



A HOW TO BOOK FOR BEGINNERS

THE CONSUMER'S GUIDE TO CANNABIS

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Important Disclaimer

This book is designed to help you navigate the complexities of cannabis but is in no way medical advice, nor is it a comprehensive guide to using cannabis. I am not a doctor or a medical professional and this is for educational purposes only.

For Jake

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Welcome!

As Canadians, we have access to recreational cannabis unlike anywhere else in the world. Yet, seven years after legalization, many people still don't know where to begin.

This book is written for consumers. It will help you navigate cannabis with confidence and clarity, and show you how to choose products that support your personal goals.

Part 1 focuses on safety and preparation. Learn how to assess your risk, set a goal, make a plan, and stay in control of your experience.

Part 2 introduces The Plant Menu, a tool that explains how cannabis works and what makes one product different from another.

In Part 3, you'll use what you've learned to design your own product profile, one that reflects your comfort level, preferences, and desired outcome. From there, you can bring your profile to a dispensary, where a budtender will use their expertise to suggest products that match what you've designed.

Take a deep breath, trust the process, and begin your journey toward finding what works best for you.

Lets begin



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PART 1

SAFETY & PREPARATION ✨

Make A Plan

Determine Risk

Dosing & Titration



Make A Plan

You may be feeling overwhelmed and nervous the first time you use cannabis. Making a whole plan might seem a bit much, but experience has taught us that preparation is key to building confidence and comfort.

Track of your experiences and plan for what's next.

Set a Goal

This doesn't have to be complex but knowing what you want to achieve will guide your product selection.

Choose the Environment

- Pick a safe, relaxing space. Start at home instead of a busy public place.
- Decide if you'll use cannabis alone or with someone you trust. A friend can help if you feel anxious or overwhelmed.
- Choose a low-stress time with no obligations. Evening may be ideal but avoid it if you have early commitments the next day.

Plan Your Experience

- Prepare snacks in advance. Whether it's a bag of chips or a charcuterie board, having food ready will help you manage the munchies that often come with cannabis use.
- Stay hydrated. Cannabis can make your eyes dry, and your mouth might feel like cotton. Have drinks ready but avoid alcohol.
- Cue up some movies to avoid having to make that decision if you need some quiet time. Comedies like *Pineapple Express* and *Bridesmaids* are highly recommended.
- Put your keys away. Cannabis causes impairment and driving under the influence is unsafe and illegal.

Determine Risk

Cannabis is generally safe for most healthy adults when used responsibly, but it's important to be aware of the potential risks. Your body's reaction will depend on the product, dose, and your unique physiology. It is impossible to predict exactly how you will react. If you have any concerns, check with your doctor before you use cannabis.

- **Medical Condition:** Cannabis can impact folks with mental, cardiovascular, respiratory and neurological conditions.
- **Drug Interactions:** Cannabis can make other drugs stronger, weaker, or ineffective. (More common with CBD).
- **Drug Testing:** Even a small amount of THC can produce a positive test result.
- **Pregnant/Nursing:** Cannabis can be transferred to the baby. Find a medical professional who specializes in pre/postnatal care.
- **Mental Health:** Consider your emotional and mental well-being before use.
- **Legal Compliance:** Know and follow the laws in your area.



The Medical Route

The medical route is available for all Canadians either through cannabis clinics in your area or online. They can help you manage your cannabis journey, issue a medical document, and connect you with medical suppliers. Some patients will even qualify for discounts. Contact a clinic or your doctor for medical advice.

Dosing & Titration

Dosing is one of the most important and often overlooked aspects of using cannabis. Your response to side effects depends not only on the potency and amount of cannabis, but also on your genetics. Size and weight have little to do with your reaction.

Drug titration is the process of adjusting the dose slowly to achieve the maximum benefit without adverse effects. Some of you may prefer a slow approach, adjusting the dose over days or weeks, while others might want to find their ideal dose more quickly. Listen to your body and move forward at a pace that is most comfortable for you.

INHALATION METHOD

Start with 1-3 puffs. Wait 1 hour to assess how you are feeling.

