# Empowering Medical Cannabis Patients Though Intentional & Accessible Education





#### What is the Endocannabinoid System?

The endocannabinoid system (ECS) can be viewed as a **lock and key** system, providing the foundation for how cannabinoids interact with our mind and body.

The ECS acts as a **regulator of all bodily systems**, including, but not limited to those that regulate sleep, mood, appetite, memory, and reproduction, working to bring the body into **balance or homeostasis**.

The ECS is made of **two main receptors** located across the body, the **CB1 and CB2**, which act as "**master conductors**" of signals throughout the whole body, intuitively delivering cannabinoids to the parts in the body that need them most.

Cannabinoids exist within the body already, and are called endocannabinoids. Using cannabis introduces phytocannabinoids to the body via the ECS.

Yes, the body and cannabis both produce cannabinoids!

## **Components of the Cannabis Plant**

Cannabis is a complex plant with various components that contribute to the **flavor, aroma, and effect** of various cultivars (commonly known as "strains")

## Cannabinoids in Cannabis

While there are potentially over a hundred phytocannabinoids in cannabis, the following can commonly be found in products at medical cannabis dispensaries:



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#### Why Are Terpenes Important?

Terpenes are responsible for the various **flavors**, **aromas**, **and effects** of different cultivars ("strains") of cannabis. Terpenes are the aromatic compounds found in the essential oils of all plants and hold various **therapeutic and medicinal properties**.



medicinal and therapeutic properties and effects.



It's suggested that terpenes need to be in concentrations of 0.5% or higher to have pharmacological benefit.

Patients who are looking for a targeted cannabis experience for a medical condition are advised to explore various cannabinoid ratios, potencies, and terpene profiles.



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### How Do Methods of Consumption Differ?

There are many ways to consume cannabis other than smoking it. However, not all methods of consumption will result in the same experience with the plant, and it is important that the medical patient know the differences between onset, duration of the effects, and what mechanisms are used for each method. Here we will break it down:



Remember that cannabis can affect everyone differently, with a variety of factors that may impact the experience and outcomes. Be open to trying different cultivars ("strains"), products, doses, and methods of administration until you find what works for your desired outcomes.

#### Getting the Most From Your Medical Cannabis Experience









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