

The Endocannabinoid system (ECS)

01

Endocannabinoids

Endocannabinoids are endogenous lipid-based retrograde neurotransmitters that bind to cannabinoid receptors. Cannabinoid receptor proteins are expressed throughout the central nervous system (the brain and spine) and peripheral nervous system.

02

Cannabinoid Receptors

Outside factors like stress, anxiety, or hunger, cause an imbalance. The ECS works to restore balance by releasing cannabinoids that bind to and activate the cannabinoid receptors.

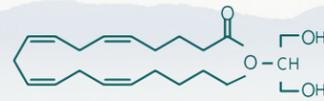
Endocannabinoids, anandamide and 2-AG, connecting with cannabinoid receptors, CB1 and CB2

(2-AG, anandamide, CBD, THC)



CB1 in the central nervous system (brain and spine)

CB2 in the peripheral nervous system (everything else)



03

Metabolic Enzymes

Metabolic enzymes, such as MAGL and FAAH, break down the cannabinoids so the receptors are no longer active.

What does the ECS do?

The ECS has a singular goal that is accomplished by many tasks. The goal is homeostasis. Homeostasis in the body is when there is a stable balance between all the interconnected systems that make your body work. This equilibrium is achieved by the interactions of cannabinoids and cannabinoid receptors as well as metabolic enzymes. THC activates CB1 receptors. This is what produces the feeling of being "high". Anandamide, another endocannabinoid, also activates CB1 receptors, but, unlike THC, does not make you "high". This is because the enzyme that breaks down anandamide, FAAH, does not work as well or as quickly on THC. So while anandamide stops working, THC will stick around for quite some time. While CBD does not activate CB1 receptors, it does inhibit the enzyme FAAH which breaks down anandamide. With this enzyme inhibited, anandamide levels can increase and remain active on the receptor for longer. This could be a reason CBD has been found useful for anxiety.

CBD can also interact with other receptors throughout the body. Some receptors include opioid receptors which regulates pain, the dopamine receptor which has effects on motivation and reward-seeking behavior, and the serotonin receptor (1A) which could be helpful against substance dependence. A combination of these activate receptors has been found to reduce drug cravings in addicts. Other drugs on the market which are supposed to treat anxiety, depression, and/or addictive tendencies, block the re-absorption of serotonin into the brain so that the serotonin levels increase. This allows the brain cells to transmit a larger quantity of stronger signals. CBD has been found to potentially be a boost for the serotonin signaling through the 1A receptor.

Hemp VS Marijuana

Hemp		Marijuana
Less than 0.3 THC		High THC Levels
Non psychoactive (no "high" feeling)		Produces a "high" feeling
Federally legal under the Farm Bill (2018)		Legal in certain states

Legality

The cannabis plant has two classifications, hemp and marijuana. Marijuana contains the compound tetrahydrocannabinol (THC). This is the compound that makes you "high". Marijuana, as well as hemp, also contains cannabidiol (CBD). The CBD derived from either is exactly the same at the molecular level, but their legal standings are not. CBD from the hemp plant, which legally contains less than 0.3% THC, is Federally legal under The Farm Bill (2018). The Controlled Substance Act (1972) makes the legality of CBD derived from marijuana a little more tricky. Your state's laws clarify whether or not CBD from marijuana is legal. All Thrive Flower products are tested to assure users that less than 0.3 % THC is present.

Product/Drug Testing Importance

Any CBD product you purchase should provide testing results. The QR code on all Thrive Flower products, when scanned via your phone camera, directs you to the test results page of ThriveFlower.com. Look for the levels of both delta-9 THC and CBD for any CBD product you purchase. Be sure you are getting what you paid for in terms of CBD potency.

Legally, all CBD products should contain less than 0.3% delta-9 THC. One reason to be cautious regarding the dosage of THC in your CBD products is the potential to fail a drug test. Drug tests look for the metabolite of THC (THC-OOH) in your system. If your CBD product has a high enough THC level (over the legal limit), you could potentially have enough in your system to fail a drug test. There is no need for concern when taking quality CBD products. Quest Diagnostics, a leading drug testing company, states: "CBD itself would not report positive for marijuana or marijuana metabolite."



Use your phone camera to scan here

How much do you need?

The ideal amount of CBD varies from person to person. Factors such as diet, age, sex, and weight play a role as well as the symptoms you are looking to alleviate. First time Thrivers (people who use Thrive Flower) should start small. A two-to-ten milligram (2mg-10mg) dose is the recommended starting point. From there, you can slowly build up the dose over time until you have reached your ideal CBD serving. These things are best not to be rushed, you want to adjust slowly, over days, not hours, as a large dose right off the bat could be less therapeutically effective. Not to worry about taking too much, the World Health Organization describes CBD as "well tolerated with a good safety profile". After any serving, wait about three (3) hours until using more CBD. This will allow your body to feel the full effects so you can make an informed decision as to if you wish to take more.