Titrate up by 1-2 puffs hourly until you reach the desired effects.

If product is higher potency or THC dominant, consider taking less puffs.

INGESTION METHOD

THC starting dose is 2-5mg. Titrate by 1-5mg every 2-3 hours.

CBD starting dose is 5mg. Titrate by 5mg every 2-3 hours.

Cautious users start at 2mg and increase by 1mg next session.

ABSORPTION METHOD

Oral & nasal sprays and suppositories are difficult to titrate as they are often high doses of THC. Wait an hour between sprays. Start with a low dose for suppositories. Note that high THC products can cause impairment so use caution when using rectally or vaginally. Topicals can be applied as needed.

PART 2

THE PLANT MENU

Intake Method

Plant Profile

Plant Species

Cannabinoid Profile

Terpene Profile

Potency

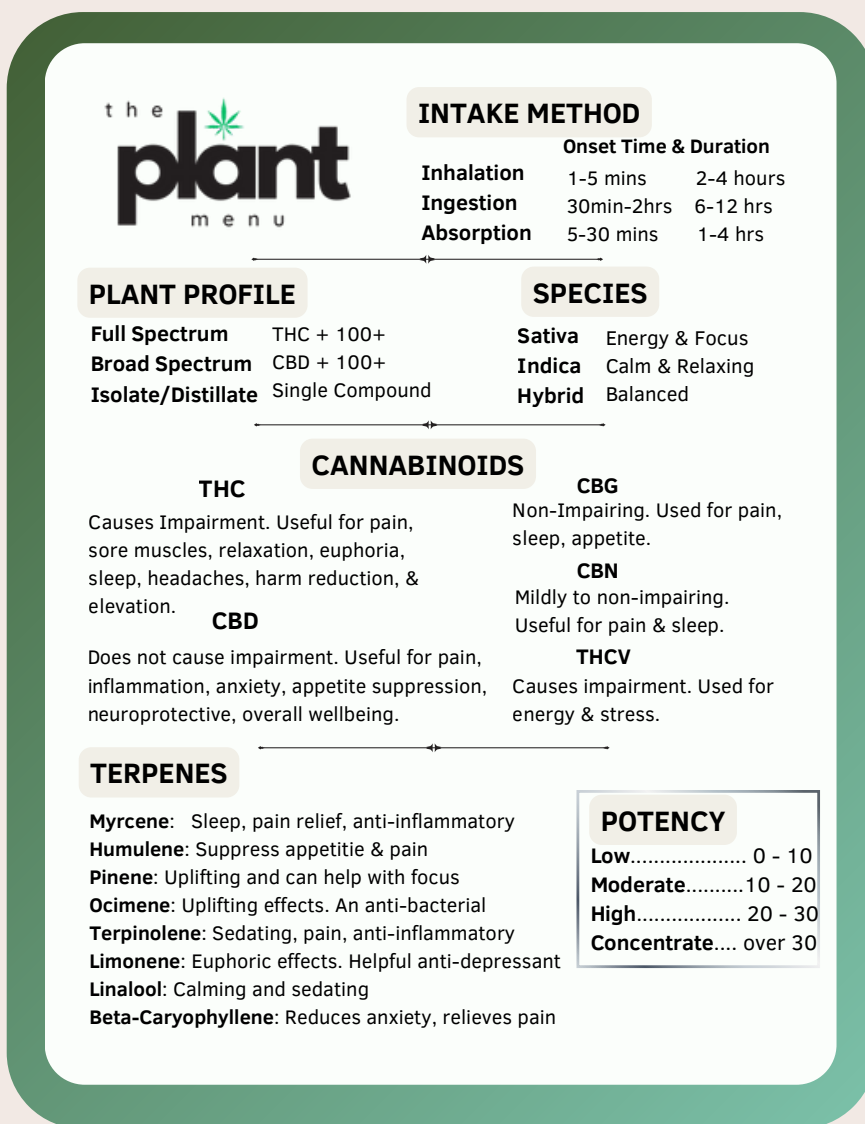
How To Use The Menu



The Plant Menu

Every product on the market, whether a gummy or a pre-roll, is a combination of the options found on the Plant Menu. It is a learning tool that lists the categories and the options that set one product apart from another. The best feature of the Menu is that it is based on the science of how cannabis works which gives us a very good idea of what to expect.

