



# CBD FIRST TIME BUYERS GUIDE



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CBD | ONE

## WHAT IS CBD?

Cannabidiol, also known as CBD, is one of more than 100 cannabinoids found in the cannabis plant. CBD has been found to have many benefits without any of the side effects associated with recreational cannabis use.

A common misconception about CBD is that it can cause a 'high'. The psychoactive substance in cannabis is tetrahydrocannabinol, or THC. CBD products are made from extracts of low THC varieties of cannabis which is also known as "hemp". It is completely legal to grow this plant under license.

The result is an extract of oil which contains naturally high levels of CBD and very little THC. Final products often contain undetectable levels of THC.



## THE HISTORY OF CANNABIS AND CBD

Cannabis was once widely grown throughout Europe, the USA and Asia. Before cotton became the crop of choice for textile manufacturing, the fibrous stems of the cannabis plant were used to create hemp fabrics. Pure hemp fabric is similar to linen and would often be used to make ship sails. The word "canvas" is actually derived from the word cannabis.

Cannabis is an incredibly versatile plant. As recently as 100 years ago, the leaves were eaten, the flowers were used for medicinal purposes and the seeds were ground into flour or a highly nutritional oil. No part of the plant was wasted.

In the late 1900s, many pharmacy medicines contained cannabis, such was its widespread appeal and versatility. Around the start of the 20th century, countries started to ban cannabis as political influence and propaganda pushed to demonise the plant. Some countries have since changed their approach with The Netherlands, Uruguay and Canada legalising recreational use.

Despite the ban, it is still possible to grow certain varieties of cannabis under license. This includes the variety with naturally low levels of THC in the growing plant.

CBD was first discovered in 1940 and has been growing in popularity as a food supplement. It is now available in a variety of forms and is being sold in many different food and drink products.



## WHAT CAN CBD DO FOR ME?

If you're looking to discover some of the benefits from cannabis, but don't want the high often associated with recreational use - our CBD supplements are the perfect choice.

It is important to remember that in the UK and most of Europe, CBD products are sold as supplements and not medicines. While this means there are no official health claims that can be made, we do know CBD is a fantastic way to help promote general health and wellbeing alongside a balanced diet and lifestyle.

There is plenty of information around on the potential uses for CBD - as well as a lot of ongoing research. The internet can be a useful tool to read about the current studies into CBD and other cannabinoids and our health.

When someone asks us if our supplements can be used for a variety of things - our answer is typically "yes - it is natural, plant based and very safe, therefore it is usually always worth trying".



## OTHER RESEARCH

Investigations into the potential benefits of cannabinoids on human health are still ongoing. There are currently studies underway to determine if they have neuroprotective properties, can improve heart health and can even reduce acne.



## DEDICATED HEALTH ADVICE

Of course, at CBD One we also have our exclusive Health Advice Service where you can get dedicated, one-to-one advice from our registered health professional on a wide variety of topics.

## THE ENDOCANNABINOID SYSTEM

Almost every living thing has an endocannabinoid system, including all mammals, birds, reptiles and fish. The system isn't identical in all animals, so for the purposes of this guide, we will only provide information about the human endocannabinoid system.

The endocannabinoid system includes endocannabinoids, cannabinoid receptors and cannabinoid receptor proteins. Endocannabinoids are endogenous lipid-based retrograde neurotransmitters that bind with cannabinoid receptors.

Cannabinoid receptors in our bodies enable signals to be passed back and forth. They are found in the central nervous system, the gastrointestinal system and the immune system. Enzymes in your body are responsible for making endocannabinoids, but they only make a small amount. These make it possible for messages to pass back and forth. Messages can relate to things like pain, inflammation, memory, appetite and mood.

CBD is a phytocannabinoid which means it is derived from plants. They are similar in structure to the cannabinoids that our bodies create. The science is not yet clear as how or why phytocannabinoids are able to mimic the substances created by our bodies. However, there is evidence that "topping up" our endocannabinoid system with phytocannabinoids has plenty of benefits.

Many scientists and medical professionals believe the discovery of the endocannabinoid system is one of the greatest scientific discoveries. And yet, scientific research into the positive impact of CBD is still in its infancy. While research into the widespread benefits might still be ongoing, CBD is still safe to use. There are no known side effects to using CBD.

## OUR MANUFACTURING PROCESS

All our plants are grown organically in areas as remote as possible - far away from population to reduce any possibility of contamination and pollution. We only work with specialist "hemp seed" farmers, who have been honing their craft and working with the plant for over 3 generations now.

