

WELCOME



NATURAL CBD PRODUCTS

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HOST, JERRI LYNE NACHMAN

- Artist, writer, video producer, website developer: Entrepreneur
- Started a military travel agency in Germany
- Created a hair salon in Encinitas and learned how to market and sell products
- Award winning video producer, then recruited as a producer for Comedy Central Network.
- Launched a marketing company in 1999 - present.



CANNA-CBD HEALTH

I am the founder of
Canna-CBD Health & Education
and represent PHARMA Hemp Complex
CBD products
for kids, adults, seniors and pets.



NATURAL PLANT-BASED HEALTH FOR KIDS, ADULTS, SENIORS AND PETS

MATHCO HEALTH CORPORATION

I work as an independent customer service/sales agent for the Distributor, Mathco Health Corp., setting up wholesale accounts with:

- Medical & psychological practitioners
- Hands on healers
- Spas & salons
- Retail stores
- Pet handlers, clinics, groomers, resorts; and
- Individuals for a 50% profit.



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BULK CBD MATERIALS

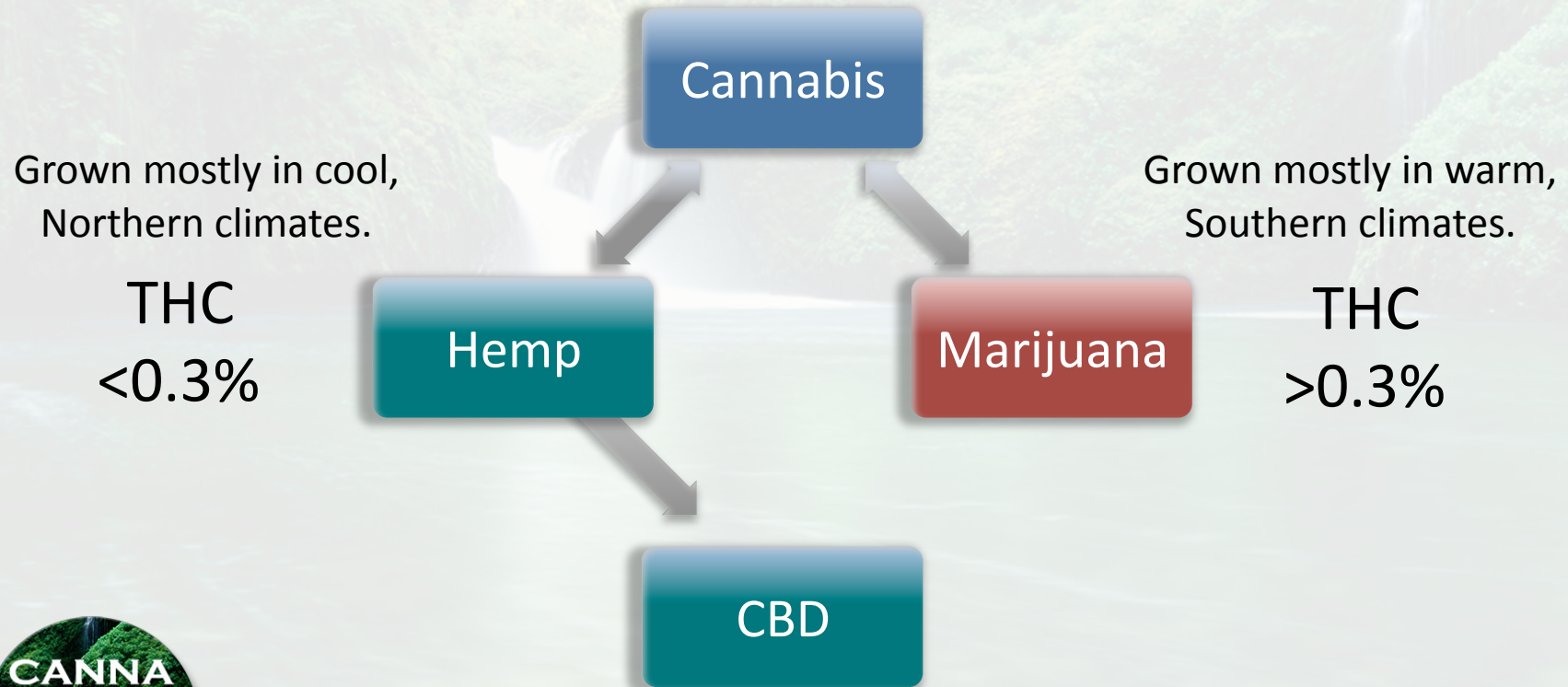
I also broker bulk sales in:

- Whole plant biomass
- Isolate
- Distillate
- Pet treats
- Tinctures
- CBD infused coffee, tea, honey, etc.