This section explains each category and the options that fall under them. Remember that your experience is unique to you. Use The Plant Menu as a guide and a strategy.



Intake Method

The way cannabis is consumed influences both the onset time and how long the effects last. Your preference is generally the primary consideration, but don't underestimate the power of using timing in your strategy. If getting to sleep is a priority, inhalation is the best choice, but if staying asleep is the issue, an edible product will last much longer. There are 3 options.

INHALATION



Bongs/Joints/Vapes/Pipes/
Dry Herb Vapourizers

Onset Time: 1 to 5 minutes.

Duration: 2 to 4 hours.

Quick Relief

Common Uses: Pain, inducing hunger,
sleep, recreation.

INGESTION



Edibles/Oils/Capsules/
Tinctures/Drinks

Onset Time: 30 minutes to 2 hours.

Duration: 6 to 12 hours.

Long Lasting Effects

Common Uses: Chronic pain, sleep,
convenience, exact dosing.

ABSORPTION



Oils/Topicals/Bath
Products/Suppositories

Onset Time: 5 to 30 minutes.

Duration: 1 to 4 hours. (Suppository 12
hours).

Common Uses: Pain relief, skin conditions,
relaxation, and quick relief without the
need for inhalation.

Plant Profile

Cannabis produces hundreds of compounds, with THC and CBD being the most well-known. These compounds work together to create powerful, therapeutic effects, called the Entourage Effect. Flower products have all the compounds intact while extractions can contain all or just 1 depending on the process used to separate the compounds.

The plant profile is identified in 3 ways.

FULL SPECTRUM

100's of compounds are preserved during extraction which enhances the medicinal value. Includes rosin, live-resin, hash, and kief. Can be sold as a concentrate or infused into other products.

BROAD SPECTRUM

The same as full spectrum but with less than .3% THC allowing users with low THC tolerance to benefit from the medicinal effects without the risk of impairment. Find an excellent selection through the medical route.

ISOLATE/DISTILLATE

A single cannabinoid (THC/CBD) is extracted in its purest form. The final product is inexpensive to produce, very potent, and has no flavour or taste. Often combined with botanical terpenes to create unique blends.

Plant Species

Originally, species referred to the type of plant, but this has been lost due to cross breeding over time. These terms are now used as an indicator for what overall effects you may expect. The grower decides how to identify the species based on the profile of the plant and assigns a category in 1 of 3 ways.

SATIVA

Often associated with energizing and stimulating effects. Useful for focus, creativity, and socializing.

INDICA

Known for producing a body high with calming and relaxing effects. Used for sleep and relaxation.

HYBRID

Offers a balanced experience, combining effects from both Sativa and Indica. Can lean towards either side.

Cannabinoid Profile

There are over 100 unique cannabinoids in each plant with THC & CBD being the most abundant **and** the most researched. There is very little research published on the minor cannabinoids, but anecdotal evidence suggests unique effects from each one. It is impossible to predict which sided effects you will experience, but we **do** know that side effects **increase** with higher doses.

THC (Tetrahydrocannabinol)

Useful for: Pain, sore muscles, relaxation, euphoria, sleep, headaches, harm reduction, and elevation.

Side Effects: May causes impairment, dizziness, anxiety, dry mouth, red eyes, lethargy, increased heart rate, disorientation, altered time alterations, and impaired motor control.

CBD (Cannabidiol)

Useful for: Pain, inflammation, anxiety, appetite suppression, neuroprotective, overall wellbeing.

Side Effects: Drug interactions, lowers blood pressure, either drowsiness or insomnia, dry mouth, red eyes.

MINOR CANNABINOIDS

CBG

Non-Impairing. Useful for pain, sleep, induces appetite.

CBN

Mildly to non-impairing. May cause drowsiness and decrease pain.

THCV

Causes impairment. Used for energetic effects and stress.

