

# CBD & You

What you need to know.



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# COMMON TERMS

**Hemp** Sometimes referred to as industrial hemp or agricultural hemp, hemp is a variety of the **cannabis plant** that has been selectively bred to have **no more than 0.3% Delta-9 THC**, the intoxicating cannabinoid found in cannabis. Hemp produces strong fibers, nutritious grain for foods and industrial oils, and cannabinoids. Hemp-derived cannabinoids are obtained from the floral material of the plant and are often referred to as hemp oil or hemp extract, which also contains terpenes, flavonoids, vitamin E and other plant nutrients.

**CBD** Also known as Cannabidiol, CBD is one of the 100+ **non-intoxicating cannabinoids** found in the Cannabis plant. Currently, it is the **most abundant cannabinoid found in hemp**. Though relatively new to modern medicine, this compound was first extracted in the 1940s and isolated in the 1960s. It has been a constituent in herbal cannabis remedies dating back centuries ago.

**Endocannabinoids & Phytocannabinoids** Endocannabinoids are naturally produced in mammalian species throughout our body's endocannabinoid system. This system is known to regulate homeostasis, or balance in the body. Phytocannabinoids, or plant based cannabinoids found in cannabis (hemp), are chemically similar to endocannabinoids and are **naturally received by our endocannabinoid system to supplement imbalances** that may arise during the fight or flight process.

**Bioavailability** Bioavailability is the proportion or percentage of a compound that is circulated throughout the body providing the active effect. In regards to hemp, **the more bioavailable a product, the more cannabinoids**, terpenes, omegas or other beneficial nutrients will be absorbed into the blood stream, creating **longer lasting and more effective results**.

**Broad Spectrum** Broad spectrum hemp products refer to a total extract of the hemp floral material that contain at least two cannabinoids and one terpene; however, normally do not contain raw cannabinoids. LifePatent's broad spectrum hemp products contain at least 2 cannabinoids, where only the **THC has been removed**, leaving a "zero" concentration of THC at **less than 0.01%**.

**Full-Spectrum** Full spectrum hemp products refer to a **total extract** of hemp floral material that has been extracted without intentionally removing any cannabinoids. LifePatent's full spectrum products contain a robust profile of cannabinoids **including raw cannabinoids and naturally-occurring terpenes, flavonoids, vitamin E, chlorophyll and other plant nutrients**.

# Frequently Asked Questions

## 1 How do Overcome's cannabinoids work with my body?

The cannabinoids in hemp oil, known as phytocannabinoids, act like keys to the endocannabinoid system (ECS) receptors in our bodies. Every mammal is regulated by their ECS, and cannabinoids, whether phyto (plant-based) or endo (internal), unlock these receptors, allowing them to release natural chemicals that support the body's balance. As production of endocannabinoids decreases over time, degeneration and aging occur. Phytocannabinoids supplement the body's own endocannabinoids to help keep the body balanced. Everyone is different, so cannabinoids may affect people in many different ways. The key is to find your unique balance of cannabinoid supplementation.

## 2 What makes Overcome formulations different than others in the marketplace?

The keys to cannabinoid success are formulation, delivery method, and quality consistency. By formulating with full spectrum hemp extract, we guarantee not just CBD in our products, but also a wide-range of cannabinoids, including the more potent raw cannabinoids, as well as terpenes, flavonoids, and other plant nutrients. Each product is formulated to enhance bioavailability of cannabinoids into the blood stream - through our patent pending delivery method, Nature's Delivery System™, as well as through our selection of carrier oils and permeation-enhancing essential oils. Last, we implement cGMP-compliant quality control standards in our production process and depend on reputable third-party laboratories to validate our products.

## 3 How do you extract CBD from the plant?

We extract CBD from the whole flower with ethanol but also rely on subcritical and supercritical CO2 extraction, depending on the product. A combination of these processes provides outstanding yields of not only CBD, but a vast array of other useful phytocannabinoids, terpenes, flavonoids and other plant nutrients present in the plant.



## **4 How do I consume CBD and how much do I take?**

Everyone is different when it comes to deciding how much CBD/hemp oil to take. The best advice is to pay attention to your body, starting low and gradually increasing the amount until the desired effects are obtained. Concentrations of CBD within our hemp oils vary by product, so it is best to start with a lower concentration and titrate (gradually increase) your serving size. Overcome products are available orally, either as an oil or a capsule, or as a topical. Oils and capsules are best taken with a high-fat snack to improve absorption; whereas, topicals should be applied to the surface of the skin. Topicals most effectively work at joints or where the skin is thin. For deep tissue discomfort, it is best to take Overcome products orally.

## **5 Can I take CBD with my current medication?**

We always suggest that you check with your doctor before using any supplement. More research is needed to fully understand drug-drug interactions of hemp products. According to the National Institute of Health, CBD should not be consumed if you take Clobazam or Valproate. In addition, please use caution if taking CBD with Eslicarbazepine, Rufinamide, Sedative medications (CNS depressants), Topiramate, Zonisamide or medications changed by the liver or medications that increase or decrease the breakdown of other medications by the liver. Please consult with your physician. For more information please visit [Overcomeveryday.com/faq](https://www.overcomeveryday.com/faq)

## **6 If I take hemp derived CBD oil, can I fail a drug test?**

Even though hemp-derived CBD oil only contains trace amounts of THC, it is still possible to fail a drug test. Failure is dependent on a number of variables including the type of test administered, the test's limit of detection, the amount of cannabinoids consumed, the type of product consumed and your body's metabolism. Because of these variabilities, if you are subject to drug screening, we do not recommend taking hemp-derived CBD products. If you feel CBD is the only option, we recommend talking to your employer or whomever is conducting the drug screening about the product prior to use.

