



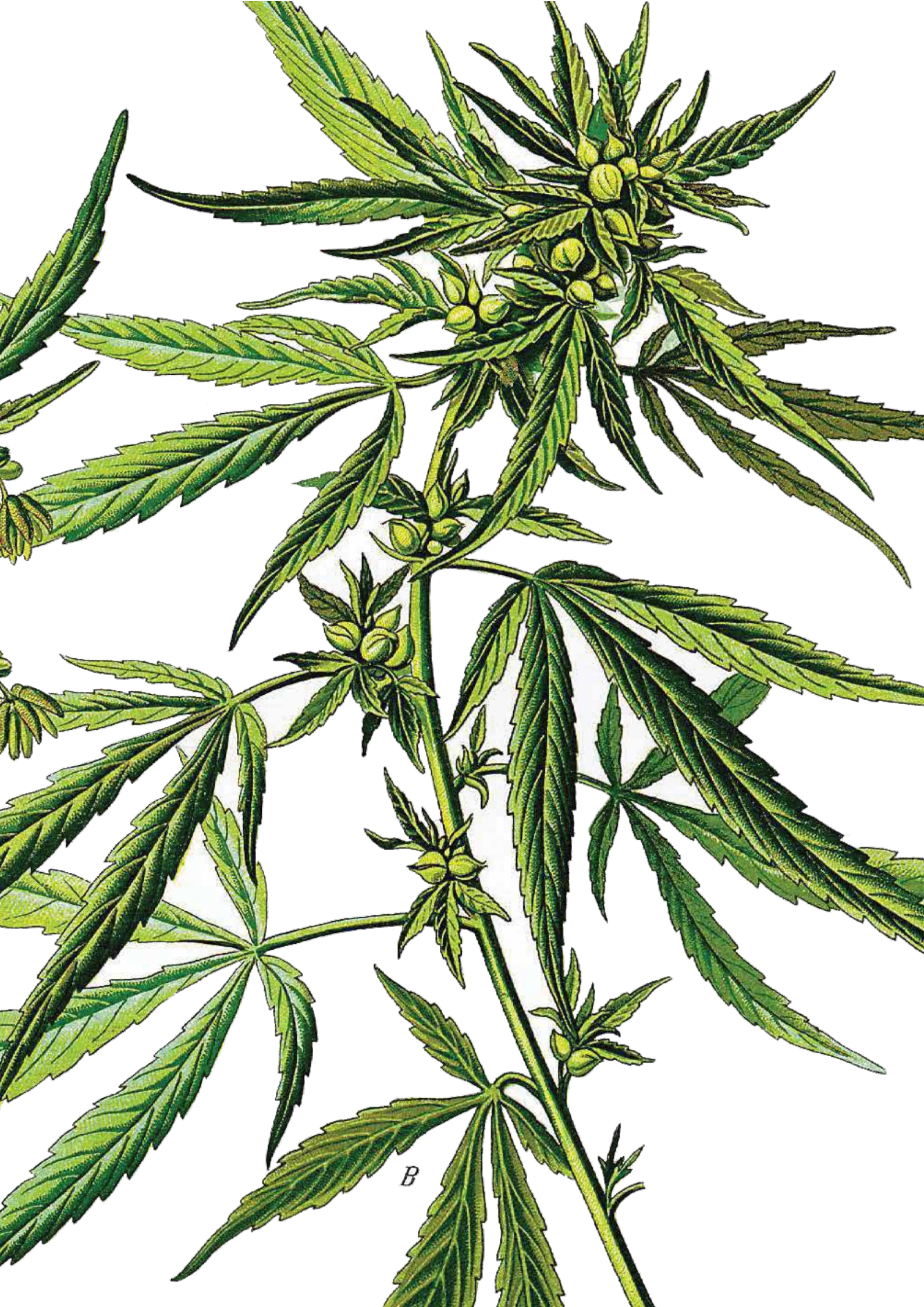
ENDOCA

Unlocking the Secrets of Nature

A BEGINNER'S GUIDE TO

CBD

CANNABIDIOL



B

Table of contents

Introduction.....	4
What is CBD?.....	5
Is CBD considered safe?.....	6
Is CBD legal in my country?.....	7
Countries Where CBD is Legal.....	8
Which CBD product should I buy?.....	9
Absorption and delivery.....	10
What strength CBD should I choose?.....	12
Which company makes the best CBD oil?.....	14
Does it make a difference how CBD is produced?.....	16
How much CBD oil should I take?.....	19
Does CBD cure cancer?.....	22
Do I need THC too?.....	23
Will CBD get me stoned or high?.....	25
Unlocking the secrets of nature & Useful Resoures.....	27

Introduction

Deciding to try CBD products is uncharted waters for most people and throws up lots of questions with often unfathomable arrays of answers. In this guide, we will answer some of the commonly asked questions, such as is CBD legal? Is CBD safe to take? How do you decide what product to buy? And how much CBD should you take?

At Endoca, we feel passionately about CBD's health-giving benefits, but acknowledge that there is a lot of confusing information out there. We feel it's vitally important for customers to make informed decisions, especially when it comes to their health. We hope that this guide will equip you with the knowledge to buy the most suitable, high quality CBD product for you.

What is CBD?

