



- Full Spectrum (whole plant)
   Hemp CBD Oil & Topicals
  - 100% Natural
    - THC Free
  - Organic Natural Terpenes
    - GMO Free

#### What is CBD?

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CBD, (aka Cannabidiol), is one of over 100 unique chemical compounds found in hemp, known as cannabinoids.

> Cannabinoids, which can be either consumed, (phytocannabinoids), or produced naturally by the body, (endocannabinoids), are chemical compounds that interact with the body's central regulatory system. The endocannabinoid system is found in all mammals and consists of several receptors that react only to cannabinoids, such as CBD. This system is known to manage homeostasis and affect bodily processes such as appetite, mood, inflammation and pain control.

### **How Does it Work?**

CBD works through the endocannabinoid system, and was approved in Canada in 2005 for the treatment of central neuropathic pain. By enabling our own endocannabinoid receptors, (CBD1 and CBD2), CBD has demonstrated itself a safe effective pain relief option for ailments such as rheumatoid arthritis, fibromyalgia, MS, diabetes and carpal tunnel.

### Who Should Use CBD?

CBD can be taken for overall health or as an alternative and holistic remedy. It is safe for children, as well as pregnant or nursing mothers and will not counteract other medications.

# Hemp vs. Marijuana

Cannabis is one of the oldest domesticated crops and has been cultivated by humans for more than 10,000 years. Though both marijuana and hemp come from the same species, years of selective breeding and manipulation has led to the emergence of two subspecies: one for medicinal and spiritual purposes; the other for agricultural and industrial uses.

The two plants are completely different when it comes to function, cultivation and application. Hemp, also known as industrial hemp, is typically an agricultural crop grown for its seed and fibre (think hemp oil, clothing, rope, etc...). It is a strain of the cannabis plant containing very low levels of tetrahydrocannabinol (THC) and high levels of cannabidol (CBD).

THC is the main psychoactive component derived from cannabis responsible for the 'high' associated with marijuana. Unlike THC, CBD is non-psychoactive because it does not act on the same pathways as THC. Thus it is impossible to get 'high' by smoking or injesting CBD or CBD oil extracted from industrial hemp plants - instead, it offers restorative healing properties. Health Canada accepts that CBD with traces of less than 0.3% THC is considered suitable for general use.

# Why Choose Upper Canada CBD?

The main problem for CBD consumers is a lack of transparency when it comes to their CBD origins. At Upper Canada CBD, our hemp is grown in Oregon - utilizing an heirloom variety that has been cultivated for over 30 years. This means that we can track our CBD from seed to sale and guarantee that you will always get the best quality with the highest level of efficacy.

Our skilled team of formulation experts utilizes a state of the art whole plant ethanol extraction process and infuses botanical terpenes and other natural flavours to create some of the most delicious and highest potency full spectrum CBD on the market.

### **CBD** as Treatment

Scientific and clinical research has underscored CBD's potential as a treatment for a wide range of conditions including, but not limited to:

arthritis diabetes MS PTSD epilepsy anxietv sleep disorders alcoholism chronic pain depression Alzheimers nausea

#### **CBD** as Prevention

Much like how vitamin C is used to kick-start our immune system, phytocannabinoids can be used to kick-start our central regulatory system allowing processes like appetite, mood, memory and inflammation control to work at full capacity. CBD's anti-cancer properties are also being investigated at several academic research centres around the world.

# **Full Spectrum CBD vs. CBD Isolate**

Full spectrum CBD oil has been proven more effective at treating the majority of medical conditions than CBD isolate. Full spectrum, using a whole-plant extraction process, contains other active plant compounds in addition to CBD. These include not only cannabinoids such as CBN, CBL, CBCVA but also aromatic cannabis

terpenes like pinene and limonene. These terpenes, in conjuntion with CBD, create what is called the 'entourage effect', thus increasing the efficacy of cannabinoids even more. Terpenes also have anti-inflammatory, anti-bacterial and pain relieving properties - further helping to boost the potency of Upper TOPICAL BALM

Canada CBD.



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