

ENDOCANNABINOID SYSTEM

WHY IT'S SO IMPORTANT



The **Endocannabinoid System (ECS)** is a network of receptors (called CB1 and CBD2) spread throughout the body – in the brain along with the central and peripheral nervous systems. This network of receptors controls many vital life functions, including the immune system, memory, appetite, sleep patterns, mood, stress, inflammation and pain sensation.

The body's ECS promotes biological balance in every cell, tissue and organ supporting brain, immune, nervous and overall health and wellness. Experts believe that its overall function is to **regulate homeostasis**.

CB1

CB1 receptors are primarily found in the brain and central nervous system.

CB2

CB2 receptors are mainly found in peripheral organs, especially cells associated with the immune system.

The body's ECS is activated by endocannabinoids produced naturally or by phyto-cannabinoids (plant-based cannabinoids) that mimic those produced in the body.

ENDOCANNABINOID DEFICIENCY

Endocannabinoid deficiency can be present as a result of poor diet, lack of exercise, drug abuse, environmental toxins, genetic factors, chronic stress and compromised health.

PLANT-BASED PHYTOCANNABINOID

The cannabis plant has many naturally occurring cannabinoids, with THC and CBD the most well known. Full spectrum hemp oils typically contain a variety of cannabinoids.

THE ENDOCANNABINOID SYSTEM IS INVOLVED IN EVERY ASPECT OF HUMAN HEALTH