CBD, or Cannabidiol, is a naturally occurring chemical compound, or 'cannabinoid', found in cannabis and hemp plants. Along with CBD, the cannabis plant contains between 70-100 other cannabinoids. Most people have heard of THC (Δ^9 -tetrahydrocannabinol), which is the psychoactive cannabinoid that gets people high. After THC, CBD is the second most abundant cannabinoid and is generally considered to be non-psychoactive.

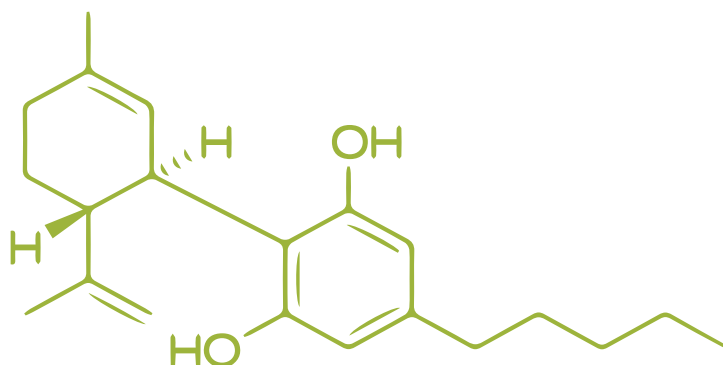
Cannabinoids function as part of the endocannabinoid system; the body's complex network of natural, chemical compounds (endocannabinoids) and receptors, which are constantly working to maintain the body's homeostasis and optimum functioning. This system regulates everything from mood, memory, the immune system, pain signalling, and inflammatory response.

According to the National Cancer Institute, cannabinoids may be useful in treating the side effects of cancer treatment. Other possible effects of cannabinoids include: anti-inflammatory activity, blocking cell growth, preventing the growth of blood vessels that supply tumors, antiviral activity, and relieving muscle spasms caused by multiple sclerosis (MS). Studies suggest that CBD in particular may benefit people with a number of conditions, such as **neuropathic pain, low mood or anxiety, Irritable Bowel Syndrome (IBS), MS, and neurodegenerative diseases such as Alzheimer's.**

Is CBD Considered Safe?

CBD is considered safe to use, but research is still much needed in order to determine if there are any major side effects. This is why clinical trials are necessary to conduct, before it is legalised as a medicine worldwide. In 2015, GW Pharmaceuticals released the interim results of its clinical trials and showed that **“The safety profile of CBD was particularly reassuring, with no serious adverse events and an overall frequency of adverse events very similar to placebo. The most common adverse events (occurring in 5% or more patients resulting from all causes) were Diarrhea, Nausea and Headache.”**

A review of the scientific literature by **Bergamaschi (2011)**, published in **“Current Drug Safety”**, showed that CBD is non-toxic, does not affect physiological parameters (heart rate, blood pressure and body temperature), does not affect gastrointestinal transit, and does not alter psychomotor or psychological functions. High doses up to 1,500 mg/day of CBD are reportedly tolerated well in humans.



Is CBD Legal in my Country?

Unfortunately, there is no easy answer; it all depends on where in the world you live and from which plant your CBD oil has been extracted.

A good rule of thumb is that if the CBD oil comes from industrial hemp, which is legal in most countries worldwide, it's a good bet that it's within the law. But if it is extracted from medical cannabis - which generally contains higher levels of the psychoactive component, THC - it is most likely classed as illegal, unless you happen to live in a country or a US state, where medical cannabis is permitted.

But overall, wherever you are, it's important to know; where the CBD was produced, what kind of plant it came from and whether it contains any THC and, if so, exactly how much.

WARNING If your CBD product doesn't have proper lab test reports and batch numbers, you may put yourself at legal risk, as you have no certainty of knowing exactly what it contains.

Countries Where CBD is Legal

In the following countries, CBD is considered legal and you should have no problems importing CBD oil or other CBD products, as long as they have negligible THC content.

Argentina, Austria, Belgium, Belize, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Georgia, Germany, Greece, Guam, Guatemala, Hong Kong, Hungary, Iceland, India, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Netherlands, Antilles, Northern, Ireland, Norway, Paraguay, Peru, Poland, Portugal, Puerto Rico, Romania, Russia, Scotland, Slovak, Republic Slovenia, South Africa, Sweden, Switzerland, U.S., Virgin Islands, United Kingdom, Uruguay, and Wales.

NB: Since the laws are changing rapidly, any information in this article should not be considered legal advice. You should always check with your local government officer, police department or customs office for the most up-to-date information.

Which CBD Product Should You Buy?

If you buy CBD oil made from industrial hemp, it's most likely to be legal. However, the next consumer dilemma is what CBD product to buy? There are a dizzying selection of products out there – tinctures, sprays, pastes, suppositories, chewing gum, balms, and more available from an ever-growing selection of companies of varying reliability.



Absorption and Delivery

First step is to decide which type of product is right for your own personal needs. For most people, they want to get value for money; so in CBD terms that means buying a quality product that allows for maximum absorption. Absorption is sometimes referred to in relation to bioavailability. Bioavailability means how much of a medicine is available for your body to use. By definition, when a medication is administered intravenously (directly into the blood), its bioavailability is 100%.

Thus, an important factor when deciding which CBD product to buy is that it comes in a delivery method that allows for as much CBD to get into your bloodstream.