A FAMILY AFFAIR

The umbrella name for Mercedes Benz or Ford is “Automobile”. The genome DNA or family name for hemp is “Cannabis”.



HEMP FOR CBD

- The top of the Cannabis plant, the higher leaves and flowers, the higher the concentration of THC – the psychoactive ingredient that gets folks “high”.
- The stem, stalk, lower leaves, roots and seeds have very low concentrations of THC and high levels of CBD and Terpenes – the medicinal & therapeutic values of the hemp plant.



CANNABIDIOL (CBD)

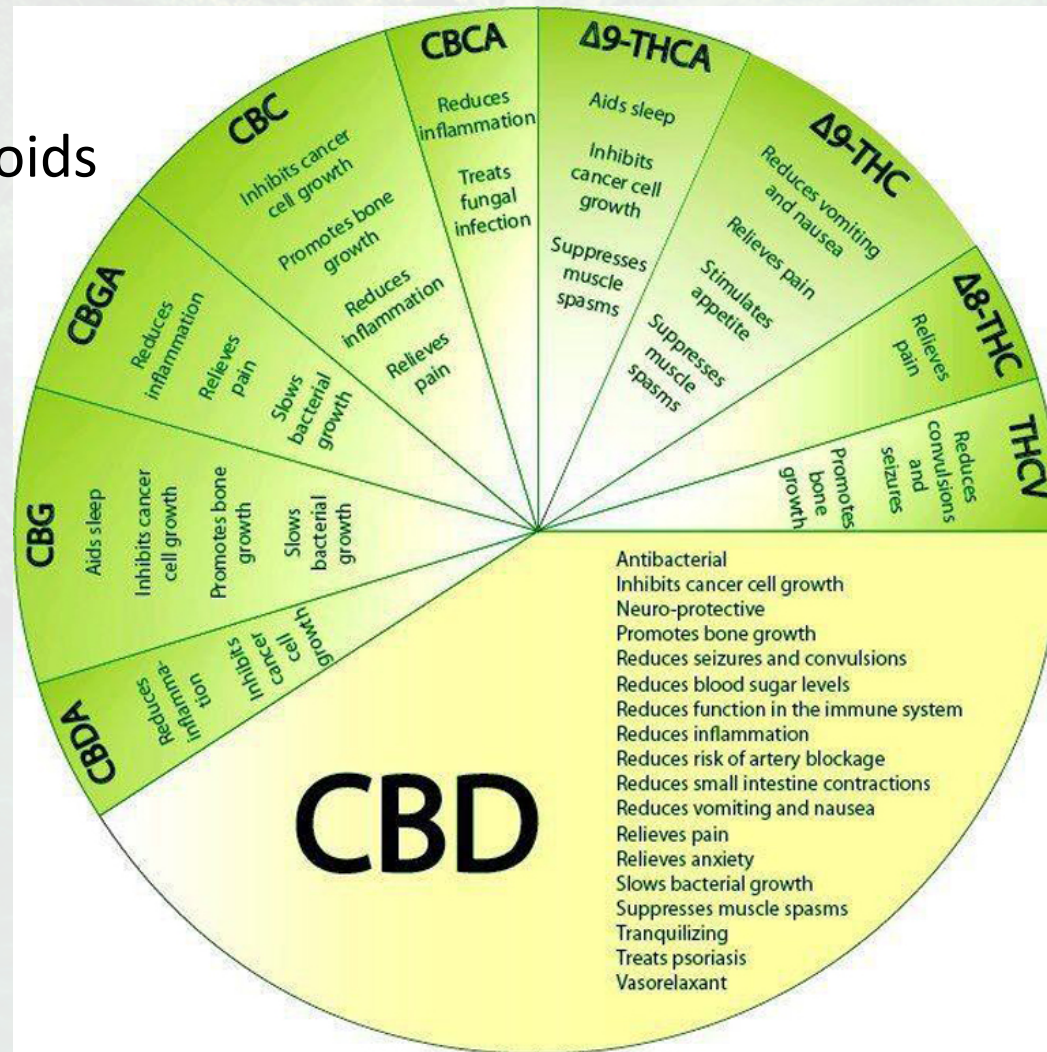
How Do I Describe CBD?