When ready for harvesting, the plants are tested for any natural contamination and the outer ring is completely destroyed - leaving only the inner, protected plants.

Once the crop has ripened and cannabinoid levels peaked - the tops of the plants are harvested, ready to go through a drying process before careful extraction.

The raw material is then expertly manufactured by our team in the Netherlands - who create our full range to the highest standards. We always aim to produce products that respect the plant and allow nature to do the work.



## HOW TO CONSUME CBD

How you choose to consume CBD is a personal choice. We have traditional oils which are held under the tongue, water soluble options which are added to drinks or topical products that can be applied directly to the skin.

Some methods are more effective than others, but it's all about finding the application that works best for you.



## TYPES OF CBD PRODUCTS

If you are interested in trying CBD products, you will be pleased to learn that there are many options in the CBD One range.

Different products cater for all budgets and requirements. For example, for skin health, our topical cream is a fantastic option. Our Absorb range offer an unrivalled delivery method in terms of bioavailability, whereas our oil drops (Life Edition & Signature Blend) are a traditional, quality option and come in 4 different strengths.

There are various types of CBD product on the market - which we'll touch upon here. One of the key considerations with any supplement is something called bioavailability. This refers to how much of the consumed ingredient actually makes it in to our system. Products with low bioavailability often have to be consumed in larger amounts because the majority is not absorbed effectively by the body.

All CBD One products are "full spectrum" - meaning they contain all cannabinoids, terpenes and compounds found naturally in the plant. This means our oils, for example, are often dark and smell potent. This is exactly what you should look for in a quality product - be wary of anything that looks clear like olive oil or even water... this is a plant extract after all! Too many extracts on the market are over-processed and abused - leaving a very ineffective product.



## OIL DROPS

Oil drops are an easy and popular form of CBD which should be taken sublingually (under the tongue).

This method allows the CBD to enter the bloodstream through mucous membranes in your mouth. You hold the drops under the tongue for at least 2 minutes - after which you can swallow any remaining oil.

Some people like the taste, some don't - take a drink or some food afterwards if required - or look at our Absorb range.



## WATER SOLUBLE

CBD One produce a range of “water soluble” products under the Absorb title. These are the most effective products we produce and redefine how we can consume cannabinoids effectively.

CBD and other cannabinoids are lipids - fats - which, with humans being made up mainly of water (our blood is 90%+ water), we struggle to absorb effectively. Imagine dropping oil in a glass of water - they do not mix and will stay separate. This is similar to what happens in our body - where our body has to, via the liver, metabolise CBD and effectively “turn” it water-soluble by attaching it to a lipoprotein which transports it in to our bloodstream.

During this metabolization process - over 90% of the consumed CBD and other cannabinoids are lost, which is the reason traditional CBD products have a poor bioavailability. Despite this - many people report having great benefits, which shows the fantastic power of CBD even in small amounts. Using our unique BioActive formula - all Absorb products contain an all-natural complex which mimics our bodies own transport proteins and eliminates the requirement for the metabolization process. The result? A product with near perfect bioavailability - minimum wastage and maximum effect.

These products are also **water-soluble** - meaning they are perfect added to both hot and cold drinks. Want to try a CBD coffee? Go ahead! Our Absorb range does not need to be held under the tongue, tastes fantastic and can simply be swallowed in your favourite drink. **Beware** of ineffective “water soluble” solutions on the market. Being water-soluble is only a small part - the bioavailability is key. Two common water soluble formulas are:

### “LIPOSOMAL” CBD FORMULAS.

- Sounds impressive, especially when you read the marketing hype. The truth is “liposomal” delivery - while effective for already water soluble things such as Vitamin C - **does not work** with CBD and other cannabinoids. It does not release them in to our system - instead they travel straight through the body and exit via the urinary tract. Furthermore - lecithin, which is used as the liposomal transporter - has such powerful fat-binding properties that it can actually remove cannabinoids from our system! Not so impressive after all?

### “NANO” CBD FORMULAS.

- These are actually illegal in the EU as nano-technology is not approved. This involves turning the CBD and other cannabinoids “nano” in size usually using ultrasonic frequencies. While this makes them mix in water - the bioavailability is barely increased. So - aside from the fact that they are not legal - they’re also ineffective and potentially a health concern as any other contaminants present will also be “nano-sized” and end up in the bloodstream.



## TOPICALS

For skin health or even use on tired / tense muscles - a topical product can be applied directly to the skin. Our Complete+ cream has been formulated by skincare experts and is designed to deliver the cannabinoids and other plant extracts effectively in to the skin. Complete is safe for use all over the face and body.

