

WELCOME



NATURAL CBD PRODUCTS

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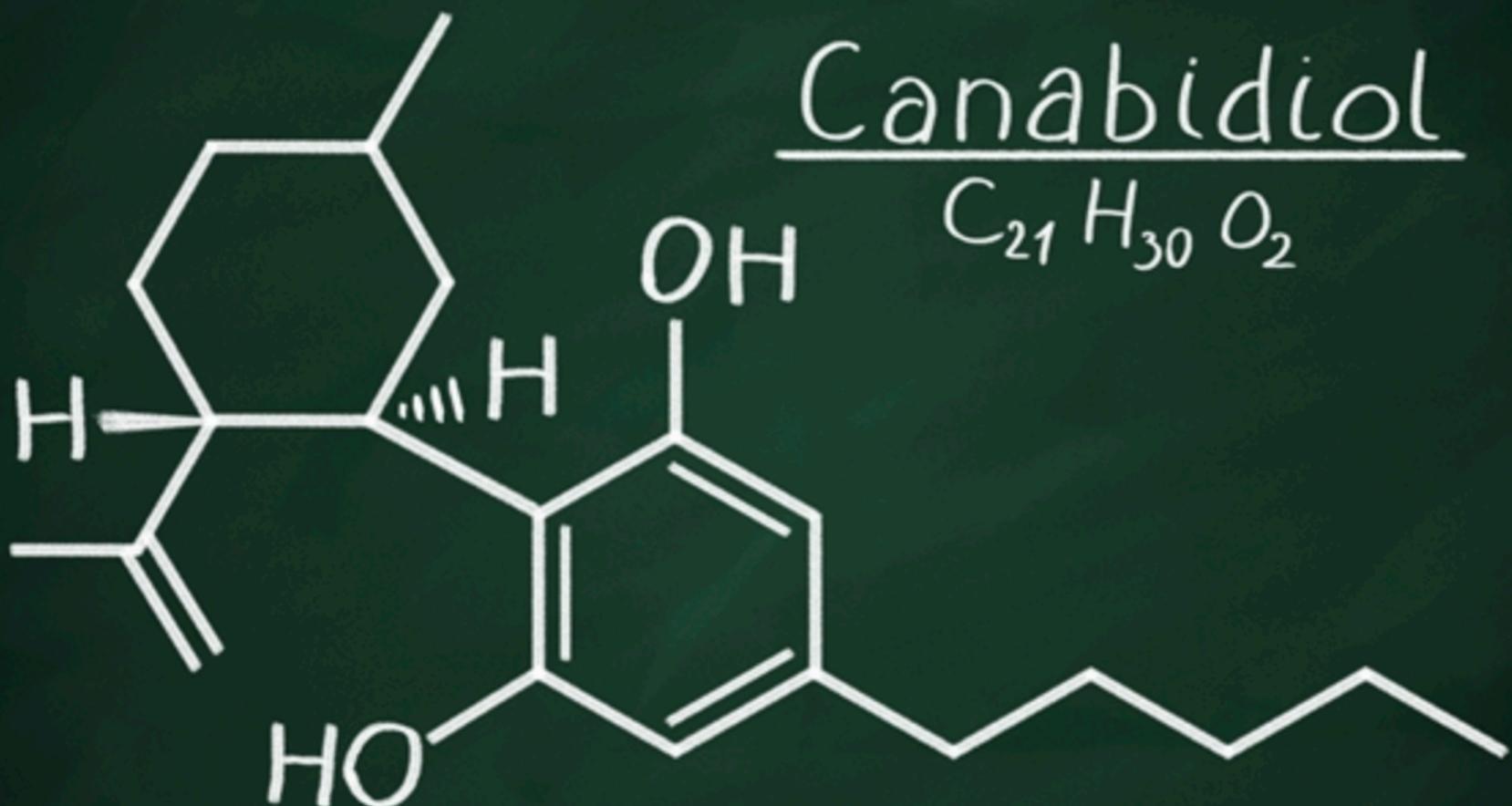
HOST, JERRI LYNE NACHMAN

- Independent business owner in Encinitas since 1980 aka entrepreneur.
- 1st business to open at the Lumberryard Shopping Center in 1983.
- Sold thousands of dollars of professional retail hair products for 15 years.
- Award winning video producer, then recruited as a producer for Comedy Central Network.
- Launched a marketing company in 1999.