- Noun
- Cannabidiol (canna-bid-ial) is abbreviated as CBD
- (organic chemistry) A non-psychoactive cannabinoid found in the hemp plant *Cannabis Sativa* and *Cannabis Indica*
- Found in many plants and vegetables, Cannabidiol is a natural, organic, non-synthetic component in life



CANNABIDIOL (CBD) WHEEL

Other Cannabinoids found in hemp.



CBD "Isolate"
Is Cannabidiol
Only.



INDUSTRIAL HEMP

Is there a difference
between Marijuana
and Industrial Hemp?

Yes!



ENDOGENOUS



The term "Endo" stands for "Endogenous," meaning "originating in your body."

A cannabinoid is the compound group which activates this system.



ENDOCANNABINOID SYSTEM

- Research on effects of Cannabis 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.



WHAT IS A CANNABINOID?

- Cannabinoids are a group of active compounds found in many natural plants and vegetables including 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 & the reduction of inflammation



WILL PEOPLE GET HIGH?

- Is there any THC - the psychoactive compound in CBD? Will people get "high"?
 - The legal limit of THC in CBD products is 0.3%
 - At that percentage, humans and pets will not be able to feel the sensation of being “high” or alter their consciousness
 - A very small percentage of THC allows the medicinal properties of CBD to work better, giving the feeling of homeostasis (total balance).
 - 0.3% THC normally will not show on a urinalysis test.



TERPENES

A close-up photograph of a cannabis bud, showing the intricate structure of the trichomes. The trichomes are small, hair-like structures that are covered in a fine layer of white, crystalline resin. The buds are a vibrant green color, and the trichomes are a mix of green and orange, indicating the presence of terpenes. The background is a soft, out-of-focus green.

ADDS COLOR & FLAVOR
AND ADDS MEDICINAL
VALUE AS WELL

TERPENES

Turmeric
Paprika
Lemon Peel
Black Pepper
Coffee Beans
Cinnamon
Cloves
Seeds



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.



