

@hello.earthly
www.hello-earthly.com

GUIDE
2023


EARTHLY
UNIVERSITY

EDUCATIONAL GUIDE



*Health is a state of complete harmony of
the body, mind and spirit. – B.K.S Iyengar*






TABLE OF CONTENTS

Introduction

1. Cannabis

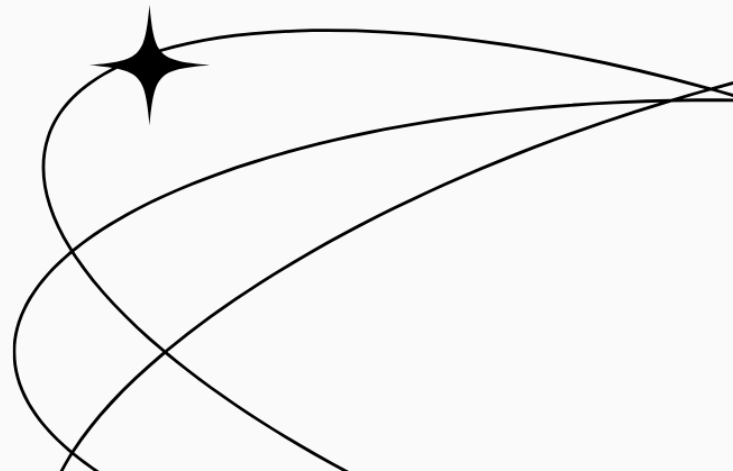
2. HEMP vs MARIJUANA

3. Endocannabinoid System

4. Cannabinoids

5. Four Cannabinoids Earthly Uses

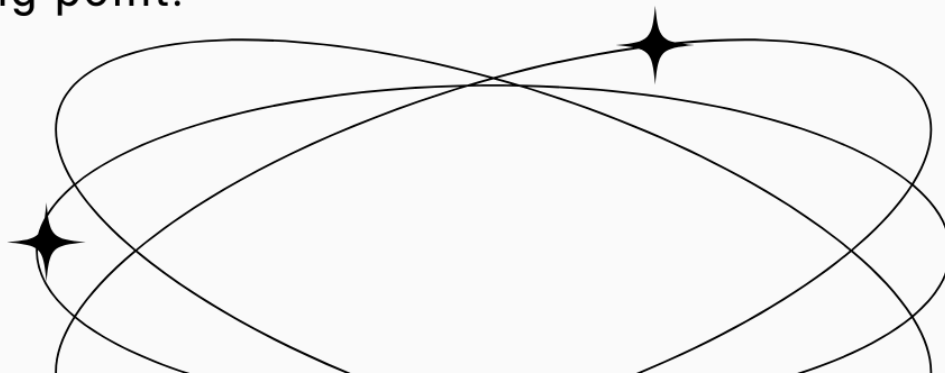
Thank You



INTRODUCTION



Welcome to the world of hemp and cannabinoids! Hemp and its derivatives, such as CBD, have been gaining popularity as a natural remedy for various health issues. However, with the numerous products and information available, it can be overwhelming to navigate through the world of hemp and cannabinoids. That's why we have created this educational guide to help you understand the basics of hemp and cannabinoids, their potential benefits, and how to choose the right products for your needs. Whether you are new to the world of hemp and cannabinoids or looking to learn more, this guide is a great starting point.



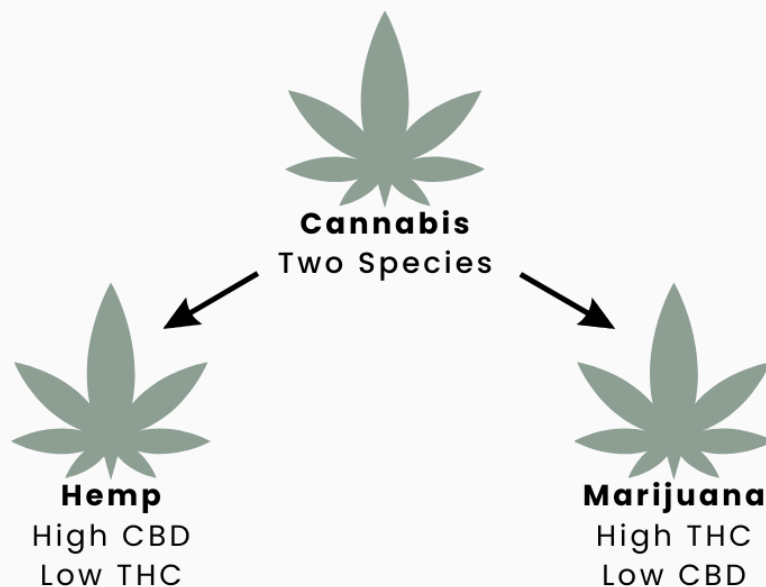
1. CANNABIS

Cannabis is a plant that is native to central Asia and has been used for both medicinal and recreational purposes for thousands of years. It has two main species: **hemp** and **marijuana**, both containing various compounds, including **cannabinoids**, **terpenes**, and **flavonoids**.