CANNABIDIOL (CBD)

Welcome to Canna-CBD
Health Through Pure Cannabidiol



CANNABIDIOL (CBD)

- Noun
- cannabidiol (canna-bid-ial) (abbreviated as CBD)
- (organic chemistry) A non-psychoactive cannabinoid found in the hemp plant *Cannabis Sativa* and *Cannabis Indica*.
- “Marijuana” and “LocoWeed” are nicknames conservative law makers gave Cannabis in order to create a low class concept of hemp.



LET'S NOT GET INTO THE WEEDS

There are many strains in the Cannabis/Hemp plant.

We are not getting that deep into this discussion tonight.



WHAT IS A CANNABINOID?

- Cannabinoids are a group of active compounds found in the Cannabis plant.
- Cannabinoids are the organic compounds which give the cannabis plant its medicinal and relaxation properties.
- Cannabinoids like THC and CBD interact with different receptors in the body to produce a wide range of effects, such as relaxation, healing, and anti-inflammatory.



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480 NATURAL COMPONENTS

- Many cannabis consumers are familiar with the therapeutic chemical compounds that provide a wealth of medicinal relief for dozens of conditions involving pain, inflammation, and nausea.
- Cannabinoids, as well as their cousins Terpenes, are simply the chemicals that provide actual relief to patients by inserting themselves into special receptors in the tissues and cells of the human body.
- They are more than **480 natural** components found within the cannabis plant.



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ENDOCANNABINOID RECEPTORS

- These special receptors are part of what is known as the endocannabinoid system.
- This mechanism, which helps modulate many bodily functions — including appetite, sleep, anxiety level, and cognition — is intimately tied to the nervous system and immune system.
- In fact, particular cannabinoids target specific types of receptors located on the surface of cells in different areas of the body.



Source: www.massroots.com/learn/what-are-cannabinoid-receptors/

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ENDOCANNABINOID SYSTEM

- Research on cannabis' effects led directly to the discovery of an unknown biochemical communication system in the human body, the *Endocannabinoid System*, which plays a crucial role in regulating our physiology, mood, and everyday experience.
- The discovery of receptors in the brain that respond to cannabis—and identification of endogenous cannabinoid compounds in our bodies that bind to these receptors—has significantly advanced our understanding of human biology, health, and disease.



The Human Endocannabinoid System

The endocannabinoid system comprises two types of receptors, CB1 and CB2, which serve distinct functions in human health and well-being.



Tetrahydrocannabinol



Cannabidiol



Cannabinol

CBD does not directly "fit"

CB1 or CB2 receptors but

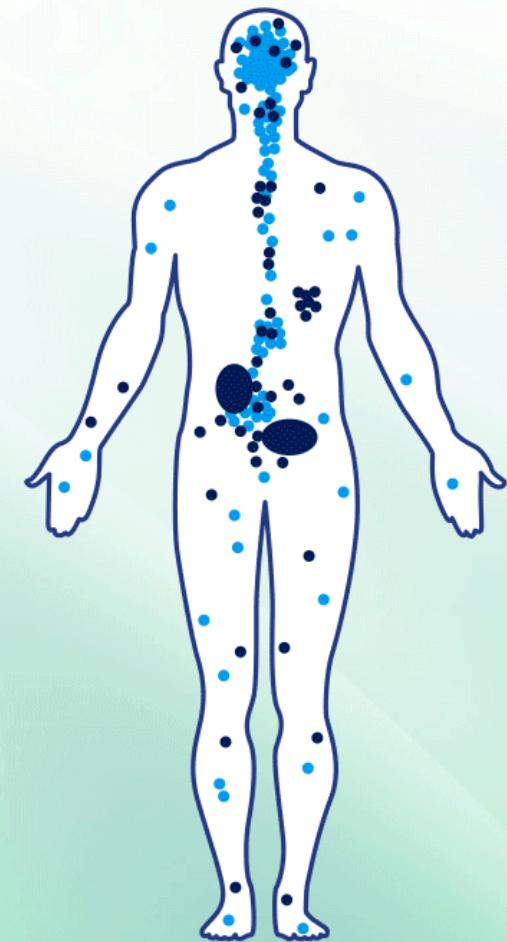
has powerful indirect effects still being studied.

