

WELCOME



# NATURAL CBD PRODUCTS

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# HOST, JERRI LYNE NACHMAN

- Ex-Military Wife during Viet Nam
- Lived near Air Force bases:  
Bitburg, Germany - 3 yrs & Madrid, Spain - 1 yr
- Started a military travel agency on base and hosted hundreds of service people throughout Europe.
- Award winning video producer, then recruited as a producer for Comedy Central Network.
- Launched a marketing company in 1999 - present.



# CANNABIDIOL (CBD)

I am the founder of  
Canna-CBD Health and Education



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# 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.





# WHAT IS CBD?

Is there a difference  
between Marijuana  
and Industrial Hemp?

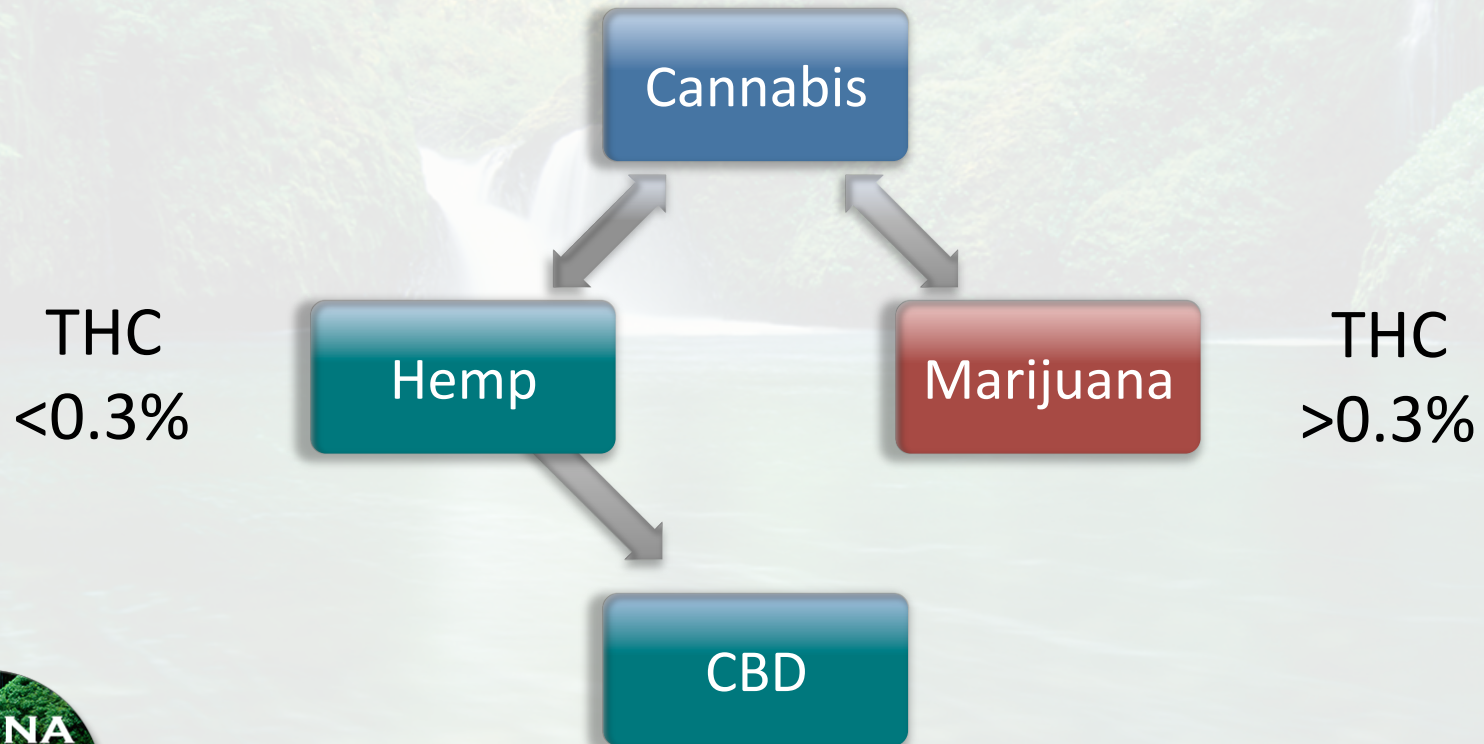
**Yes!**





# A FAMILY AFFAIR

For example, the umbrella name for Mercedes or Ford is “Automobile”. The genome DNA or family name for hemp is “Cannabis”.