You have 3 basic delivery method choices when deciding how to ingest CBD: Oral, Inhalation or Rectal (Vaginal).

Oral Delivery

The most popular form of CBD oil delivery is sublingual administration, due to the high bioavailability of the mucous membranes found in the mouth and under the tongue. Unfortunately, some people who try CBD oil using sublingual administration don't find the taste particularly pleasing, so if putting CBD oil or paste under your tongue doesn't work for you maybe try another delivery method.

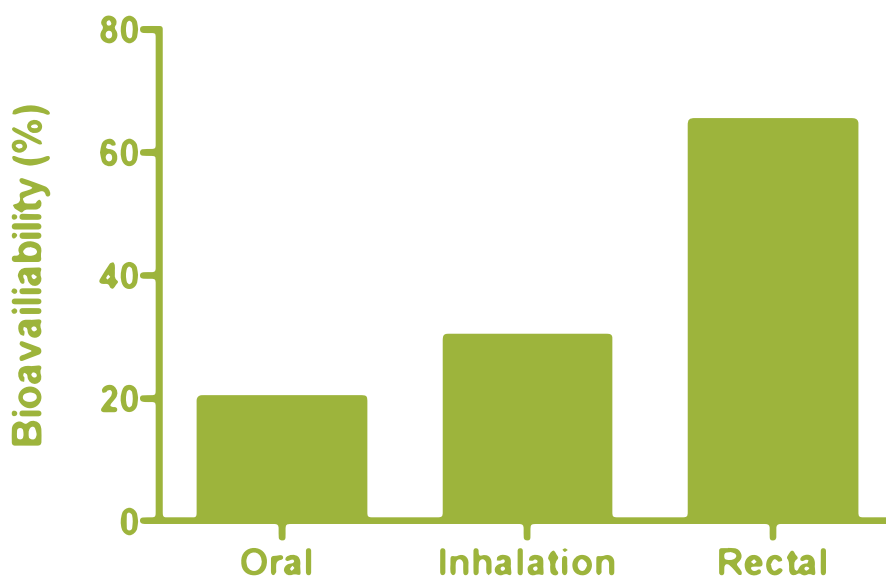
Taking **CBD in capsule form** or as chewing gum works very well for some people. If you decide to go for a flavoured oil, be sure to check that it contains 100% natural flavourings.

Inhalation or Vaping

If you are taking CBD to treat anxiety or psychological disorders you may want to try vaporising CBD. This form of administration is inhaled and absorbed directly into the bloodstream through the lungs. Endoca offers a vape liquid for the vape market, however if your using CBD for therapeutic reasons, we would suggest vaporising our pure CBD crystals as all vape liquids contain chemicals that are still lacking substantial research regarding safety. At Endoca, we advocate nature first, so we always suggest using CBD extracts that are chemical free, which is why CBD crystals are our pick when your looking for a CBD product to inhale or vape.

Rectal/Vaginal Delivery

One of the most effective delivery methods is through the body's mucous membranes. Therefore, we suggest trying CBD suppositories. Your body absorbs much more CBD through the rectal or vaginal mucus membranes than other delivery methods available.



What CBD Strength Should I Choose?

If you are just starting out and you want to test CBD and its effects for the first time, it's good to start with a lower amount of CBD and work your way up. We would suggest starting out with a CBD oil. This kind of CBD product can be taken under the tongue (sublingually) and you can easily adjust the dosage by increasing the number of drops you take. If you are more experienced or have a more severe condition that you want to target, we suggest trying a stronger CBD extract in paste form.

When buying CBD, there is a direct correlation between strength and price. To make an informed decision, you have to look at the price/mg of CBD. When you do the calculations, you may find that a higher strength CBD product will actually be cheaper in the long run.

As more competition enters the marketplace, the price of CBD products will decrease, but you should expect to pay anywhere between \$0.12 - \$0.30 (USD/mg CBD) depending on quality and how the oil is produced.



Points to Remember when Choosing a CBD Product:

Is this the first time you are taking CBD?
A lower strength oil is a good place to start.

Which CBD product gives your maximum absorption into your bloodstream?

Which delivery method do you prefer?

What is the reason you are taking CBD?
Some conditions may require a higher strength product, such as CBD extracts or paste.



Which company makes the best CBD oil?

Which Company Makes the Best CBD Oil?

When you've honed in on the type of CBD product you're interested in, then begins the task of working out who are the reputable sources to buy from and who are just out to make a quick buck.

Don't Buy The Cheapest

Don't fall into the trap of choosing the cheapest on offer - there's a fair chance it comes from low-quality, non-organically produced industrial hemp, containing pesticides and other contaminants. It's not worth risking your health with sub-standard CBD oil.

Online Reviews

The best place to start when deciding whether you can trust a CBD manufacturer is by doing a quick online search of their company name. Find out what other people say about them on independent review sites such as Trustpilot and check to see if CBD review sites or other reputable sites feature their products.

Customer Support

Look at the company's website: Does it look professional? Do they display an email or phone number, where you can contact customer support? Give the number a call to see if anyone answers the phone. -

Are they GMP certified? Only reputable companies take the time to get GMP certified. **Good Manufacturing Practice (GMP)** is a system for ensuring that products are consistently produced and controlled according to quality standards. It is designed to minimize the risks involved in any pharmaceutical production that cannot be eliminated through testing the final product.

