

**AGEPROOF  
WELLNESS  
PRESENTS**

*a step by step*

**GUIDE**

*to understanding*

**CBD**

[www.ageproofwellness.com](http://www.ageproofwellness.com)

CBD is taking the world by storm. With growing popularity and intrigue, it's a phenomenon that has the potential to revolutionize the natural food and beverage industry - as well as countless others.

As the list of benefits continues to grow, companies are trying to figure out how to add CBD to their products, and lawmakers are attempting to rewrite the laws of the federal government.

With so much attention being paid to CBD, the question begs; what exactly is it?

# WHAT IS CBD

CBD is short for Cannabidiol — one of roughly 200 cannabinoids found in the Cannabis Sativa plant. CBD and other cannabinoids found in hemp have been shown to help ease symptoms associated with a variety of physical and mental ailments.

## CBD HAS BEEN SHOWN TO HELP:

SLEEP

ARTHRITIS

DEPRESSION

ANXIETY

PTSD

CANCER

MIGRAINES

JOINT PAIN

MUSCLE PAIN

NAUSEA

# HOW CBD WORKS

Our bodies have an Endocannabinoid System

The Endocannabinoid System controls function in our brain and central nervous system.

The Endocannabinoid System plays a crucial role in regulating our physiology, mood, and everyday experience.

Since the Endocannabinoid System is found throughout the body and brain, CBD positively effects the body and mind in a variety of ways.

The cannabinoids found in hemp stimulates activity in the Endocannabinoid system.

# WHERE DOES CBD COME FROM

**CBD is found in Cannabis Sativa Family of plants.**

**Plants in Cannabis Sativa Family are hemp and marijuana.**

**Both Marijuana and Hemp contain roughly 200 Cannabinoids.**

**Marijuana has high levels of THC. Hemp has trace amounts.**

**The US government allows hemp with THC levels under .3%.**

**CANNABIS SATIVA**

**HEMP**

**MARIJUANA**

**CONTAINS CBD AND OTHER CANNABINOIDS**

**CONTAINS CBD AND OTHER CANNABINOIDS**

**Contains Trace Levels of THC.**

**Contains High Levels of THC.**

# IS HEMP CBD LEGAL

**YES!**

**NO**

According to the Controlled Substance Act, CBD is considered illegal because they view CBD as a part of the Marijuana plant, which makes it a schedule 1 drug. Even if that CBD comes from Hemp.

Defenders of the Farm Bill from 2014 will point to the language that says byproducts derived from hemp (not marijuana) are permissible by law.

While the DEA still claims CBD is illegal, the tide is quickly turning.

In April of 2018, Mitch McConnell introduced the Hemp Bill to the Senate, which aims to clear up laws surrounding hemp, and making hemp derived products like CBD perfectly legal.

# A CASE STUDY FOR VICTORY

**12/17: INDIANA GOVERNOR RAIDS 60 STORES SELLING CBD PRODUCTS.**

**12/17: DUE TO OUTRAGE IN THE COMMUNITY, THE GOVERNOR RELEASES A STATEMENT DAYS LATER, SAYING THEY ARE GOING TO SUSPEND RAIDS, AND SPEND 2 WEEKS EDUCATING THEMSELVES ON CBD.**

**1/18: A BILL TO MAKE HEMP CBD COMPLETELY LEGAL IN THE STATE OF INDIANA IS INTRODUCED.**

**3/18: THE BILL PASSES AND INDIANA OFFICIALLY MAKES HEMP CBD LEGAL TO BUY AND SELL IN THEIR STATE.**

## *good to know*

The World Health Organization says CBD poses no risk of addiction, overdose or endangerment to public safety.

The International Olympic Committee recently removed CBD from their banned substance list.

# CBD: THE NEXT BOOM

## CBD SALES

2017

\$200  
MILLION

700%

Projected growth  
of CBD by 2020

According to Forbes

2020  
PROJECTED

\$2.1  
BILLION

# THE HEMP PLANT

## A RENEWABLE SOURCE OF RELIEF

Hemp is a renewable and sustainable superstar.

Requires little water

Grows in various regions in US and the world.

New crops grow every year

In addition to producing CBD, Hemp offers solutions across various industries.