CB2

CB2 receptors are mostly in the peripheral organs especially cells associated with the immune system.

CB1 receptors are primarily found in the brain and central nervous system, and to a lesser extent in other tissues.

Receptors are found on cell surfaces



SOURCE: www.the-human-solution.org

MAMMALS SHARE SAME RECEPTORS

An autistic child has the same endocannabinoid system as his dog, cat, hamster or horse.



*CBDs treat
degenerative
brain cells due
to problems at
birth and old
age.*



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TERMS: HEMP

- Hemp: Industrial hemp, typically found in the northern hemisphere, is a variety of the Cannabis sativa plant species that is grown specifically for the industrial uses of its derived products.
 - Fiber: Used in making clothing
 - Paper products
 - Rope because of its strength and durability



WHY HEMP BECAME ILLEGAL

- William Randolph Hearst is best known for publishing the largest chain of American newspapers in the late 19th century.
- Hearst became heavily invested in paper made from trees.
- Hearst lobbied Washington to make certain hemp was not used to make paper for newspapers.



SCHEDULE I DRUG

- Late 1960s, early 1970s, hippies were smoking pot and making a lot of noise against the war.
- Nixon wanted to take control of the far left and ethnic people, so his administration criminalized the use of cannabis in any form, even for medicinal reasons.
- So, marijuana aka cannabis aka hemp has been classified as a Schedule I drug along side of heroin, LSD and meth.



LEGALITY OF HEMP PRODUCTS

- The Agricultural Act of 2014, Section 7606 of the act, Legitimacy of Industrial Hemp Research, defines industrial hemp as distinct from marijuana.
- Basically, it's up to the states to regulate the growth per their own State Departments.
- If a plant is deemed legal (where the determining factor is a THC level under 0.3%) that then makes all products made from the source material legal as well.