Seed to Shelf

Check if there is 100% control of the whole manufacturing process from “seed to shelf”? Many CBD companies, CBD manufacturers and CBD distributors are just links in a chain. They buy their plants from another grower or wholesaler before production or they buy their CBD oil in bulk from a bigger company and then rebrand it as their own. This creates a danger for you as a consumer since the companies selling the product can't guarantee the whole manufacturing process of their products.

Organically Grown CBD

Easy profits are made by buying cheap hemp from countries like China, Russia and South America. But not knowing the seed strain or whether they have used pesticides or chemical fertilizer in the growing process could mean an inconsistency in quality, especially if there are no independent lab tests available. So make sure you choose an organically certified CBD oil from a company that has third party lab-tested the products to ensure purity and quality.

Independent Lab Tests

Are the company's **lab analysis reports published online?** A good lab analysis needs to check for pesticides and heavy metals, microbial organisms, fungus, mould and other impurities along with CBD percentages. Simple, transparent, and honest.

Does it make a difference how the CBD oil is produced?

There are 3 basic methods for producing CBD oil, if you know how the CBD oil is made you can get a good picture of the company and people behind the production of the product. If the company doesn't mention the way they produce their CBD, we suggest you think very hard about whether you really want to take the risk with your health or the health of a loved one; just to save a bit of money.

Supercritical CO2 Extraction Method

This method is the safest but most expensive way to extract CBD. The plant material is cooled under high pressure using CO2 and then the CBD oil is extracted, resulting in a very pure oil that has preserved all of its medicinal qualities.

Ethanol or Isopropyl Alcohol

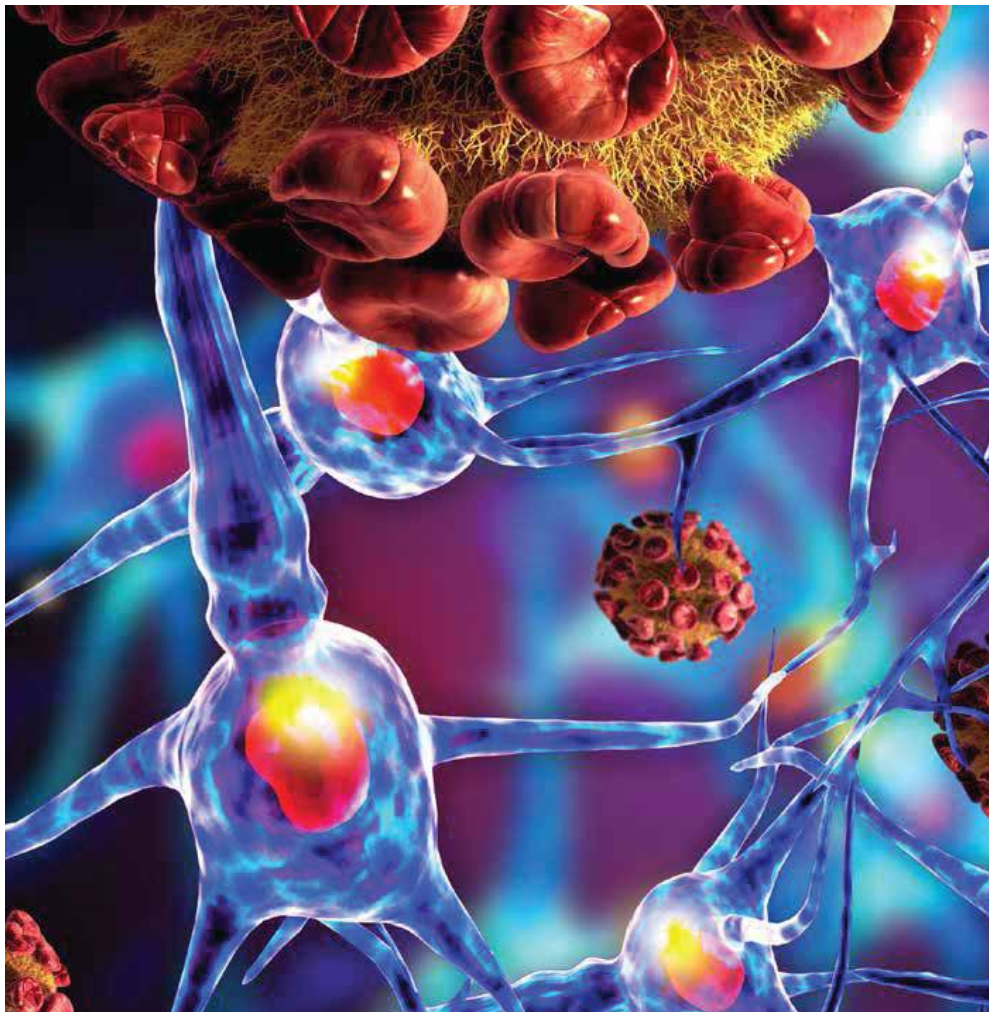
This method of extraction is relatively cheap and easy to do but can destroy the plant waxes. The plant material is soaked in the solvent for a couple of minutes and then the ethanol is evaporated leaving a high quality oil behind. This process uses heat to evaporate the alcohol and there is a danger that the medicinal properties of the plant can be damaged if this is not carefully monitored. If the purging is not done successfully (professionally) then traces of alcohol can be left in the final product. This is a common problem if you buy home made RSO oil (Rick Simpson Oil).