CBC

Non-impairing. May elevate mood and improve focus.

Terpene Profile

There are hundreds of terpenes found in the cannabis plant. They not only produce unique flavours and scents, but also contribute to the physiological effects of your experience. Full spectrum products typically list the top 3 terpenes which is helpful when narrowing down what works best for you.

BETA-CARYOPHYLLENE



Found in peppercorns. May help reduce anxiety, relieve pain, & neuroprotection.

HUMULENE



Found in hops & ginseng. Can suppress appetite & useful for pain.

LIMONENE



Responsible for euphoric effects. Helpful anti-depressant. Found in citrus.

TERPINOLENE



Found in tea tree & lilac. Sedating, pain control, an anti-inflammatory.

OCIMENE



Found in mint & parsley. Contributes to uplifting effects. An anti-bacterial.

PINENE



Found in pine trees & rosemary. Uplifting and may help with focus.

LINALOOL



Used for calming and sedative effects. Found in lavender.

MYRCENE



Found in mango & hops. Used for Sleep, pain relief, an anti-inflammatory.

Potency

Potency refers to the concentration of THC and CBD in a product. The higher the number, the stronger the effects. Potency is expressed in different ways for different products. Beginners are encouraged to choose Low to Moderate potency products.



The industry has yet to decide on what numbers “officially” represent potency levels so I made this scale to use as a guide.

POTENCY GUIDE

LOW.....0-10

MODERATE.....10-20

HIGH.....20-30

CONCENTRATE.....30+

FLOWER, VAPES, PRE-ROLLS

Concentration of THC is recorded on packaging as mg/g. Change to % by dividing by 10 or simply move decimal left 1 place. eg: TOTAL THC 245mg/g = 24.5% HIGH POTENCY

EDIBLES & BEVERAGES

Edibles, capsules, strips, drinks, and topicals are expressed as mg/unit or mg/pack. A 10mg gummy is a low to moderate potency. If there are 2 gummies per pack, it is written as 5 mg/unit, 10mg/pack.

OILS & TINCTURES

Oils are expressed as mg/ml. Sometimes you have to do the math to get the potency. A 30ml container with 500mg of THC is 16mg/g which is moderate potency.
(500 divided by 30 = 16)

How to Use The Menu

Choose one option from each category based on what you prefer or the approach you want to take. There's no right or wrong way to do this. Bring your profile to the dispensary and let the budtender help you find the closest match. There are lots of products that will be a good fit. The goal is to find what works best for you.

THE PRODUCT PROFILE			
INTAKE METHOD	PLANT PROFILE	SPECIES	POTENCY
☐ Inhalation	☐ Full Spectrum	☐ Sativa	☐ Low
☐ Ingestion	☐ Broad Spectrum	☐ Hybrid	☐ Moderate
☐ Absorption	☐ Isolate	☐ Indica	☐ High
		☐ N/A	☐ Concentrate
CANNABINOID PROFILE		TERPENE PROFILE	
☐ THC	☐ CBG	☐ Ocimene	☐ Beta-Caryophyllene
☐ CBD	☐ CBN	☐ Pinene	☐ Humulene
☐ CBC	☐ THCV	☐ Terpinolene	☐ Limonene
☐ Other		☐ Myrcene	☐ Linalool
			☐ Other
			☐ N/A

Strategy or Preference? Your Choice!

Intake Method: Determines time it takes to feel effects and how long they last. Strategy: Use inhalation for quick relief and ingestion for longer lasting relief.

Species: Tells us the intent of the product. Strategy: Select Sativa for daytime use to avoid feeling tired and Indica for night-time.

Terpene Profile: Personalizes your experience with specific effects. Strategy: Focus on 1 terpene at a time to establish how each one affects you. Terpene profiles are expert level use.

Plant Profile: Determines how many compounds are in the product. Strategy: Use full spectrum for medicinal effects and isolate for exploring the effects of specific compounds.

Cannabinoid Profile: Determines the effects we can expect to feel. THC will cause impairment, CBD will not. Strategy: A balanced product with 1:1 THC/CBD is a gentler high beginners.