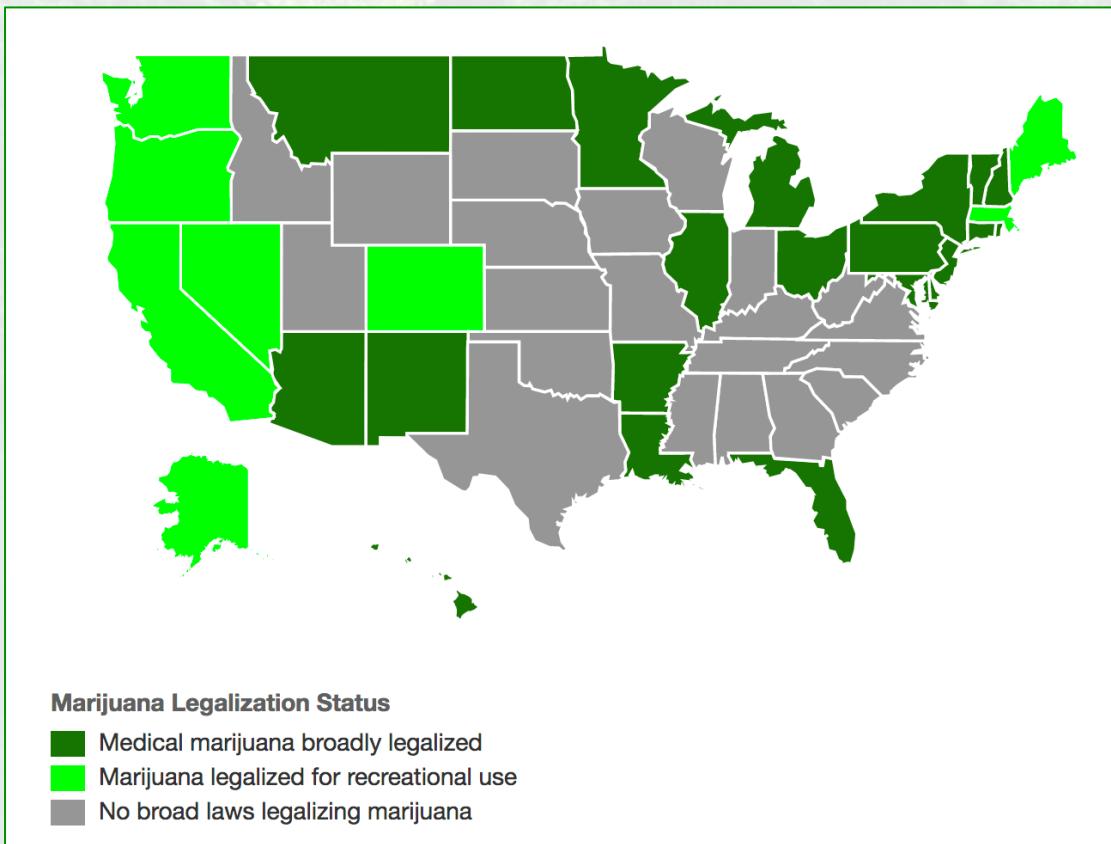
Source: <https://hempmedspx.com/states-cbd-oil-legal-purchase/>



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INDUSTRIAL HEMP IS LEGAL

Twenty-nine states and the District of Columbia currently have laws broadly legalizing marijuana in some form.



MEDICINAL PROPERTIES OF CBDS

- Antiemetic: Reduces nausea and vomiting – For flu, pregnancy and chemotherapy
- Anticonvulsant: Suppresses seizure activity
- Antipsychotic: Combats psychosis disorders
- Anti-inflammatory: Combats inflammatory disorders
- Anti-tumoral/Anti-cancer: Can combat tumor and cancer cell growth
- Anti-depressant: Combats anxiety and depression disorders
- CBDs have also been successful treating PTSD and autism making some veteran's & kid's lives more livable.

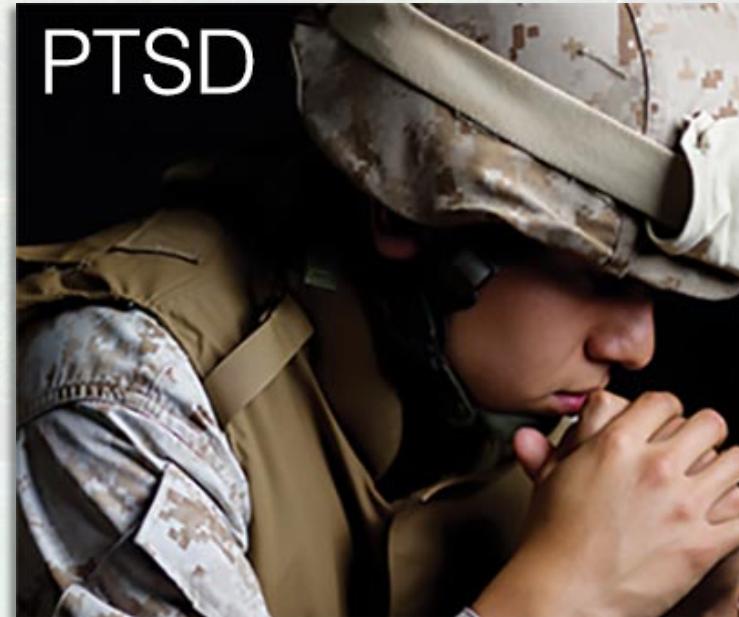


[Source: US National Library of Medicine/National Institutes of Health](#)

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PTSD, EPILEPSY, STRESS, FEAR...