Carrier Oil Extraction

Some companies use hemp seed oil or olive oil to make their CBD. Since the oil-filled trichomes are fat- or solvent-soluble, natural plant oils are an effective way to extract the cannabinoid-laden resin. Plant oils are also used to dilute stronger CBD products and in the absence of any regulation supplement manufacturers can print whatever they want on a product label – Buyer Beware!

While this can be a very healthy and easily digested kind of CBD rich oil, it has a very short shelf life so make sure you know when the batch was produced and always keep it in your refrigerator.

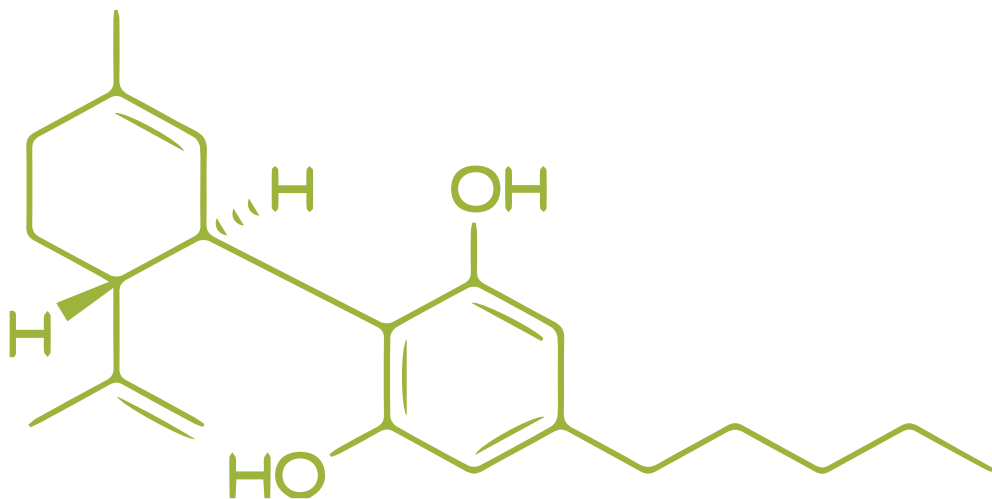
According to Project CBD Cannabis oil made with neurotoxic solvents like butane and hexane may leave unsafe residues that compromise immune function and impede healing.



POINTS TO REMEMBER WHEN DECIDING

WHERE TO BUY YOUR CBD OIL:

- **Is it a reputable company? Check website, customer service help line, customer reviews on independent, reputable sites**
- **Does it have GMP certification?**
- **Does the company control the manufacturing process 'from seed to shelf'?**
- **Do they publish lab analysis results?**
- **Is the CBD organically certified guaranteeing freedom from pesticides and heavy metals?**
- **Is the CBD third party lab-tested?**
- **What extraction process has been used - supercritical CO₂ extraction is the cleanest, preserving the plants' medicinal qualities**



How much CBD oil should I take?

So congratulations! You've managed to traverse the minefield of how to buy the best CBD oil. But now what? There are no nice clear instructions like you get on the side of an aspirin bottle. That's because CBD dosing isn't an exact science. Each company produces different strengths and types of CBD and some also sell them with specific CBD:THC ratios. The best way to assess the differences between two CBD products is to measure how many mg (milligrams) of CBD you are actually getting.

Also the effects of CBD will vary from person to person, so there is no hard and fast rules for dosing CBD, apart from taking it on an empty stomach for maximum absorption. We always suggest to start slowly and gradually increase your dosage as you learn how your body responds. If you want to learn about

This is called the **'Up Titration method of dosing'** in which you gradually increase your dose, monitoring your response and observing carefully for any undesirable side effects.

Adverse reactions could be feeling overtired or overstimulated. CBD affects the adenosine receptors similar to caffeine. Some people report that too much CBD makes it hard to sleep especially when taken late in the evening.

Your body will tell you when you have reached your limit. At this point back up and reduce your dose slightly for a few days and see

if things change. Then you can either reduce or increase your dose until you find your sweet spot. Exact dosing can be easier to manage when using CBD oil drops as bottles are supplied with a handy pipette.

A good starting point can be found on **Greenbridge Medical Services. CBD oil review** who also have a useful **guide explaining CBD dosing** that summarises the CBD dosing for different conditions. Another **detailed CBD dosing method** is published here under the pseudonym of **Doctor Avicenna**.

POINTS TO REMEMBER WHEN DECIDING HOW MUCH CBD TO TAKE:

- **Start low and gradually build up your dosage**
- **Consider starting with CBD oil drops as much easier to measure dosing**
- **Look out for any adverse reactions such as feeling overtired or overstimulated**
- **If you notice any reactions, reduce your dose and see if things change**
- **Dosing with CBD is a personal experience, it's up to you to listen to your body and find your 'sweet spot'**
- **Always take CBD on an empty stomach**