# HEMP – HIGHLY CONCENTRATED 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 values of the hemp plant.





# PHYTOCEUTICALS .VS PHARMACEUTICALS

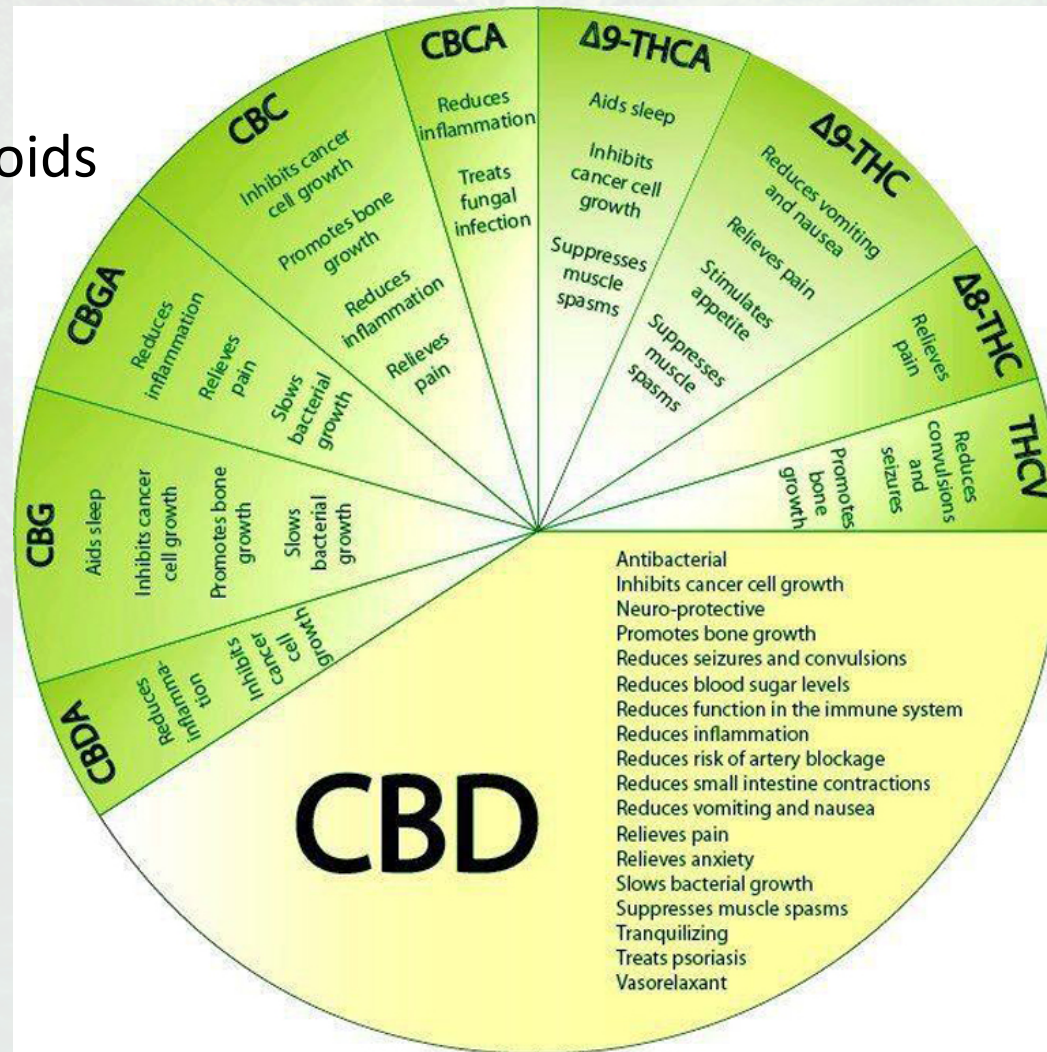
- Hemp has grown like a common weed all around the planet since beginning of time.
- It's a plant! It grows like a weed!
- Now, the pharmaceutical companies are getting in on this popular CBD trend and synthesizing an all natural medicinal compound into an unhealthy alternative with side effects.
- FDA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





