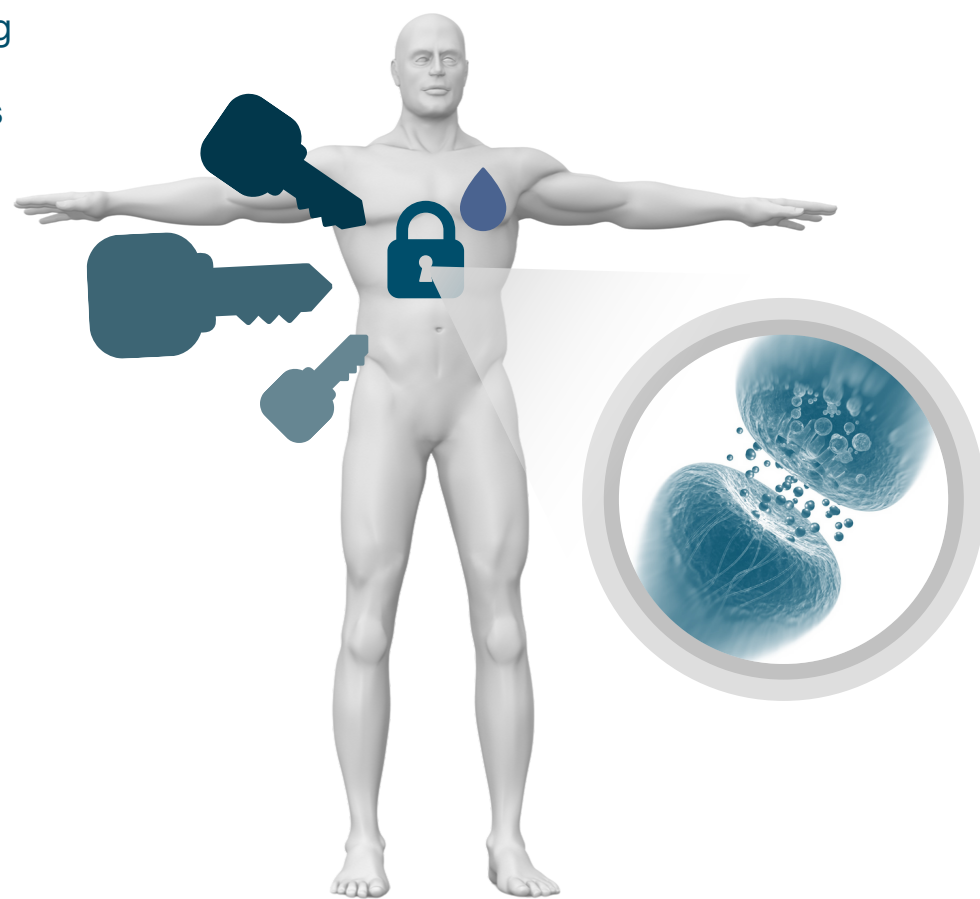
The Endocannabinoid System

CBD, CBN, THC and others fit like a lock and key into existing receptors. These receptors are part of the endocannabinoid system (ECS), which regulate metabolism, neurotransmitters, hormones, immune function, pain, cardiovascular and other physiological functions. The ECS comprises multiple types of receptors. CB1 and CB2 receptors are the most well-known and well-studied receptors, but other receptors such as TRPVs, GPCRs, PPARs, 5-HT, GABA, and Adenosine receptors are also considered to be part of the larger ECS, and serve distinct functions in animal health and well-being.

CBD and THC offer differentiated, but complimentary qualities that interact with your body's Endocannabinoid System. Each possess non-psychoactive properties that can benefit the body. While THC is often associated with producing psychoactive effects, doses below 3 mg are generally considered to be non-psychoactive for most people. This means that at low doses, THC can still provide some of the potential therapeutic benefits without producing unwanted psychoactive side effects.

Cannabinoid Receptors are in various tissues and organs within the following systems, and their distribution and density can vary depending on factors like age, sex, and health status:

- Nervous system
- Immune system
- Endocrine system
- Digestive system
- Reproductive system
- Cardiovascular system
- Respiratory system
- Musculoskeletal system
- Urinary system
- Integumentary system
- Lymphatic system
- Olfactory system
- Auditory system
- Visual system
- Renin-angiotensin system



KEYS TO HOMEOSTASIS:

Phytocannabinoids

Non-Psychoactive



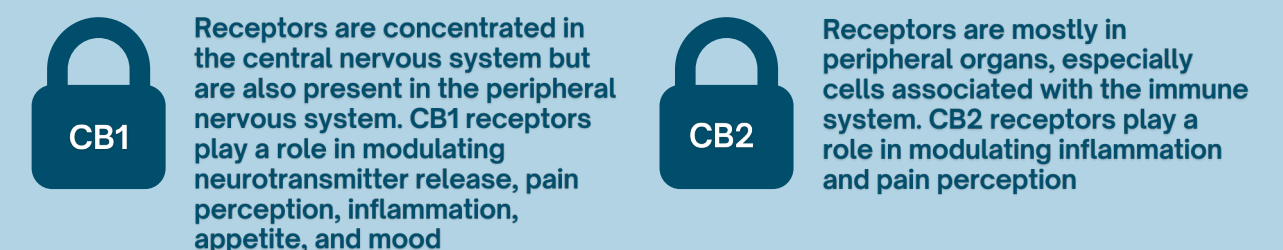
Psychoactive (Generally non-psychoactive at low doses)