NORMAL PROCEDURE

	PHASE 1			PHASE 2			PHASE 3			PHASE 4		
Days	📅 Day 1, 2, 3			📅 Day 4, 5, 6			📅 Day 7, 8, 9			📅 Day 10, 11, 12		
Total drops per day	💧 3 Drops			💧 6 Drops			💧 9 Drops			💧 12 Drops		
Frequency	🕒 Per 3 times a day			🕒 Per 3 times a day			🕒 Per 3 times a day			🕒 Per 3 times a day		
Days	1	2	3	4	5	6	7	8	9	10	11	12
	PHASE 5			PHASE 6			PHASE 7			PHASE 8		
Days	📅 Day 13, 14, 15			📅 Day 16, 17, 18			📅 Day 19, 20, 21			📅 Day 22, 23, 24		
Total drops per day	💧 15 Drops			💧 18 Drops			💧 21 Drops			💧 24 Drops		
Frequency	🕒 Per 3 times a day			🕒 Per 3 times a day			🕒 Per 3 times a day			🕒 Per 3 times a day		
Days	13	14	15	16	17	18	19	20	21	22	23	24



Does CBD cure cancer and if it does, how much do I need to take?

The honest answer is that we don't know, and even if we did know, due to FDA regulations we wouldn't be allowed to tell you or make any medical claims. It takes many years for clinical trials to take place and even the scientific and research community haven't fully discovered all the mechanisms that cannabinoids operate on. Therefore it's way too early to say for definite whether CBD or other Cannabinoids can heal cancer.

One of the most famous doctors using Cannabis to treat cancer patients says: ***"We are seeing remarkable responses that MAY end up being cures and that some people do not get better."***

DR ALLAN FRANKEL

If you are planning on using CBD to treat any serious disease, we strongly suggest getting help and advice from a qualified professional who can advise you where to start by giving you a personalised dosing regime.

Do I need THC too?

Research has shown that for certain conditions a combination of CBD and THC work better than just CBD on its own.

Rick Simpson who first brought cannabis to the mainstream media with his documentary 'Run from the Cure' suggests a very high daily dose of 1g THC oil. Many anecdotal reports say his method works but others have suggested that you don't need such a high dose to get the same effects.

Dr Allan Frankel an internal medical doctor and one of the world's leading authorities on dosed cannabis medicine suggest taking a 1:1 THC:CBD ratio for some cancers but strongly disagrees with the high dosage regime Rick Simpson suggests.

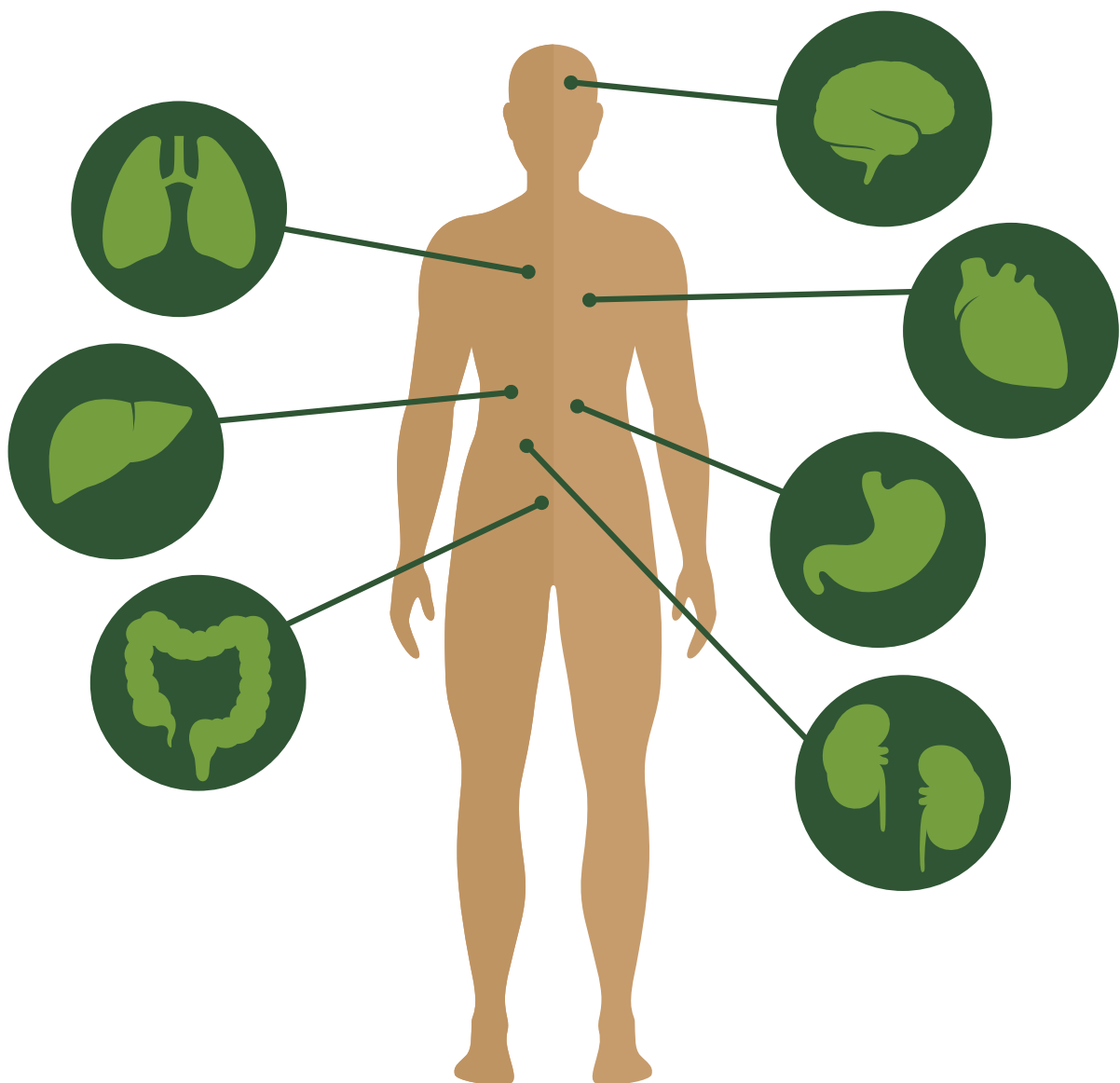
Studies suggest that THC is good for palliative care after chemotherapy since it may stimulate appetite, reduce nausea as well as reducing pain.