Cannabinoids are a group of chemical compounds found in the cannabis plant. They interact with the body's **endocannabinoid system**, which is involved in regulating a variety of physiological and cognitive processes, such as pain sensation, appetite, mood, and memory.

Terpenes are organic compounds found in many plants, including cannabis. They are responsible for the unique aroma and flavor of each strain of cannabis. In addition to providing a distinct scent, terpenes also play a role in modifying the effects of cannabinoids.

Flavonoids are a group of phytonutrients that are found in many plants, including cannabis. These compounds are responsible for the vibrant colors found in fruits, vegetables, and flowers. In cannabis, flavonoids contribute to the plant's coloration and also offer a variety of potential health benefits.



2. HEMP VS MARIJUANA

One of the main differences between hemp and marijuana is their cannabinoid (CBD and THC) content.

Marijuana is typically bred to have higher levels of THC, which is the psychoactive compound that is responsible for the "high" and lower levels of CBD.

Hemp is typically bred to have higher levels of CBD, which is non-psychoactive and lower levels of THC.

Two most commonly used Cannabinoids

WHAT ARE SOME DIFFERENCES?

CBD

(Cannabidiol)



Non-psychoactive



Anti-inflammatory



Neuroprotective



Pain Reliever

VS.

THC

(Tetrahydrocannabinol)



Psychoactive



Appetite Stimulant



Muscle Relaxant



Pain Reliever

EARTHLY

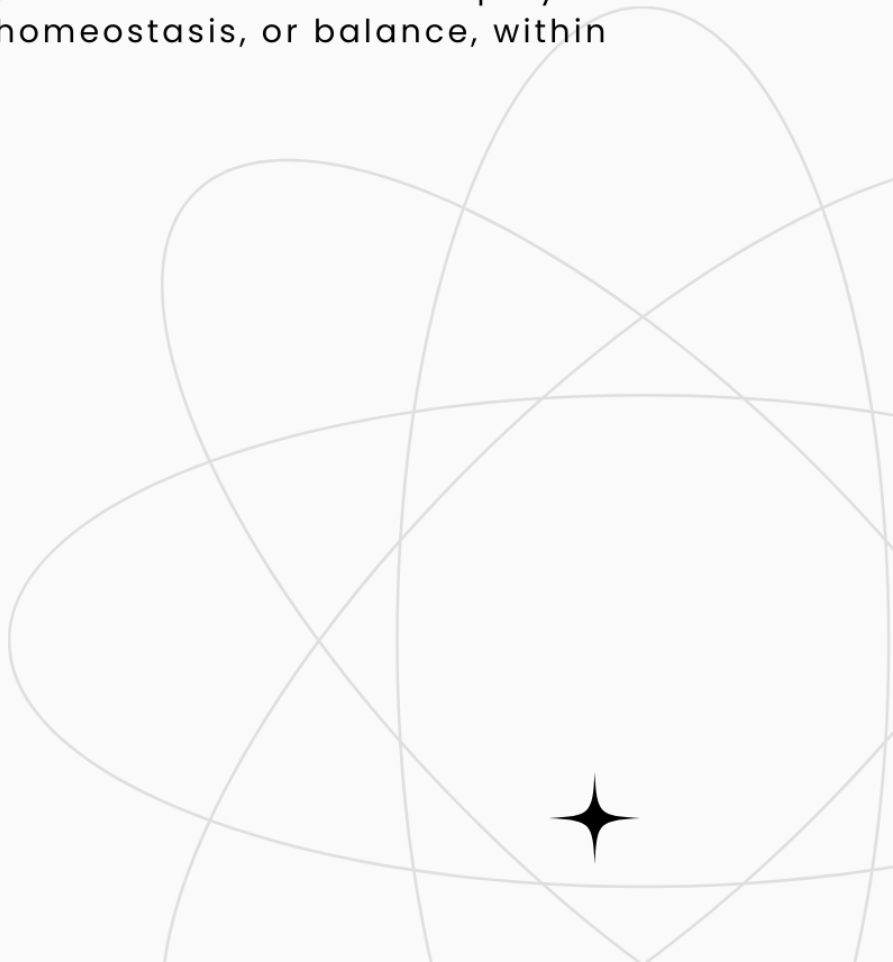
3. ENDOCANNABINOID SYSTEM



The endocannabinoid system, or ECS, is a biological system found in the human body as well as in other animals. It is involved in regulating various physiological and cognitive processes, including appetite, pain sensation, mood, and memory. The ECS is composed of three main components: endocannabinoids, receptors, and enzymes.