480 NATURAL COMPONENTS

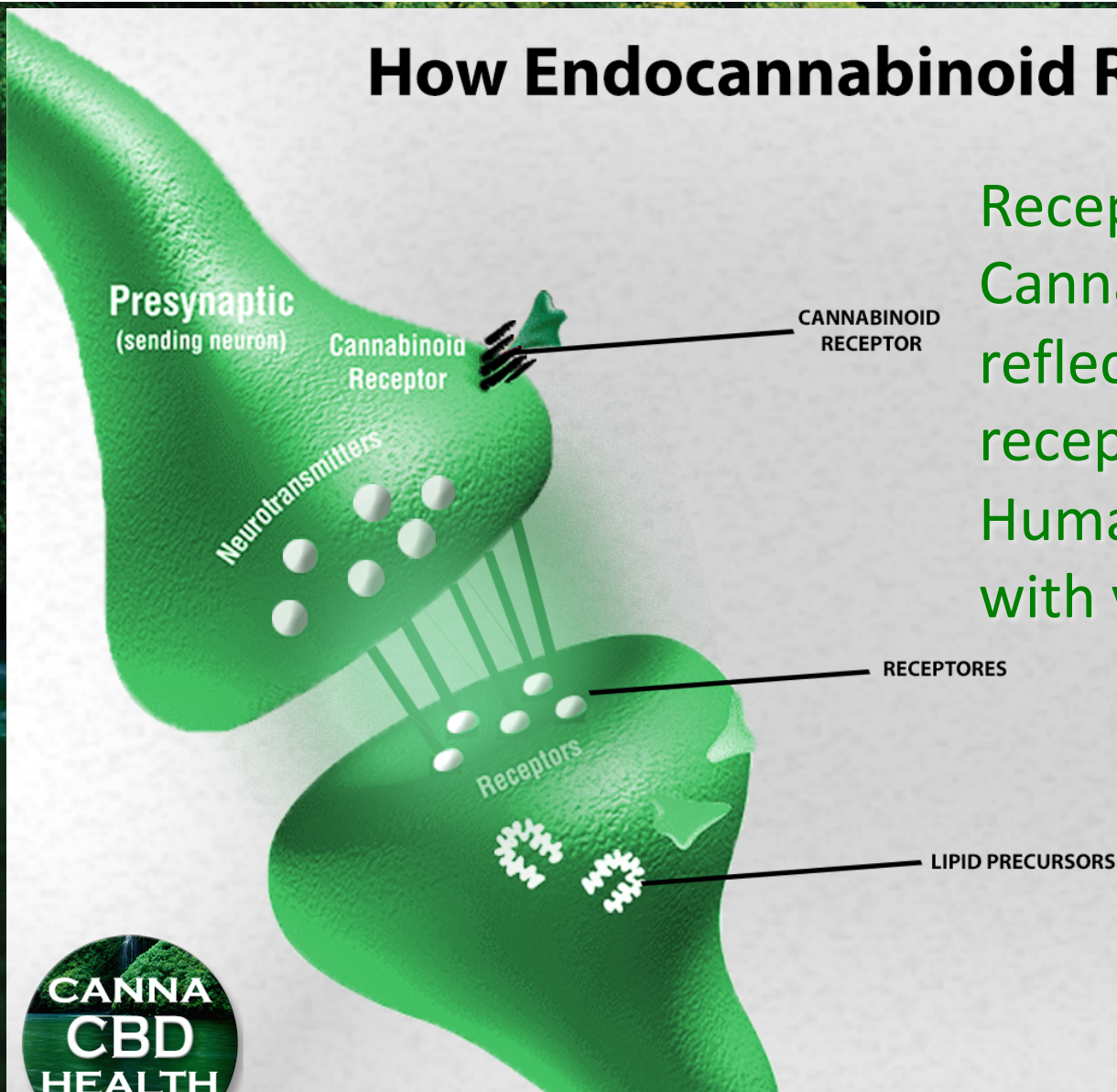
- Therapeutic chemical compounds provide a wealth of medicinal relief for dozens of conditions involving pain, brain/mood functions, and nausea.
- Boosts the immune system.
- Cannabinoids, as well as their cousins, Terpenes, are simply the organic chemicals that provide actual relief to patients by inserting themselves into special receptors in the tissues and cells of mammals.
- There are more than **480 natural** components found within the Cannabis plant.



RECEPTORS

How Endocannabinoid Receptors work

Receptors from Cannabis are perfect reflections of the receptors in mammals: Humans and animals with vertebras.



ENDOCANNABINOID RECEPTORS

- 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.
- Particular cannabinoids target specific types of receptors located on the surface of cells in different areas of the body.



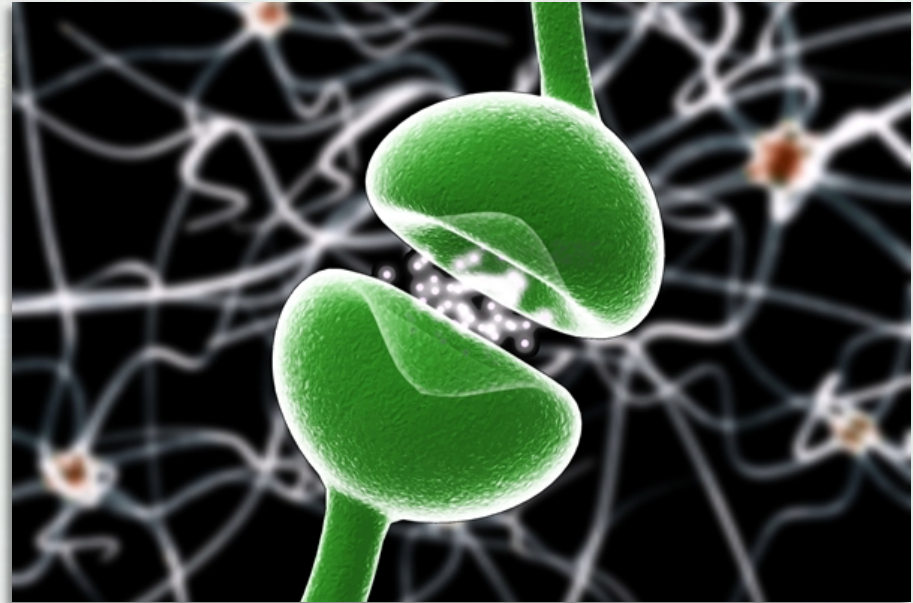
Source: www.massroots.com/learn/what-are-cannabinoid-receptors/

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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.