If you live in a state or country where medical marijuana is available you can legally buy products containing THC. For most parts of the world THC is illegal and for this reason all Endoca products contain below 0.02% THC. Some customers report that they get very good results by taking our RAW CBD products that contain CBD and CBDA. One of CBDA's properties is anti-proliferative, i.e. it prevents cells

from spreading. It may also have anti-inflammatory properties, antibacterial (slows bacterial growth) and anti-emetic (reduces vomiting and nausea).

The chemical structure of CBDa is also very similar to THC.

If you think you need THC in your dosing regime you will have to source it yourself or move to a location or country where you can obtain it easily. Some people choose to grow it themselves but be aware of the local laws in your country concerning cannabis cultivation.



Will CBD get me “Stoned” or “High”?

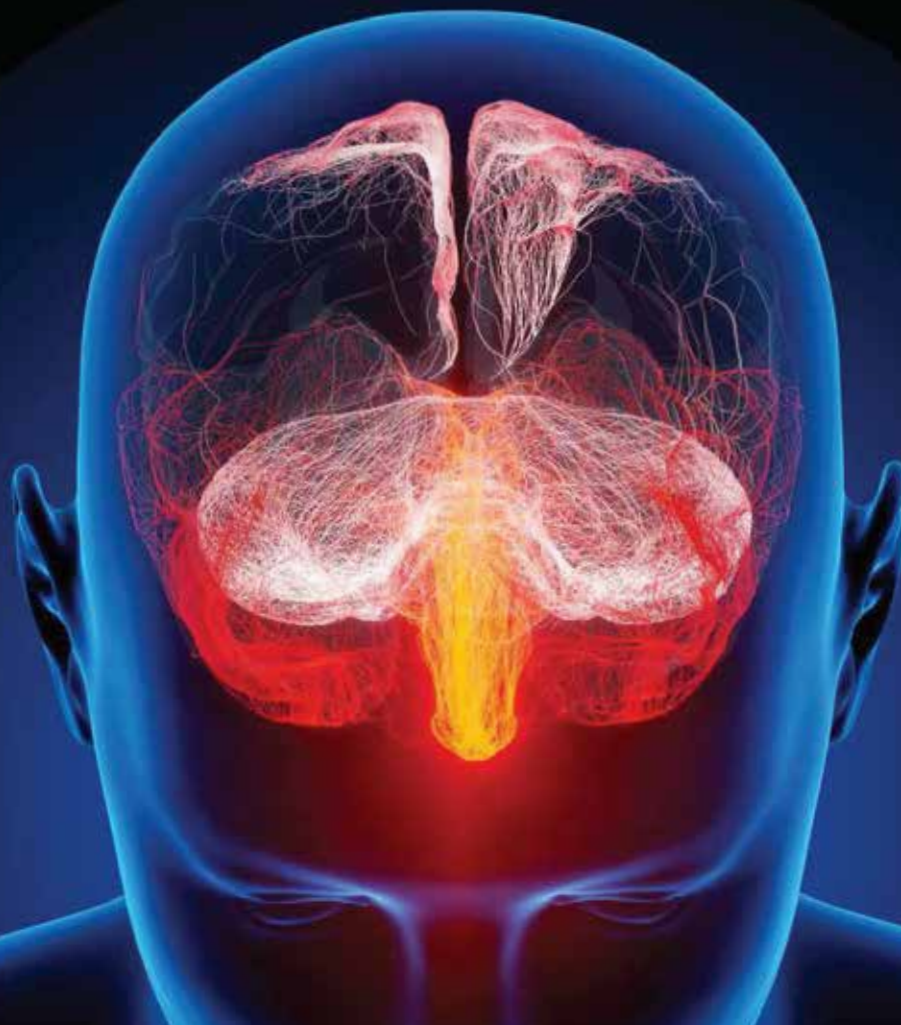
The general consensus from the research and scientific community is that CBD is non-psychoactive and won't get you high. This is actually misleading, because when you examine what **“psychoactive”** actually means; it is anything that can change your brainwave activity and alter perception, mood or consciousness. CBD has been shown to be effective in neurological disorders, depression, anxiety; all sorts of conditions that require a change to the brainwaves to be managed.



The reason CBD is said to be non-psychoactive is to distinguish it from THC, which is the cannabinoid that gets you “high”. The effects of THC can be either expansive of thoughts or very constricting, unpleasant and make you paranoid, which is one of the main problems when using THC medicinally in high doses.