# CANNABIDIOL (CBD) WHEEL

Other Cannabinoids found in hemp.





# 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, and reducing inflammation.



# TERPENES



TRICOMBS

ADDS COLOR & FLAVOR  
AND ADDS MEDICINAL  
VALUE AS WELL



# TERPENES

Turmeric  
Paprika  
Lemon Peel  
Black Pepper  
Coffee Beans  
Cinnamon  
Cloves  
Seeds





# 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.



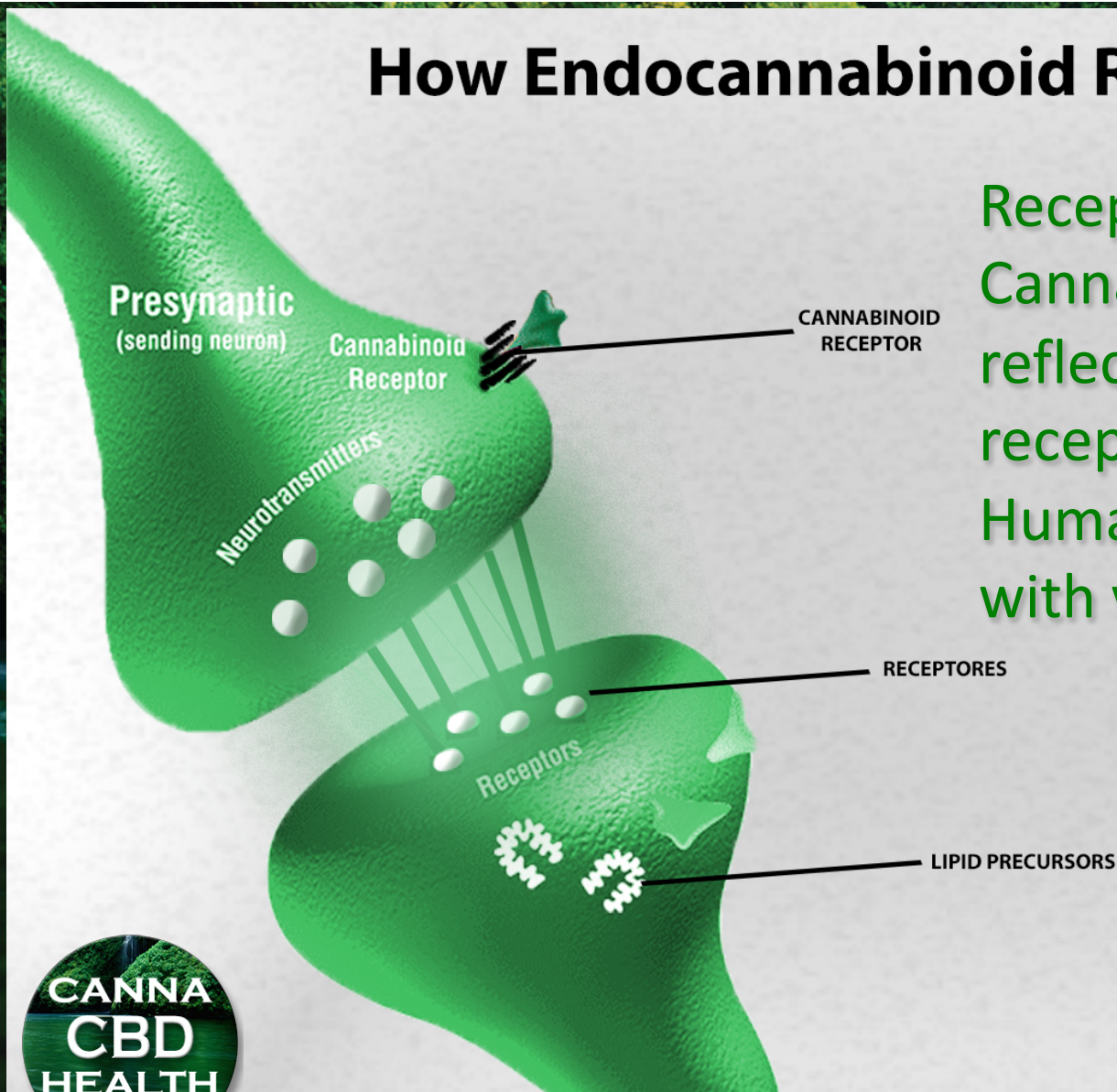
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# RECEPTORS