Product	Unit	mg/Unit	Total Units	Total CBD (mg)
Drops	Dropper (1/mL)	25/50/117	30 and 30	750/1500/3500
Pet Drops	Drop	0.8	~937.5	750
Dog Chews	Chew	2	30	60
Vape	Puff	2	100	200
Vegan Gummies	Gummy	35	50 or 20	1750 or 700

Many people who use CBD take between 15 and 30 milligrams twice a day. Others enjoy a lower dosage and enjoy CBD benefits with just 2 mg per dose. Those with afflictions such as chronic pain may find a heavier dose is needed to achieve the desired effects. This chart gives a suggested guideline of CBD dosage by weight and affliction. Remember, everyone is different and some experimentation may be needed to find your perfect dose. Our 100% natural CBD products are safe, effective, and easy-to-use.

Chronic Pain

Weight (lbs)	Mild Pain (mg)	Average Pain (mg)	Severe Pain (mg)
<25	2	4	6
25-50	4	8	12
50-100	6-8	8-12	12-15
100-150	8-12	12-15	15-30
150-225	12-15	15-30	30-50
225+	15-30	30-50	50+

Anxiety

Weight (lbs)	Mild Anxiety (mg)	Average Anxiety (mg)	Severe Anxiety (mg)
<25	0.5	2	4
25-50	1	2-4	4-6
50-100	2-4	4-6	6-8
100-150	4-6	6-8	8-10
150-225	6-8	8-12	12-15
225+	4-10	10-15	15+