- CBDs have been used in the treatment of PTSD, epilepsy, autism, extreme stress, fear, and other neurological disorders with highly positive results.



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TERPENES: SMELL & VIBRANCE

- Cannabis Terpenes Offer Therapeutic Efficacy:
 - Some cannabis consumers may be aware of terpenes, the cannabinoid-like chemicals that give herbs such a pungent smell.
 - What most don't know is that terpenes also deliver therapeutic relief, just like their cousins the cannabinoids.
 - Terpenes are produced in the trichomes of the plant, the nearly microscopic resins that cover the flowers and sometimes leaves.
 - Surprisingly, between 10 and 29 percent of the resin produced by smoked cannabis is the result of terpenes.
 - More than 200 terpenes have been identified in cannabis.



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TERPENES

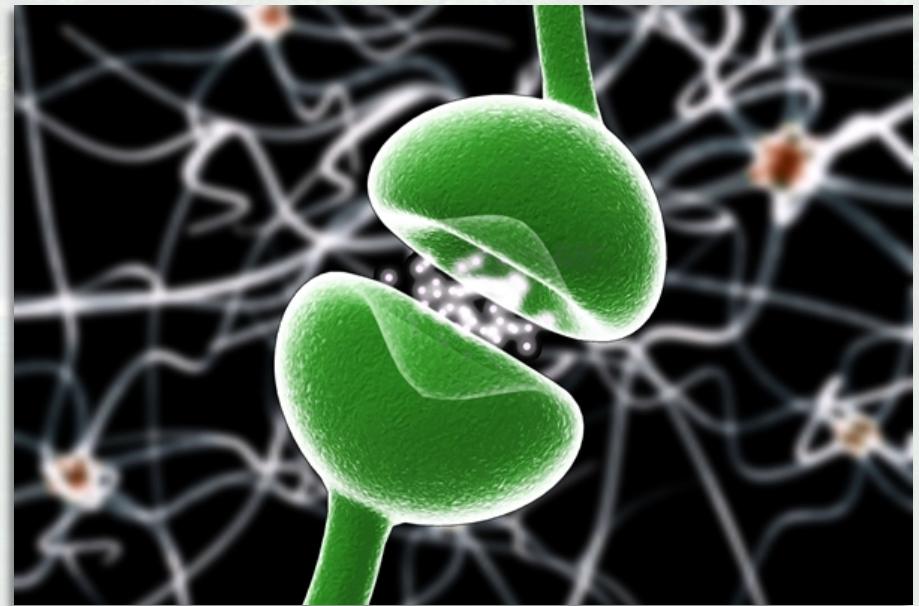


ADDS COLOR & FLAVOR
AND ADDS MEDICINAL
VALUE AS WELL.

RECEPTORS BIND WITH RECEPTORS

- The endocannabinoid system produces its own cannabinoids.

Technically, this system is simply being supplemented when a person consumes cannabinoids, terpenes, or other components from an herb like a cannabis plant that happen to bind with the receptors within this system.



INDICA .VS SATIVA

- The active chemicals responsible for the medicinal effects of marijuana are collectively called “cannabinoids”.
- Sativa's cannabinoid profile is dominated by high THC levels and low or no CBD levels.
- Indica's chemical profile shows a more balanced mix, with moderate THC levels and higher levels of CBD.



HEMP – HIGHLY CONCENTRATED CBDS

- The top of the cannabis plant, the higher leaves and flowers, have a high concentration of THC – the psychoactive ingredient that gets us “high”.
- The stem, stalk, lower leaves, roots and seeds have very low concentrations of THC and high levels of CBDs – the medicinal values in the hemp plant.