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.



THC
Tetrahydrocannabinol



CBD
Cannabidiol



CBN
Cannabinol

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

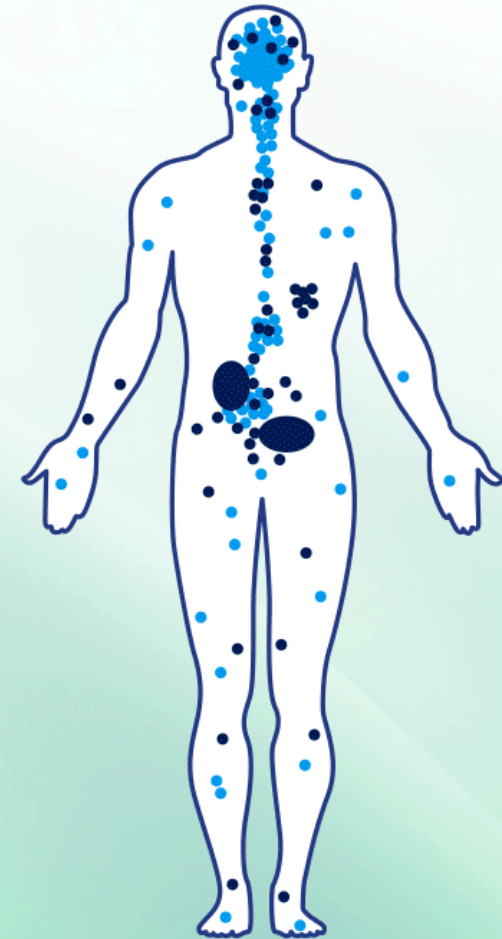


CBD does not directly “fit” CB1 or CB2 receptors but has powerful indirect effects still being studied.



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

Receptors are found on cell surfaces



MEDICINAL PROPERTIES OF CBD

- Antiemetic: Reduces nausea and vomiting – For flu, morning sickness, and chemotherapy
- Anticonvulsant: Suppresses seizure activity
- Antipsychotic: Combats psychosis disorders
- Anti-inflammatory: Reduces inflammatory disorders
- Anti-tumoral: Can combat tumor and cancer cell reproduction
- Anti-depressant: Releases anxiety and depression
- 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](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5425037/)

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MAMMALS SHARE SAME RECEPTORS

An autistic child share about 70% of the Endocannabinoid System (ECS) as his dog, cat, hamster or horse.



CBD treats degenerative brain cells due to problems at birth and old age.



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MAMMALS SHARE SAME RECEPTORS

If humans get arthritis caused by inflammation then our beloved pets get it too.



There are CBD oils, tinctures and pet treats to assist pets with fear, anxiety and pain.



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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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HOMEOSTASIS

- Homeostasis is the tendency of organisms to auto-regulate and maintain their internal environment in a stable state for optimal survival
- Ingesting CBD & Terpenes from Industrial Hemp promotes Homeostasis
- THC is not necessary to achieve this balance although scientists say a trace of THC is essential to achieve full homeostasis



DOSING



DOSING: DEPENDS ON WEIGHT/SIZE

DEPENDING ON WEIGHT

- Normal adults take up to 25 milligrams (mg) per day for normal stress, anxiety, sleep disorder, and feeling of relaxation
- Normal kids can take up to 12 - 16 mg per day
- Normal pets can take up to 12 mg per day
- The more weight, the higher dosage
- The more serious the illness, the higher the dosage