The many benefits of CBD

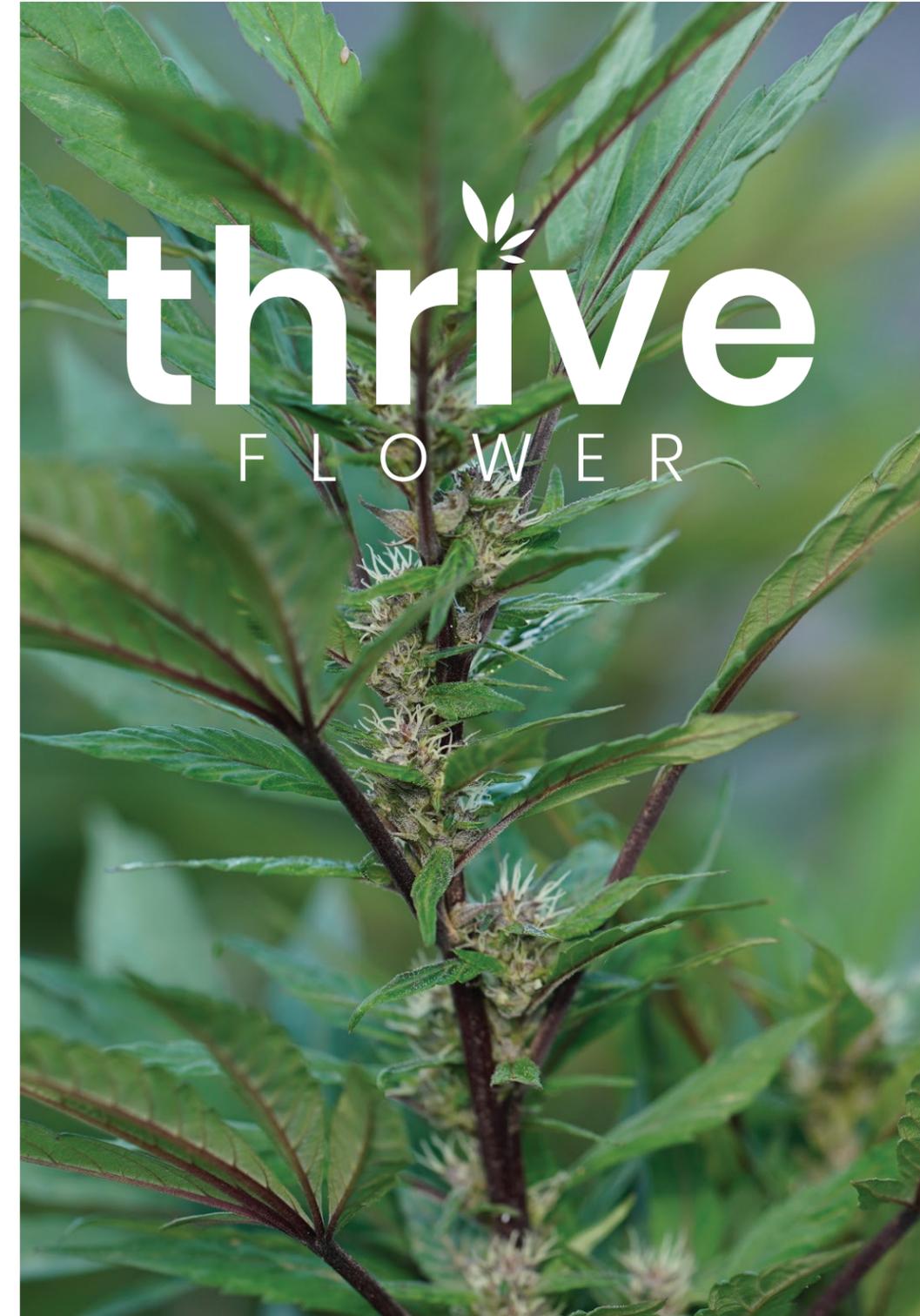
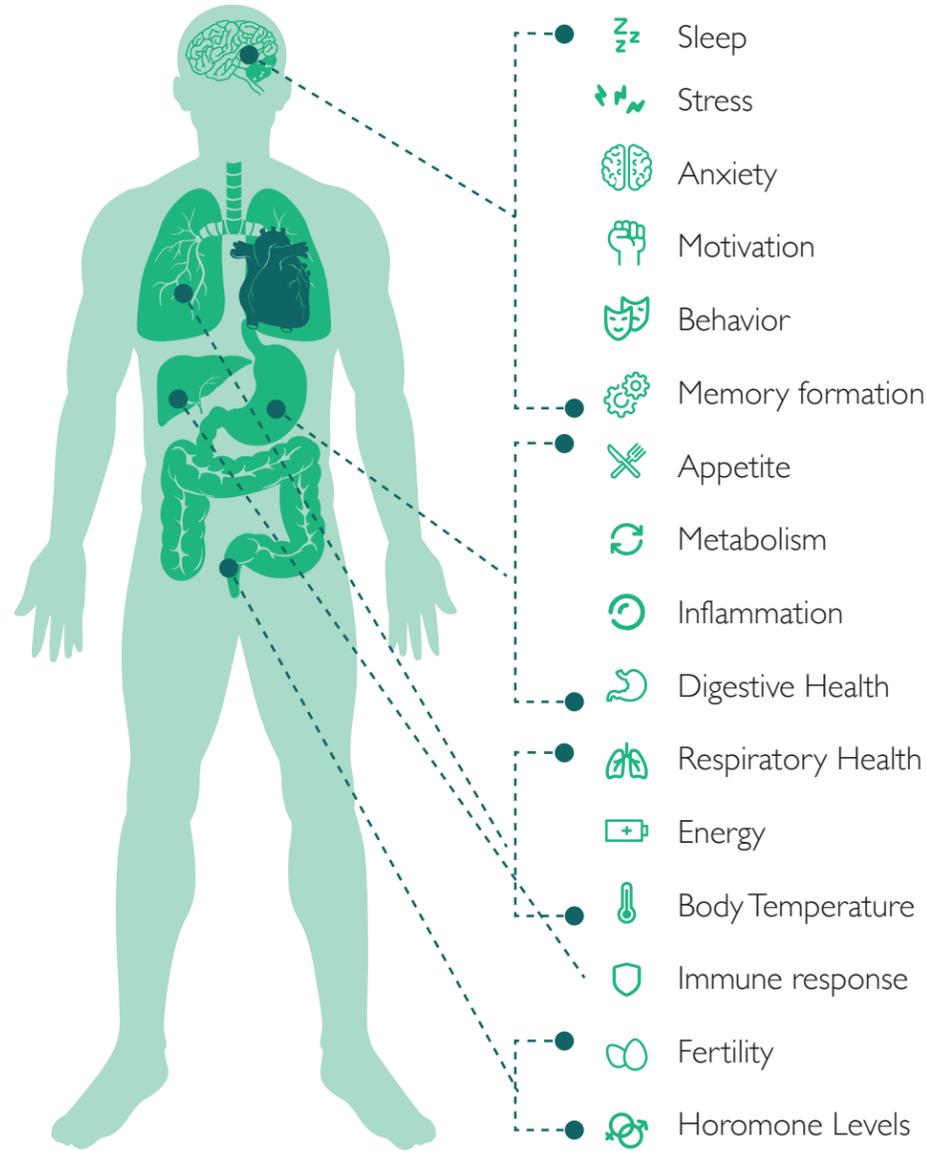
Mind

- Stress/Anxiety
- Depression
- OCD
- PTSD
- Panic Disorders
- Sleep Disorders

Body

- Pain Relief
- Anti-inflammation
- Antioxidant
- Healthy skin
- Headaches/Migraines
- Digestive aid

What the EndoCannabinoid System Does



How to Apply CBD



Sublingual

Apply under the tongue. Wait 30 to 60 seconds for total absorption.



Topical

Apply generously to the desired skin area.



Inhalation

CBD is absorbed directly through the lungs and into the bloodstream.



Ingestion

CBD enters the digestive system through the liver and is absorbed into bloodstream

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FDA Disclaimer: The statements in this catalog regarding benefits of CBD have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

CBD Info Book

Nature's Wellness Solution

Philadelphia's High Quality CBD Products