Potency: Tells us the amount of cannabinoids in the product which drives how much you take at one time. Strategy: The more potent the product, the higher chance of unwanted side effects.

PART 3

THE PRODUCT PROFILE



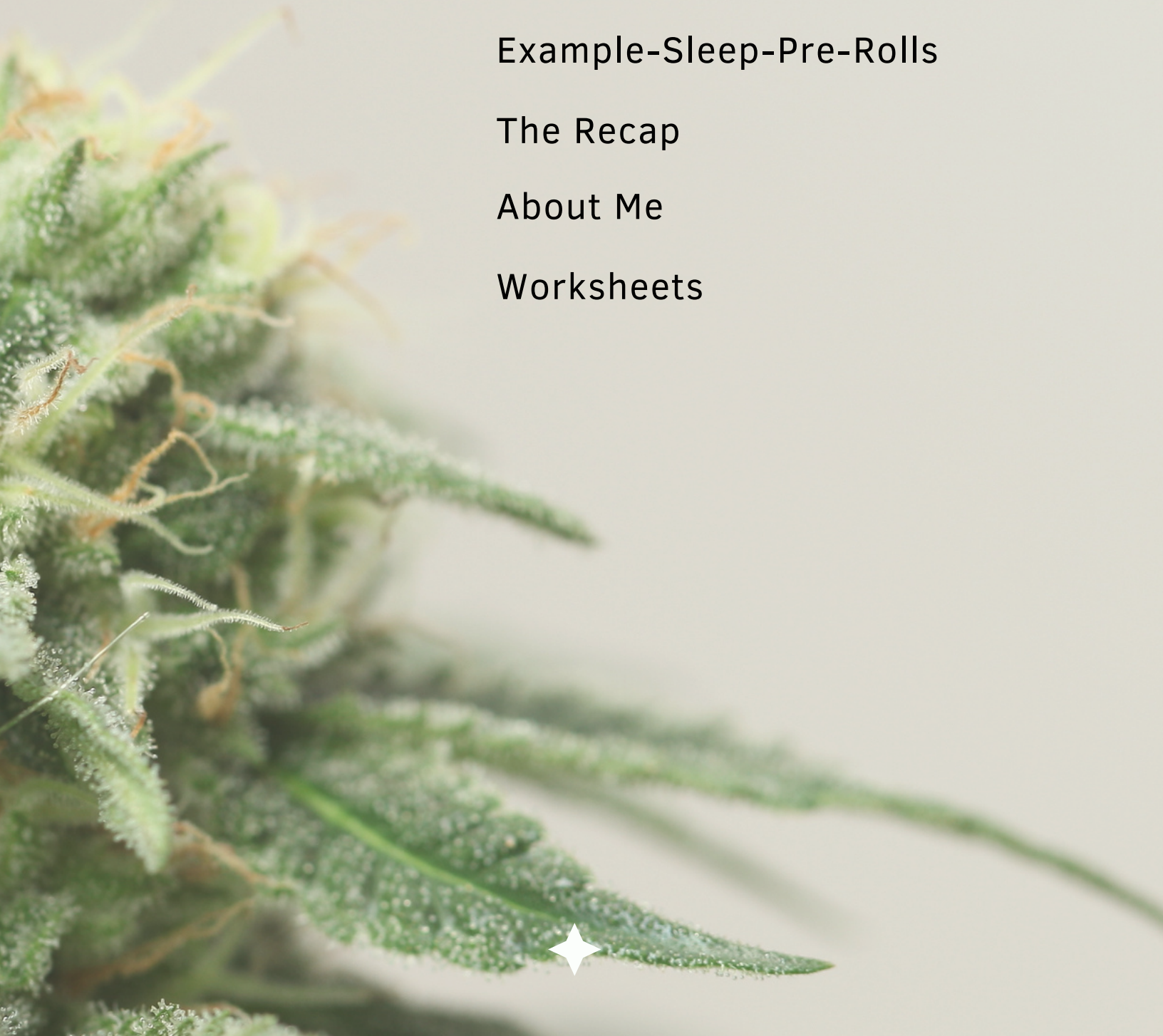
Example-Sleep-Gummies

Example-Sleep-Pre-Rolls

The Recap

About Me

Worksheets



EXAMPLE

Sleep - Gummies

50 year old beginner who wants to sleep 6 hours. Prefers gummies. Very nervous. Strategy: Take 30 minutes before bed due to intake method. THC & CBN for sedating effects. VERY low starting dose. Slow titration on weekends. No increase during week to avoid waking up tired with higher doses.