**Find more at [www.overcomeveryday.com/FAQ](https://www.overcomeveryday.com/FAQ)**

# Hemp Oil

VS

# CBD

## *Are Hemp Oil and CBD Oil the same thing?*

Not even close. The term **CBD is simply a buzz word** that has been picked up in the market because of the excitement around the effects of CBD in counter-acting particular epilepsies. CBD is **an isolated cannabinoid** found in cannabis and is now an approved pharmaceutical called Epidiolex, which is **considered a CBD isolate** containing 98%+ CBD.

When isolating CBD, harsh processes and chemical solvents are used to fracture cells, separating the compounds. This process provides a 98%+ pure CBD product that are common in today's market; however, when not manufactured in an approved pharmaceutical settings, these products often run the risk of containing dangerous solvents that have not been tested. In addition, **during this isolation process the beneficial phytonutrients are destroyed including important terpenes and other phytocannabinoids like CBN, CBG, CBC and raw cannabinoids like CBDA.**

By contrast, hemp oil is an herbal or botanical supplement made from the hemp plant, most abundantly extracted from the floral material. Hemp oil is not to be confused with hempseed oil which provides nutritious omegas but does not produce cannabinoids like CBD. **Hemp oil is formulated as full spectrum or broad spectrum with both spectrums containing a diverse range of cannabinoids (including CBD), terpenes (aromatic compounds), flavonoids, polyphenols, vitamin E and other micronutrients.** These compounds all work synergistically with one another and within your body to create an entourage effect. Full spectrum hemp oil contains the most robust variation of these balancing compounds.

When recalling the difference between hemp oil and CBD, think of hemp oil as a musical symphony and CBD as a single instrument playing along. The single instrument may sound nice, but the symphony is a masterpiece.

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## Easy Steps to Identify Quality Hemp Products.



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You shouldn't have to be stressed about finding the right hemp supplement for your needs. With these simple steps you can feel confident in your selection process.

- 1) Read the product label, including the ingredient list and the total milligrams of CBD or cannabinoids.** Be sure to understand the milligrams per serving size versus the total milligrams in the bottle.
- 2) Look for laboratory testing.** The most transparent brands on the market provide a QR code on their labels. Scan the QR code and follow the batch number on the product to see the laboratory tests. The company should be testing for cannabinoids and 6 types of contaminants.
- 3) Understand if the product is a CBD isolate, a broad spectrum or a full spectrum** and determine what is best for your needs. Full spectrum products are the most effective and products with more diverse cannabinoid profiles are even better.
- 4) Find out where the manufacturer is sourcing their hemp.** Do they even know? Some brands purchase inferior product from Asia or Europe that may not be properly tested, others have little insight of their product's traceability.
- 5) Ask about absorption.** Unless taken with a high fat snack, you only absorb 10% of the CBD you ingest. Ask if the company does anything to improve absorption, and if it is an organic process, like Overcome's patent-pending absorption formulation.

**Your Endocannabinoid System is an intricate network of receptors, enzymes and cannabinoids that regulates balance in the body. This network is found within our Central Nervous System and Peripheral Nervous System. In fact endocannabinoid receptors are found in every major system in the human body!**



## **What is the ECS?**

**The ECS includes:**

- 1. Endocannabinoids, like 2-AG and Anandamide that are naturally produced in the body**
- 2. Enzymes like FAAH and MAGL that breakdown endocannabinoids**
- 3. Cannabinoid receptors, like CB1, CB2, GPR55 & GPR18, that naturally receive cannabinoids and help regulate our body's systems**



# The Endocannabinoid System (ECS) & Your Body

Bringing BALANCE when UNBALANCED.



## How does it work?

Our ECS activates a lock and key function that allows for cannabinoids to interact with its receptors. Unlocking these functions signals the body to respond in certain ways.

Phytocannabinoids, or plant-based cannabinoids found in hemp, interact with our ECS's receptors, alongside important receptors like Serotonin receptors and Adenosine receptors. This stimulates response in the body that maintains balance and health.



## What does it effect?

With receptors found throughout every system in the body, the ECS influences your physical, mental, and emotional health, including but not limited to:

- Pain Perception
- Immune Function
- Inflammation
- Cellular Energy
- Appetite
- Stress Response
- Mood
- Sleep
- Metabolism
- Memory

Check out [overcome.com](https://www.overcome.com) today and learn how we can help bring balance to your ECS



# Why is Overcome the best product for you?

Our promise is personal. Overcome's products are backed by science, personally tested by our founder, a hemp industry expert, and crafted with you in mind.

We know quality is defined by what's in the bottle, but we believe quality doesn't start in the bottle, it starts in the soils and is carried to the finished product. So we've taken great care to preserve the integrity of our products throughout our supply chain.

Backed by our experienced team of researchers and hemp experts, we offer products that work, every time.

**Pharmacist formulated**  
**Enhanced absorption**  
**Backed by research & innovation**  
**Advanced cannabinoid formulations**  
**Sustainably produced**  
**US-grown organic, non-GMO hemp**  
**QR code for labs**  
**Third party tested**



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