BE CONSCIOUS OF CONCENTRATIONS



550mg in 2 Ounces



1,100mg Extra Strength
in 1 Ounce



BE CONSCIOUS OF CONCENTRATIONS



550mg in 2 Ounces: Servings

1 – 5 drops per 10lb of body weight
once to twice per day

0.172 per drop



1,100mg Extra Strength in 1 Ounce

1 – 5 drops per 10lb of body weight
once to twice per day

0.294 CBD per drop



DOSING

- 120mg - 1oz
 - 1 full dropper (approx 1 ml) contains approximately 4mg
- 550mg - 2oz
 - 1 full dropper (approx 1 ml) contains approx 9.17mg
- 550mg - 1oz Extra Strength
 - 1 full dropper (approx 1 ml) contains approx 18.33mg
- 1,100mg - 1oz Extra Strength
 - 1 full dropper (approx 1 ml) contains approx 36.66mg



COST OF CBD PRODUCTS

- Why do some CBD products cost more than others?
 - **Availability:** Now that CBD is everywhere, prices have come down
 - **Purity:** Farms are compliant with organic farming regulations, no pesticides or herbicides, non-GMO
 - **Extraction:** Highly toxic chemicals .vs Supercritical CO2
 - **Manufacturing:** Clean, FDA licensed facilities .vs roommate's kitchen



GMP

CERTIFICATE OF GOOD MANUFACTURING PRACTICE (GMP)

- Inspected
- Regulated



ISOLATE, DISTILLATE, RAW OIL

- “Isolate” completely “isolates” Terpenes and all other Cannabinoids including THC down to one compound, Cannabidiol (CBD)
- No trace of THC
- Even though CBD has a large % of medicinal values, it will not achieve the homeostasis where a combination of all Cannabinoids are included
- An oil, Isolate can be restuctured as water soluble for the production of CBD beverages, etc.
- Can change forms, ie to a powder form



DISTILLATE

- Distillation is a technique for creating cannabis extracts that are pure on a molecular level
- It is possible to isolate specific Cannabinoids
- It is also possible to create odorless and tasteless CBD that is 99% pure concentrate
- This process costs more in the lab, therefore products produced with Distillate become more expensive
 - Distillate is an oil, and can be crystalized for specific product production



RAW OIL

- ◆ Gold
- ◆ Decarboxylated
- ◆ Raw



THINGS TO LOOK FOR

- What should I look for when wholesaling a CBD product line for my clinic/business?
 - Reputable manufacturer and distributor
 - Purity of products during the grow, harvest & manufacturing
 - Access to the company (not just investment group)
 - Training
 - Have all of your questions been answered?



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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WHOLESALING

- How do I wholesale products?
 - Read the wholesale contract/agreement and make sure you agree with the requirements
 - Acquaint yourself with their products
 - Tell all of your patients and customers that you offer a 100% pure line of Hemp Oil CBD products:
 - Use Social Media
 - Advertising
 - Email Lists
 - Display in Clear Sight
 - Add On Your Biz Card
 - Promote! Promote!



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.



GOOD FOR THE WHOLE FAMILY



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

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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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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



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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INDUSTRIAL HEMP PRODUCTS

- Today, all around the world, products are made from industrial hemp
- In American labs, the compound THC is isolated and reduced down to a trace element of below 0.3%, the legal limit, not enough to get “high”



ADD CBD TO PRODUCTS

- Can I add CBD to food, beverages or edibles?
 - ABSOLUTELY
- Do not heat CBD more than 160 degrees for more than 20 minutes
- Infuse CBD in any oil-based substance
- Do not cook decarboxylated CBD oil
- Do cook with “raw” oil



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.



REMOVES 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 antioxidant, anti-inflammatory, anticonvulsant, antidepressant, anti-psychotic, anti-tumoral, and neuroprotective qualities.



Source: www.projectcbd.org/

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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.



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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CBD FOR KIDS, ADULTS & PETS

- From those non-psychoactive oils, products such as tinctures, pure oils, massage salves, capsules, suppositories, sprays, edibles, candies, coffee, tea, and infused water is available all over the world.
- CBD is good for the entire family!



NATURAL PLANT-BASED HEALTH FOR KIDS, ADULTS, SENIORS AND PETS

PHARMA HEMP FOR PETS



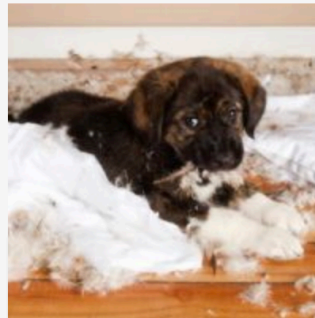
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PETS ARE PEOPLE, TOO (AREN'T THEY?)