MAKE A PLAN

WHO Alone	WHEN Friday Night
WHERE At home	GOAL Sleep 6 hours

THE PRODUCT PROFILE

INTAKE METHOD	PLANT PROFILE	SPECIES	POTENCY
☐ Inhalation	☒ Full Spectrum	☐ Sativa	☒ Low
☒ Ingestion	☐ Broad Spectrum	☐ Hybrid	☐ Moderate
☐ Absorption	☐ Isolate	☒ Indica	☐ High
		☐ N/A	☐ Concentrate
CANNABINOID PROFILE	TERPENE PROFILE		
☒ THC	☐ CBG	☐ Ocimene	☐ Beta-Caryophyllene
☐ CBD	☒ CBN	☐ Pinene	☐ Humulene
☐ CBC	☐ THCV	☐ Terpinolene	☐ Limonene
☐ Other		☐ Myrcene	☒ N/A
		☐ Linalool	

DOSING & TITRATION

STARTING DOSE 2.5mg	INCREMENTAL DOSE 2.5mg	TIMING BETWEEN DOSES Next Session
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PRODUCT

SHRED'EMS
Cloudberry Snoozers
CBN:THC - 1:1
4 pack

NOTES

Product actually an isolate, no terps.
Dosing: Friday: 2.5mg (1 gummy)
Saturday: Increase to 5mg
Sunday: Stick to 5mg on work days



Note: The product doesn't match the profile exactly, and that's okay. Cannabis is a consumer packaged good, so customization isn't possible.

EXAMPLE

Sleep - Pre-rolls

50 year old beginner who wants to sleep 6 hours. Prefers pre-rolls. Very nervous. Strategy: Stick to 1-2 puffs at a time due to very potent product (29%). Expect the full entourage effects that comes from flower and this will cause impairment. Control your experience with dose. Keep track in your journal.

MAKE A PLAN

WHO Alone	WHEN Friday Night
WHERE At home	GOAL Sleep 6 hours

THE PRODUCT PROFILE

INTAKE METHOD	PLANT PROFILE	SPECIES	POTENCY
☒ Inhalation	☒ Full Spectrum	☐ Sativa	☐ Low
☐ Ingestion	☐ Broad Spectrum	☐ Hybrid	☒ Moderate
☐ Absorption	☐ Isolate	☒ Indica	☐ High
		☐ N/A	☐ Concentrate
CANNABINOID PROFILE	TERPENE PROFILE		
☒ THC	☐ CBG	☐ Ocimene	☐ Beta-Caryophyllene
☐ CBD	☒ CBN	☐ Pinene	☐ Humulene
☐ CBC	☐ THCV	☐ Terpinolene	☐ Limonene
☐ Other		☒ Myrcene	☐ Linalool
		☐ N/A	☐ Other

DOSING & TITRATION

STARTING DOSE 1-2 puffs	INCREMENTAL DOSE 1-2 puffs	TIMING BETWEEN DOSES 30mins-1 hour
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PRODUCT

Back40-10 pack prerolls.
"Wedding Pie" Indica .35g x
10 = 3.5g
Total THC 292mg/g (29.2%)

NOTES

Product is Very high potency. No CBN.
Terps not listed. Cigarette style joints.
smaller at .35g.



Note: A small pack of pre-rolls will give you a number of sessions of discovery. A few packs of gummies will do the same. It can take time to find what you like.



The Recap

Here's what you know...

You've set your plan: who, when, where, and why. Snacks are ready, and you know what to expect.

You understand the risks, have chosen your preferred route, and know how to control the pace of your experience.