## How Endocannabinoid Receptors work

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



# 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.





# 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.



# 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/](http://www.massroots.com/learn/what-are-cannabinoid-receptors/)

[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



## 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.

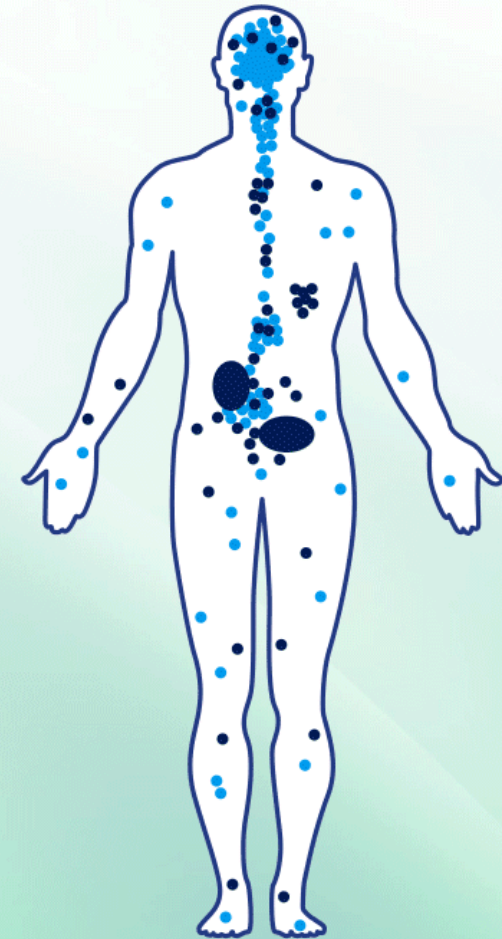


CBD does not directly “fit” CB1 or CB2 receptors but has powerful indirect effects still being studied.



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, pregnancy 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/PMC5425363/)

[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



# 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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# 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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# PTSD

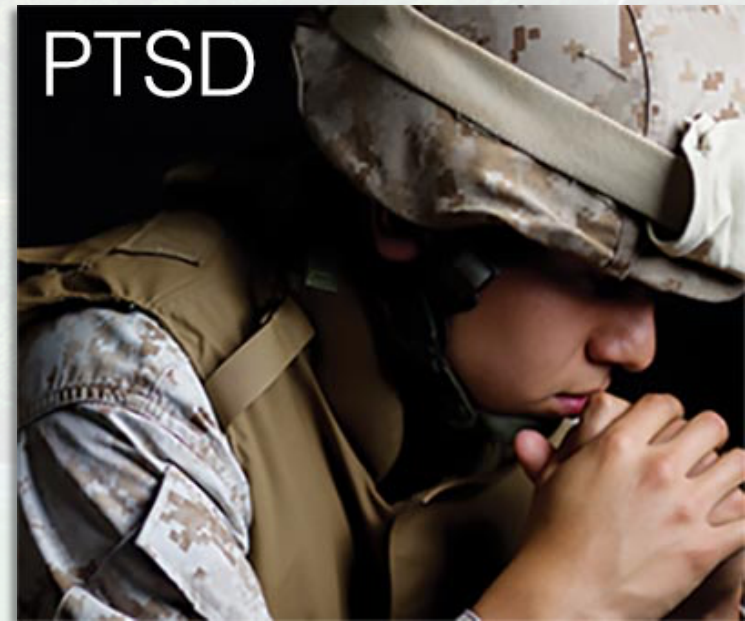
## INTRODUCTION:

- 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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# 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.