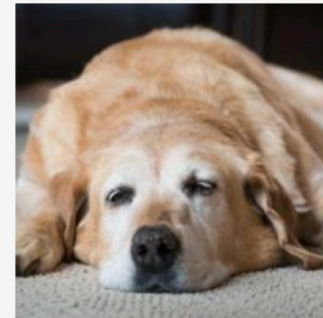
What Happens When You Leave Your Pet?

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?

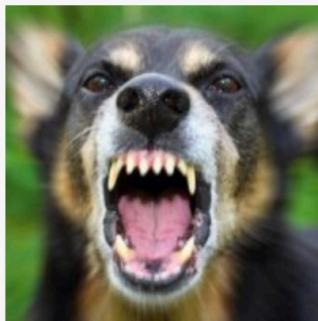
Puppy Anxiety



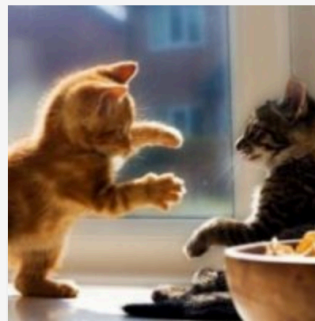
Best Friend Getting Old?



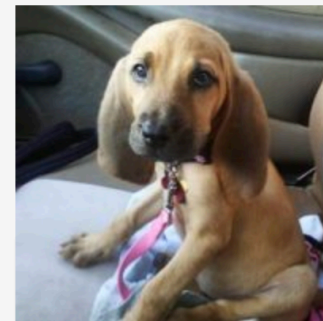
Aggressive Dogs Bite



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.



BUSINESS PLANS

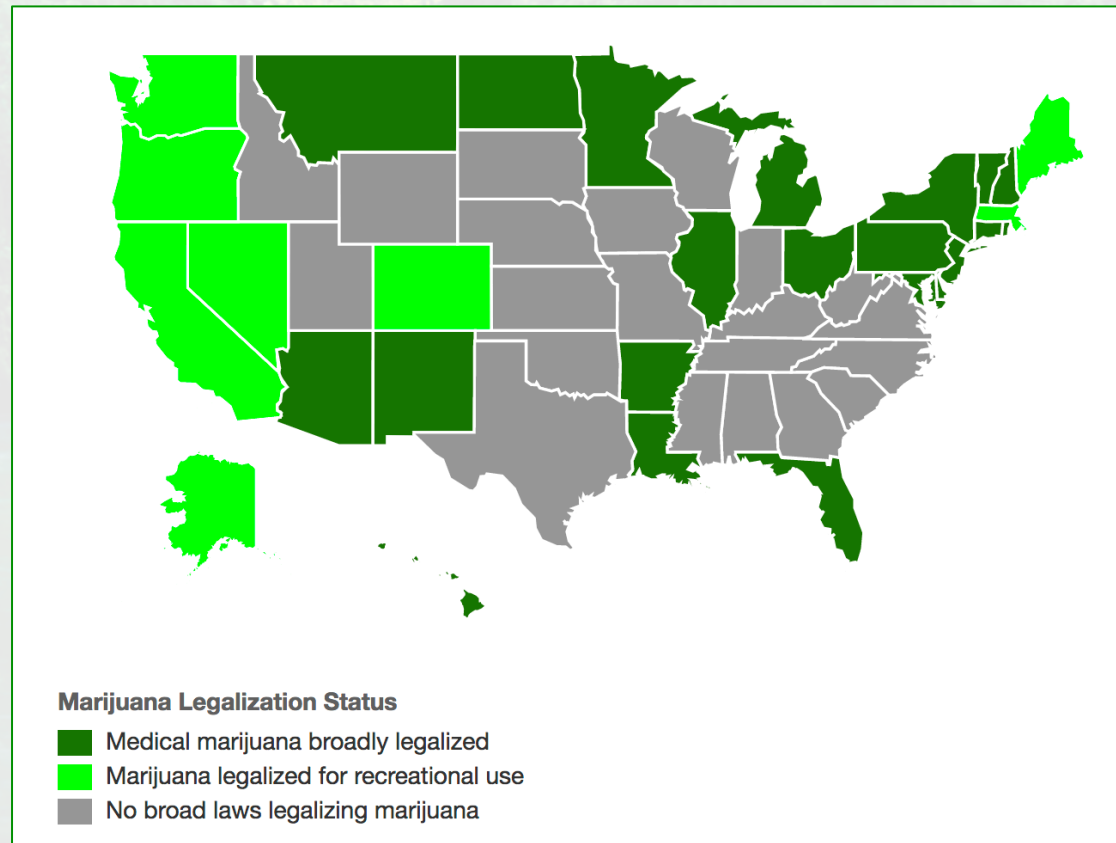
- CBDs are becoming the single most asked for product in the beauty & medical industries. Everyone knows about CBDs, but just don't know where to get them.
- Be one of the first and offer them the highest grade CBD healing extracts, tinctures, massage salves, edibles (peanut butter and honey), capsules 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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INDUSTRIAL HEMP IS LEGAL