INDUSTRIAL HEMP PRODUCTS

- Today, all around the world, products are made from industrial hemp.
- The CBDs are expressed through the lower parts of the plant into concentrated oils.
- From those non-psychoactive oils, products such as tinctures, pure oils, massage salves, capsules, suppositories, sprays, edibles, candies, and infused water is available all over the world.



CHEMOTHERAPY

Because CBDs from hemp combats nausea, hinders tumor growth, gives relaxation, reduces fear and anxiety, cancer patients are taking CBDs in oil form or through suppositories which get into the blood stream faster.



GOOD FOR THE WHOLE FAMILY



Extreme menstrual cramps, dementia, sports injuries, ADHD, arthritis, anxiety.

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COMBAT LONELINESS, PAIN, DEPRESSION & NAUSEA

■ CBDs Are Perfect For Seniors

- CBDs treat pain, anxiety, sleep disorders, neurological disorders, mild dementia, and takes away the nausea associated with other medications. In some cases, CBDs shrink cancerous tumors.
- Any senior who experiences painful arthritis, tremors, disorientation tendencies, and several mental disorders should be on a daily dose of CBDs.



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REMOTES AMYLOID PLAQUE

- Cannabidiol can change gene expression and remove beta amyloid plaque, the hallmark of Alzheimer's, from brain cells.
- Extensive preclinical research and some clinical studies have shown that CBDs have strong anti-oxidant, anti-inflammatory, anticonvulsant, anti-depressant, anti-psychotic, anti-tumoral, and neuroprotective qualities.



Source: www.projectcbd.org/

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PLANT-BASED AND NATURAL

Scientific research proves full spectrum Cannabinoids (CBDs), plant-based and natural receptors in the hemp plant, are good for the entire family including pets.



FULL SPECTRUM

- Our products are formulated with hemp oil containing full spectrum Cannabinoids and Terpenes and are without GMOs, pesticides, herbicides or chemical fertilizers.
- Naturally high in Omega-3 and Omega-6 essential fatty acids, hemp oil offers the perfect solution for optimal health.



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PHARMA HEMP FOR PETS

The image displays a variety of PHARMA HEMP pet products. In the foreground, there are two bags of "VETERINARIAN FORMULATED" pet treats: one labeled "CHICKEN TREATS" and another labeled "SALMON TREATS". Behind them are three small bottles of "VETERINARIAN FORMULATED" topical hemp oil, each with a different flavor: "PEPPERMINT RELAXATION", "LAVENDER RELAXATION", and "MINTY MUSCLE RELAXATION". A white plastic syringe lies horizontally in front of the bottles. To the left of the products is a circular logo for "CANNABIS CBD HEALTH" featuring a stylized green leaf and the text "CANNABIS CBD HEALTH". The background is a soft-focus photograph of a waterfall.

PHARMA HEMP

PET TREATS

VETERINARIAN FORMULATED

All Natural Freeze-Dried CHICKEN TREATS

All Natural Freeze-Dried SALMON TREATS

VETERINARIAN FORMULATED

All Natural PEPPERMINT RELAXATION

All Natural LAVENDER RELAXATION

All Natural MINTY MUSCLE RELAXATION

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PETS ARE PEOPLE, TOO (AREN'T THEY?)

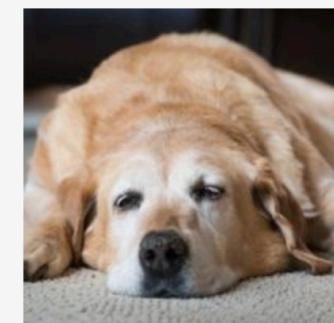
What Happens When You Leave Your Pet?

Do your pets get anxious when “mom” and “dad” leave for work in the morning? Do they have a tendency to fight and rip things up? Does old Rex have arthritis, cancer, or other debilitating diseases as he grows older?

Puppy Anxiety



Best Friend Getting Old?



Aggressive Dogs Bite



Aggressive Cats Fight



Trouble Traveling?