# 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





# LEGALITY OF HEMP PRODUCTS

- On December 20, 2018, The 2018 Farm Bill was signed into law removing industrial hemp and all extracts and products created with hemp legal in the United States.
- 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.
- CBD is now legal!



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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”.





# 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



# SELL CBD PRODUCTS

- I work directly with a CBD Manufacturer in Carlsbad, Hemp Health, Inc.
- If you wish to go into your own business selling a complete line of CBD products, I will help you get started.
- You purchase products at 50% below retail price, then sell at full retail price. Not MLM!
- Free training.





# GET IN TOUCH



## NATURAL CBD PRODUCTS

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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.





# 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



[www.CANNA-CBD.US](http://www.CANNA-CBD.US)

# BUSINESS PLAN 1: 100% MARKUP

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

\$80.00



\$160.00



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



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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!*

[www.CANNA-CBD.US](http://www.CANNA-CBD.US)

# 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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# GOOD FOR THE WHOLE FAMILY



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

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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.





# 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.





# 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.



[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



# 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/](http://www.projectcbd.org/)

[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



# 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.



[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



# 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.



# PHARMA HEMP FOR PETS



[www.CANNA-CBD.US](http://www.CANNA-CBD.US)

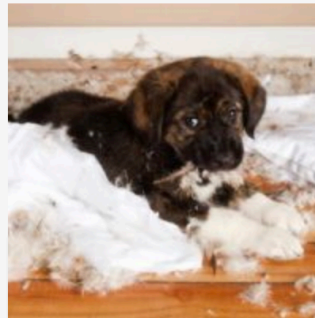


# PETS ARE PEOPLE, TOO (AREN'T THEY?)

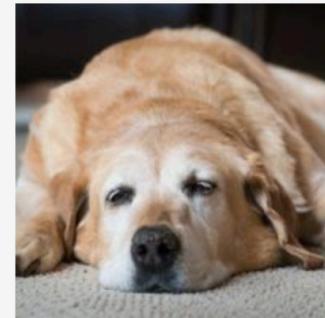
## What Happens When You Leave Your Pet?

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?

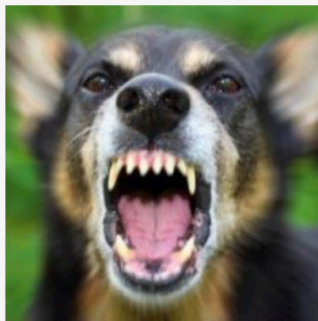
Puppy Anxiety



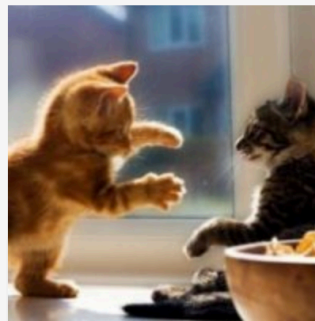
Best Friend Getting Old?



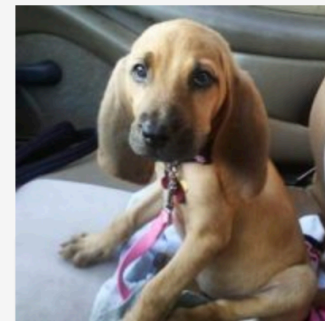
Aggressive Dogs Bite



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.**



[www.CANNA-CBD.US](http://www.CANNA-CBD.US)



# LABS

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

Our website:

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