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



WHY HEMP BECAME ILLEGAL

- In the 1930s, William Randolph Hearst was best known for publishing the largest chain of American newspapers.
- Hearst became heavily invested in paper made from trees, and purchased tree farms.
- Along side new pharmaceutical companies, Hearst lobbied Washington to make certain hemp was not used to make paper for newspapers or for homeopathic medicine.



HEMP BECAME ILLEGAL

- “Marijuana” and “LocoWeed” are nicknames conservative law makers gave Cannabis in the early 1900s in order to create a low class concept of hemp.
- Wm Randolph Hearst bought tree farms for paper. Pharmaceutical companies didn’t want hemp to interfere with their business. So, hemp became illegal.
- Read a simple article in Wikipedia:
“Legal history of cannabis in the United States”
- Today, hemp oil aka CBD, is legal in 29 states and fighting its way through Congress in the 2018 Farm Bill to be legal federally.



PHYTOCEUTICALS .VS PHARMACEUTICALS

- Hemp has grown like a common weed all around the planet since beginning of time.
- It's a plant! It grows like a weed!
- Now, the pharmaceutical companies are getting in on this popular CBD trend and synthesizing an all natural medicinal compound into an unhealthy alternative with side effects.
- FDA just approved a synthetic CBD drug for the treatment of epilepsy instead of the natural source.



SCHEDULE I DRUG

- Late 1960s, early 1970s, hippies were smoking pot and making a lot of noise against the Viet Nam war.
- Nixon wanted to control protesters so his administration criminalized the use of Cannabis in any form.
- So, on a federal level, Marijuana aka Cannabis aka Hemp has been classified as a Schedule I drug along side of heroin, LSD and meth ever since.



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, extraction and production of CBD products from Industrial Hemp through their own State Departments.
- If a plant is deemed legal (where the determining factor has a THC level under 0.3%) that then makes all products made from that source material legal as well.

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



www.CANNA-CBD.US

WHAT'S HAPPENING LATELY?

- H.R.5485 - Hemp Farming Act of 2018:
Google it
- Since so many Americans have stopped smoking cigarettes, Mitch McConnell, Senator from Kentucky, is proposing a bill to allow the unused tobacco fields in his state to grow hemp instead.
- Let's pray he succeeds!



PTSD

INTRODUCTION:

- Post-traumatic stress disorder (PTSD) is a frequent and disabling condition that occurs after exposure to a traumatic event, and Selective Serotonin Reuptake Inhibitors (SSRIs) are considered the first-line treatment approach for this disorder.



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.
- Research continues across the globe.



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PROJECT CBD ORG

[https://
www.projectcbd.org/
ptsd-post-traumatic-
stress-syndrome](https://www.projectcbd.org/ptsd-post-traumatic-stress-syndrome)



TERMS: HEMP

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



PRODUCTS

- Hemp Health, Inc.:
<https://hemphealthinc.com/>

Our educational website:

- Canna-CBD.us:
<http://canna-cbd.us>
- For a copy of this presentation:
<http://canna-cbd.us/library/>



GET IN TOUCH



NATURAL CBD PRODUCTS

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COA

- How do I read a Certificate of Analysis (COA)?