Fuel

Textiles

Construction

Food

Farming

Manufacturing

# INDUSTRIES ADDING CBD

## TOP INDUSTRIES FOR CBD

FOOD

BEVERAGE

SKINCARE

PET FOOD

SUPPLEMENTS

## BEVERAGE SEGMENTS EXPLORING CBD.

JUICE

COCONUT WATER

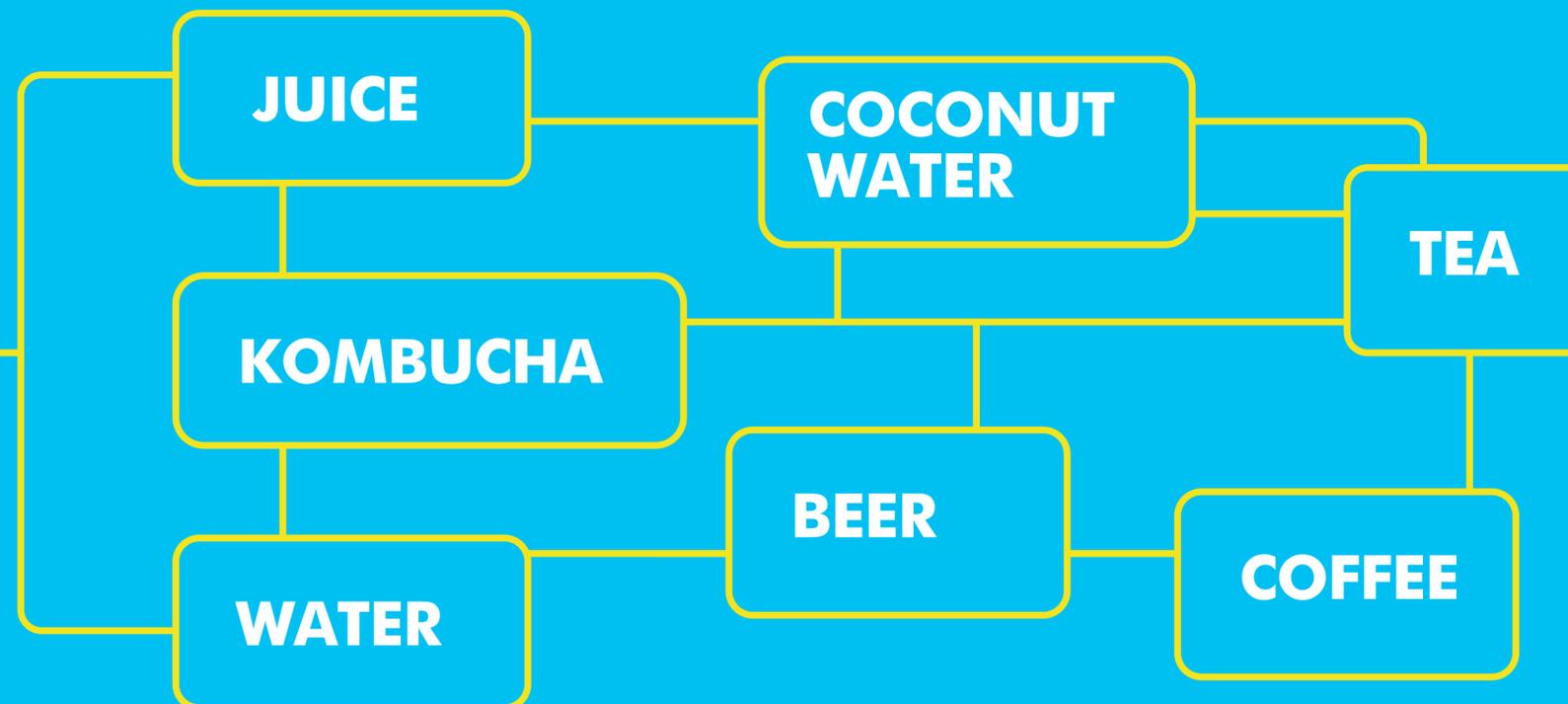
TEA

KOMBUCHA

BEER

COFFEE

WATER



# ADDING CBD TO PRODUCTS

## 4 MAIN WAYS TO ADD CBD

### WATER SOLUBLE

Our proprietary water soluble formula is designed to be the most bioavailable on the market – which means a higher percentage of CBD absorbs into your body – faster and more efficiently.

Water Soluble is easiest way to blend with various food and beverages.

TASTE: None  
ODOR: None

### FULL SPECTRUM

Full Spectrum is the raw oil extracted directly from the hemp plant. It contains all the cannabinoids, including CBD.

TASTE: Mild-Strong  
ODOR: Mild

Taste and odor can be reduced by mixing with other oils like MCT or Coconut.

### BROAD SPECTRUM

Broad-Spectrum is our proprietary oil that takes out the THC while leaving in all the other beneficial cannabinoids found in Hemp, so you get maximum results without the worry of THC.

TASTE: Mild  
ODOR: Mild

### CBD ISOLATE

CBD Isolate is an oil based powder that has been processed to filter out all other compounds found in the Hemp plant, leaving you with pure CBD.

Works well with any product that already uses oil in the production of their goods.

TASTE: None  
ODOR: None

# AGEPROOF WELLNESS

CBD is growing in popularity, and a lot of industries are starting to explore how they can add it to their portfolio of products.

As laws change, it's a matter of "when" not "if" the CBD revolution will happen. With endless innovation and opportunities, and real results from real people, CBD is ready for the spotlight.

Helping you understand the process, and how to get involved is what we do best. If you have any more questions, please don't hesitate to reach out. We'd love to help walk you through the process.

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