Some people do like to rub a standard CBD oil in to the skin - this is perfectly fine and can be a great addition to a massage oil.



## TABLETS / CAPSULES

Most people choose to take CBD capsules or tablets for one main reason - they don't like the taste. The downside is very simple - taking capsules one of the least effective ways of consuming CBD. When taken sublingually (under the tongue) - CBD oil has a bioavailability of 10-12%. Take it in capsule form and this plummets to as little as 3-4%.

At CBD One, producing the most effective products is always our aim. It is for this reason that we don't offer capsules - but instead advise those who aren't keen on the taste to opt for our Absorb range which can be added to drinks meaning the taste is masked. Furthermore - our Absorb formula has a very high bioavailability.



## VAPING

There are many CBD vape products on the market. At CBD One - we're not 100% convinced that this is a safe way to consume cannabinoids long-term, which is why we prefer other methods.

Vaping does allow a rapid delivery, but there have been questions raised over the temperatures involved in vaping turning the cannabinoids toxic.

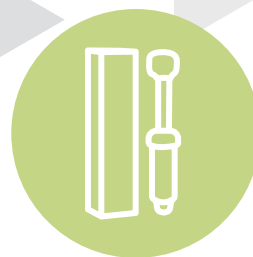
Furthermore - most vape products are made using CBD Isolate (pure CBD). While "pure CBD" sounds impressive - it's actually nowhere near as effective as a "full spectrum" CBD blend that contains all the other cannabinoids, terpenes and compounds naturally found in the plant.





## GUMMIES

CBD gummies and sweets are more of a novelty / gimmick (see below) than a real health and wellbeing product. As they are swallowed - much like capsules, the amount of CBD that can actually make its way into the body is low and therefore they are not an effective solution long-term.



## PASTE

Paste is the raw product that is mixed with a carrier oil to create oil drops. Paste tends to have a higher CBD content but is often harder to take than an oil as it is a thicker substance that does not absorb as well. Some people enjoy using paste but for most, oil drops are an easier product to use.



## CRYSTALS

CBD crystals, also known as "isolate", refer to pure CBD. Although this sounds preferable - the opposite is usually true.

Pure CBD has been found to be less effective than full-spectrum blends which contain the other compounds naturally found in cannabis. Remember - we aim to stay "true to the plant". Isolating CBD and refining it to a pure point means the end product is far detached from a plant extract and is not as nature intended.

## BATH BOMBS & OTHER NOVELTIES

As the popularity of CBD grows - we're starting to see everything you could imagine with "CBD" thrown in for good measure. A common example at the moment is bath bombs. We'll keep this one as simple as possible - if you want to watch CBD float around in your bath and flow down the plug-hole - by all means go ahead. A bath may be super relaxing, but that can be achieved without the requirement for a bath bomb. CBD, being a fat, repels water and will not make its way into your body by adding a few milligrams into a large volume of water such as a bath. Save your money and understand that some companies do not care for the effectiveness of something as long as they can market it, sell it and make money.

If you do want to add CBD to a bath - by all means add in a shot of one of the Absorb products which is at least water soluble. That said, for maximum effectiveness oral administration is always preferable.

Ultimately - remember that cannabis and CBD based supplements are useful because the people using them are usually looking to improve their health and wellbeing. That said - just because you can add CBD in to something - doesn't mean you should.

At CBD One - we can promise that if you see a product with our logo on it - we'll have researched, tested and ensured it will be effective. We'll never sell you a gimmick in the name of money making.





## HOW MUCH CBD SHOULD I USE?

If you decide to try CBD, hopefully this guide will help you make the correct choice to suit your requirements. All our products include dosage instructions.

For our oils - we usually recommend starting in the middle of the range with Signature Blend No.1 or No.2 - allowing you to go "up" or "down" in strength depending on how much you find you are using. CBD is very safe and you are unlikely to notice any side effects. For those on a tighter budget Life Edition is a perfect choice that does not compromise quality.

Typical dose instructions are to start with 2-3 drops between 2-3 times per day. Some people find it useful to start low and slowly build up. Once you notice your own personal sweet spot, there's no need to increase any more.

We have already explained how the bioavailability of different products ultimately changes how much ends up in the bloodstream. Although very safe and with no overdose potential - we do not recommend consuming more than the recommended allowance - an extra dose here or there is fine.

Our Absorb products are very easy to dose as they are typically one "shot" per day.

Always double-check your products individual packaging to confirm. If you notice any side effects, there is no harm in stopping taking it for a few days and then resuming. Learn to listen to your body and decide what is best for you.

Although most products naturally deliver less than this - we do not recommend consuming over 100mg per day.