Endocannabinoids are naturally occurring compounds that activate cannabinoid receptors found throughout the body. These receptors are involved in various processes, including the regulation of mood, pain, and appetite. Enzymes are responsible for breaking down endocannabinoids once they have fulfilled their function.

The ECS is a complex system that researchers are still trying to fully understand, but it is believed to play a crucial role in maintaining homeostasis, or balance, within the body.



4. CANNABINOIDS

There are over 100 different cannabinoids, but the most well-known ones are THC and CBD. These compounds are responsible for the psychoactive and/or medicinal effects of cannabis.

THC, or tetrahydrocannabinol, is the cannabinoid that is responsible for the “high” associated with cannabis use. It works by binding to the CB1 receptors in the brain, which are responsible for mood, appetite, and pain perception. When THC binds to these receptors, it can produce feelings of euphoria, relaxation, and altered perception of time.

CBD, or cannabidiol, is another cannabinoid found in cannabis. Unlike THC, CBD does not produce a “high” and is not psychoactive. However, it is believed to have a range of medicinal benefits, including anti-inflammatory and anti-anxiety effects. CBD works by interacting with the body’s endocannabinoid system, which is responsible for regulating a variety of physiological processes, including pain, mood, appetite, and sleep.

Other cannabinoids found in cannabis include CBG, CBC, and CBN, each of which has its own unique properties and potential health benefits. While research into the medicinal properties of cannabinoids is still ongoing, there is growing evidence to suggest that they may have a range of therapeutic uses, including for the treatment of chronic pain, anxiety, and epilepsy. However, it is important to note that the use of cannabis and cannabinoids for medicinal purposes should always be done under the guidance of a healthcare professional.



5. FOUR CANNABINOIDS EARTHLY USES

CBD

Found in all of our gummies, including our [Focus Gummies](#)

CBD is responsible for regulating a variety of physiological processes, including pain, mood, appetite, and sleep. Some of the benefits of CBD may include reducing anxiety and depression, alleviating pain and inflammation, improving sleep, and even potentially treating conditions such as epilepsy and multiple sclerosis.

CBG

Found in our [Balance Gummies](#)

Some of the benefits of CBG include its ability to reduce inflammation, relieve pain, and promote relaxation. CBG has also been shown to have antibacterial properties, making it potentially useful in fighting infections. Additionally, CBG may have neuroprotective properties and could be beneficial in treating conditions such as glaucoma, Huntington's disease, and multiple sclerosis.

CBN

Found in our [Rest Gummies](#)

Some of the benefits of CBN include its ability to promote restful sleep, reduce anxiety and stress, alleviate pain and inflammation, and even have neuroprotective properties. CBN has also been shown to have potential as an appetite stimulant and to help regulate the immune system. Additionally, CBN is non-intoxicating, meaning it does not produce the same psychoactive effects as THC, making it a safe and effective option for those seeking natural relief from various ailments.

THC

Found in our [Slumber Gummies](#)

Some of the benefits of THC may include pain relief, reduction of inflammation, nausea relief, increased appetite, relaxation, and euphoria. Additionally, THC has been studied for its potential benefits in treating conditions such as PTSD, anxiety, and depression. However, it is important to note that the effects of THC can vary greatly depending on the individual and the method of consumption. As with any substance, it is important to use THC responsibly and under the guidance of a healthcare professional.





THANK YOU

We would like to take a moment to express our gratitude for the time you have taken to read all about cannabis. We understand that there are many sources of information available on this topic, and we appreciate that you chose to engage with ours.

At our core, we believe that education is the key to understanding cannabis and its many benefits. By providing accurate and up-to-date information, we hope to empower individuals to make informed decisions about their health and wellness.

We also recognize that there is still much to learn about cannabis, and we are committed to staying at the forefront of research and innovation in this field. Our goal is to continue to provide valuable insights and resources to our readers, so that they may stay informed and make the best choices for themselves and their loved ones.

Once again, thank you for your time and attention. We hope that you found our content informative and engaging, and we look forward to continuing to serve you in the future.

Best regards,


EARTHLY