You know:

- How long it takes to feel the effects and how long they last.
- What compounds are in your product and what they do.
- If it is going to make you feel relaxed or energized.
- The strength of the product and how to adjust your dose.

You have what you need to design a Product Profile that supports the experience you want to have.

Next, visit your local dispensary and talk to a budtender. They will help you find the best match and answer any questions you have.

Then head home, take a breath, trust the process, and find what works for you.

You got this!



Hey!

Hi, I'm Tammy Reilly, founder of The Plant Menu and a certified Cannabis & Health Strategist. I believe cannabis is the answer to a lot of problems, and many people are quietly wondering if it might be the answer to theirs.

My own journey started during covid and with very little information and no guidance, every session felt like a surprise. I really had no idea how it all worked.

But it doesn't have to be that way. The Plant Menu is a result of 30 years experience in education and training with a focus on making cannabis education accessible, practical, and easy to understand for anyone who's curious, from beginners to long-time users and professionals. I hope you find it helpful.

Please follow me on social media and share your journey. You don't have to do it alone.

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INTAKE METHOD

Onset Time & Duration		
Inhalation	1-5 mins	2-4 hours
Ingestion	30min-2hrs	6-12 hrs
Absorption	5-30 mins	1-4 hrs

PLANT PROFILE

Full Spectrum	THC + 100+
Broad Spectrum	CBD + 100+
Isolate/Distillate	Single Compound

SPECIES

Sativa	Energy & Focus
Indica	Calm & Relaxing
Hybrid	Balanced

CANNABINOIDS

THC

Causes Impairment. Useful for pain, sore muscles, relaxation, euphoria, sleep, headaches, harm reduction, & elevation.

CBD

Does not cause impairment. Useful for pain, inflammation, anxiety, appetite suppression, neuroprotective, overall wellbeing.

CBG

Non-Impairing. Used for pain, sleep, appetite.

CBN

Mildly to non-impairing. Useful for pain & sleep.

THCV

Causes impairment. Used for energy & stress.

TERPENES

Myrcene: Sleep, pain relief, anti-inflammatory
Humulene: Suppress appetite & pain
Pinene: Uplifting and can help with focus
Ocimene: Uplifting effects. An anti-bacterial
Terpinolene: Sedating, pain, anti-inflammatory
Limonene: Euphoric effects. Helpful anti-depressant
Linalool: Calming and sedating
Beta-Caryophyllene: Reduces anxiety, relieves pain

POTENCY

Low.....	0 - 10
Moderate.....	10 - 20
High.....	20 - 30
Concentrate....	over 30



WORKSHEET

Use the worksheet to select a product that supports your goals. Refer to The Plant Menu to explain what to expect and manage your experience safely. This is not medical advice. Always check with your doctor if you have any concerns about using cannabis.

MAKE A PLAN

WHO	WHEN
WHERE	WHY

THE PRODUCT PROFILE

INTAKE METHOD ☐ Inhalation ☐ Ingestion ☐ Absorption	PLANT PROFILE ☐ Full Spectrum ☐ Broad Spectrum ☐ Isolate	SPECIES ☐ Sativa ☐ Hybrid ☐ Indica ☐ N/A	POTENCY ☐ Low ☐ Moderate ☐ High ☐ Concentrate
CANNABINOID PROFILE ☐ THC ☐ CBD ☐ CBC ☐ Other ☐ CBG ☐ CBN ☐ THCV		TERPENE PROFILE ☐ Ocimene ☐ Pinene ☐ Terpinolene ☐ Myrcene ☐ Beta-Caryophyllene ☐ Humulene ☐ Limonene ☐ Linalool ☐ Other ☐ N/A	

DOSE & TITRATION

STARTING DOSE	INCREMENTAL DOSE	TIMING BETWEEN DOSES
PRODUCT:		NOTES:



Cannabis Journal

Documenting your experiences can help guide your journey and optimize your plan. Journaling can help you to repeat your best experiences and minimize the less effective ones.

DATE	PRODUCT	RATING	NOTES
4/20	Back 40 Wedding Pie	4/5	Slept all night