VETERINARIAN CBD FORMULATED

- Our pet products have been carefully formulated to meet a variety of conditions including anxiety, fear, arthritis, pain, cancerous tumors, and restlessness.
- I sold some pet treats to a man at the fair because his beloved little dog was getting old, sick and didn't want to eat anymore.
- After 4 days with the CBD treats, his doggy was eating & gaining weight, up and running around like before he became sick.



SUPPLEMENT YOUR PRACTICE

- Chiropractor
- Massage Therapist
- Acupuncturist
- Hands on Therapist
- Emotional Therapist
- Physical Trainer
- Yoga Instructor
- Mind/Body Integrator
- Medical Doctor
- Psychiatrist
- Psychologist
- Optometrist
- Veterinarian
- Dentist
- Herbalist
- Dietitian
- Nursing Home



SUPPLEMENT YOUR BUSINESS

- Retail Store
- Hair/Facial Salon
- Spa
- Beauty Supply Store
- Food Store
- Unique Market
- Pet Store
- Gift Store
- Bakery/Personal Chef
- Restaurant
- Clinics
- Doctor Office
- Hospital
- Caregiver
- Dog Walker
- Gym – Any workout place



LET'S LOOK AT THE PRODUCTS



BUSINESS PLANS

- CBDs are becoming the single most asked for product in the beauty & medical industries. Everyone knows about CBDs, but just don't know where to get them.
- Be one of the first and offer them the highest grade CBD healing extracts, tinctures, massage salves, edibles (peanut butter and honey), capsules and concentrated 15.9% – 25% Pure Hemp CBD Gold Oil, the purest CBD-rich hemp oil on the market.
- **No prescription or medical card necessary to offer all clients – of any age.**



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BUSINESS PLAN 1: WHOLESALER

JUST LIKE ALL OTHER RETAIL PRODUCTS,
YOU PURCHASE AT WHOLESALE COST
AND SELL AT RETAIL COST.

100% Markup

\$15.00



\$30.00



Massage Salve for
Arthritis & Pain



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BUSINESS PLAN 1: 100% MARKUP

JUST LIKE ALL OTHER RETAIL PRODUCTS,
YOU PURCHASE AT WHOLESALE COST
AND SELL AT RETAIL COST.

\$80.00



Daily capsules for all types of chronic "dis-eases" and for sleep.

\$160.00



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BUSINESS PLAN 2: 20% COMMISSION

LET'S HAVE A HOUSE PARTY!

- Gather 10 friends or more and we will do a live demonstration of the CBD products at either someone's home, office or clinic. This is a great idea, specially before the holidays!
- People will purchase massage salves for their significant others, CBD oils & tinctures for aches & pains, or sleepless nights. There are so many uses for full spectrum CBDs!
- You receive a gift of up to \$20 + 20% of the profits from your party.



PLAN YOUR HOLIDAY CBD PARTY TODAY!

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BUSINESS PLAN 3: REFERRALS

WE ALL KNOW A LOT OF PEOPLE!

- Any time you refer me to a house party or potential wholesaler, you will receive a 10% “thank you” on their first order.
- And before you have a dental or medical procedure, ask your doctor for CBDS rather than synthetic drugs.



REFER A PROFESSIONAL TO CBDS.

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NATURAL, PURE PLANT-BASED PRODUCTS

FIGHT SYNTHETIC PHARMACEUTICAL COMPANIES!

- Because Cannabidiol (CBD) is extracted from a natural plant, none of the toxics and synthetics found in formulating pharmaceutical drugs are in our CBD products.
- Our lab tests show our vegan products are void of any GMOs, pesticides, non-organic substances, or additives.
- Treat patients with natural, plant receptors that do not destroy the liver.
- Substitute synthetics with natural hemp-based, full spectrum Cannabinoids.



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LABS

- Hemp Health, Inc.:
<https://hemphealthinc.com/>
- Canna-CBD.us:
<http://canna-cbd.us>



GET IN TOUCH



NATURAL CBD PRODUCTS

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