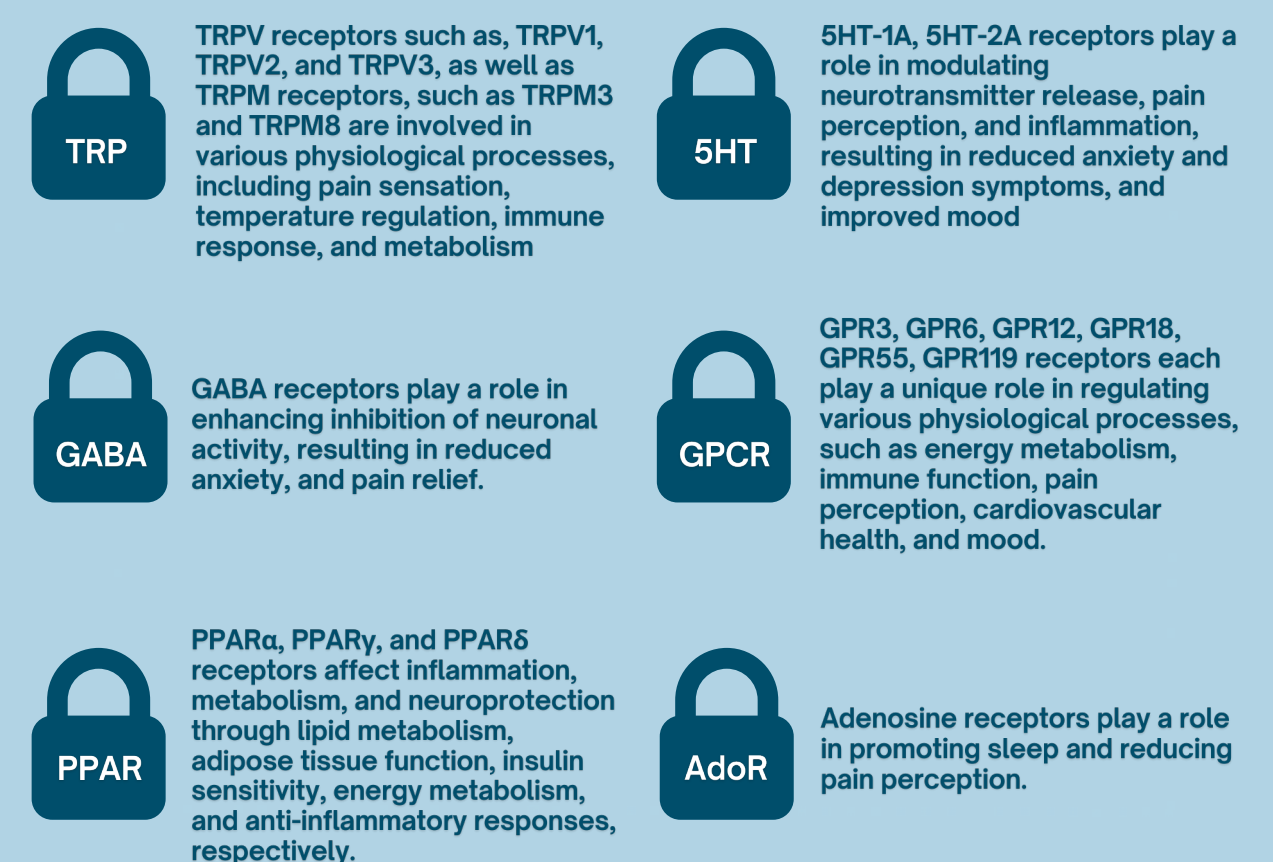
Endocannabinoids (Naturally produced by your body)



Main Cannabinoid Receptors



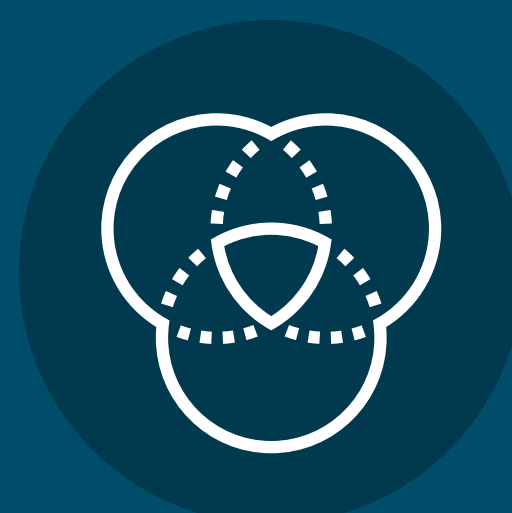
Other Cannabinoid Receptors



Metabolic Regulation
(Appetite)



Mood Regulation
(Emotions)



Homeostasis Maintenance
(Restores Balance)



Pain Modulation
(Chronic Pain)



Immune Regulation
(Inflammation)

Terpenes & The Entourage Effect

Terpenes are compounds found in many plants, including cannabis, that provide the plant with its characteristic aroma and flavor. In the endocannabinoid system, terpenes can act as lubricants to facilitate the interaction between cannabinoids and cannabinoid receptors, increasing their bioavailability and overall efficacy. Terpenes can also have their own therapeutic effects, such as reducing inflammation, relieving pain, and promoting relaxation. Some terpenes, like limonene and pinene, are known to have anti-anxiety and anti-depressant effects, while others, like myrcene, have sedative effects. The combination of terpenes, cannabinoids, and other phytochemicals can lead to the entourage effect, which is when these compounds work synergistically to produce a more significant therapeutic effect than each compound alone.

Common Terpenes Found in Cannabis