Most people just can't handle such side effects and have to build up their tolerance over time. Studies suggest that taking high strength CBD products can produce a connecting, focusing and calming experience. **CBD is demonstrated to reduce some undesirable effects of THC, including intoxication, sedation and tachycardia, while contributing with analgesic, antiemetic and anti-carcinogenic properties in its own right.**

Other scientific research has shown CBD to have antipsychotic properties (**Zuardietal, 2006**), inhibit anxiety (**Guimares et al, 1990**) and may be neuroprotective in humans (**Hermann et al, 2007**).



Endoca - Unlocking the Secrets of Nature

We hope by now you feel informed enough to make a decision about which CBD product to buy. If you still have any further questions, we recommend you pay a visit to our **website** or contact our **dedicated customer service** line.

Buying CBD oils and extracts from Endoca guarantees you high quality, organic and GMP certified CBD. Our control of the entire production process from seed to shelf, combined with third party lab testing means you get exactly what's on the label. No false claims, no contamination - just the finest, purest CBD oil.

We are committed to proving that humanity can survive without poisoning ourselves and the world around us. Your health and the health of the environment are our first priorities.

USEFUL RESOURCES:

www.projectcbd.org

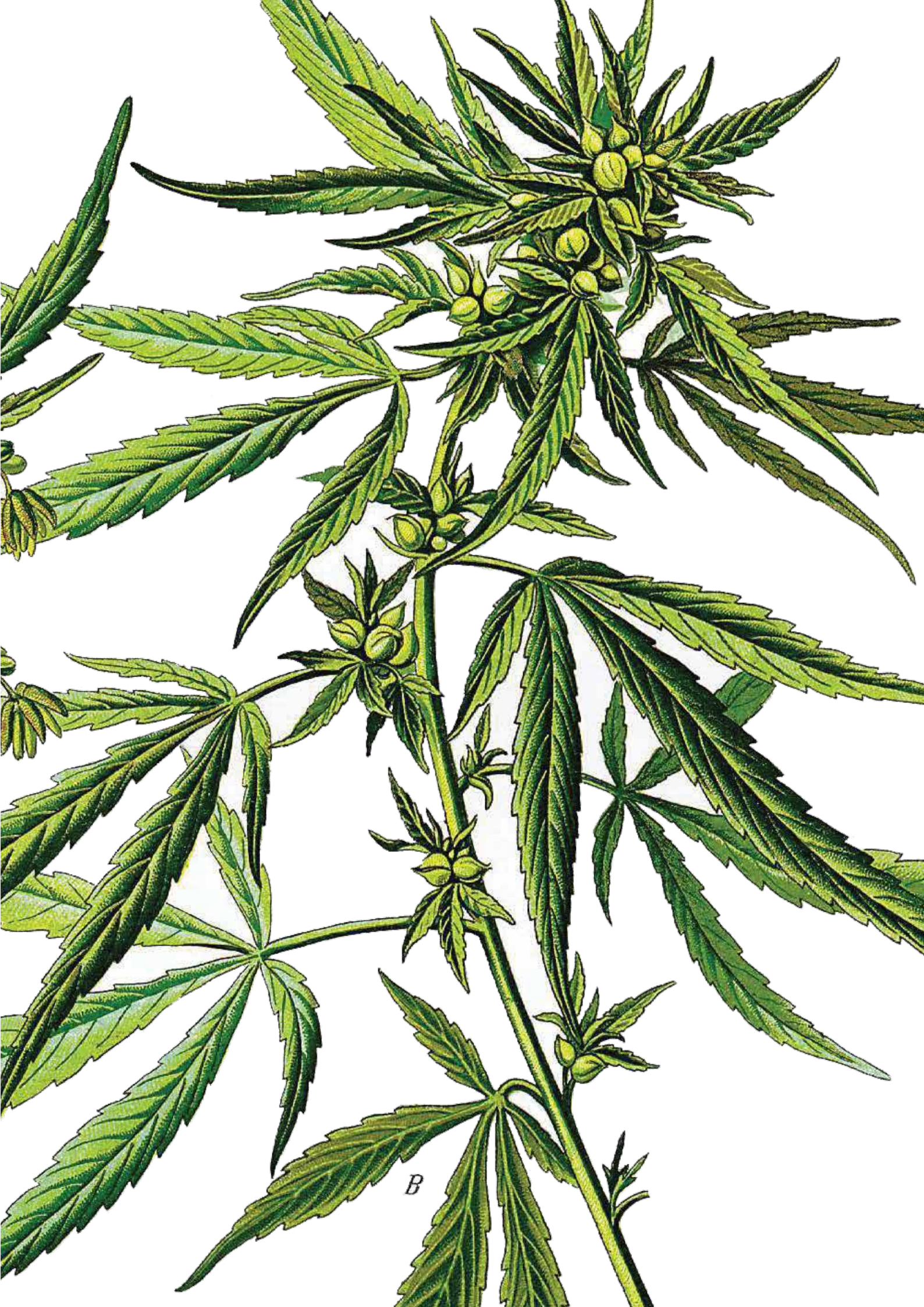
<http://unitedpatientsgroup.com/>

<http://communitybasedispensary.org/>

<https://www.leafly.com/>

<https://cbdoilreview.org/>

http://www.cannabiscure.info/files/bud_buddies.htm



B



Unlocking the Secrets of Nature