

# BENEFITS OF USING CBD

## THE ENDOCANNABINOID SYSTEM (ECS)

The job of the ECS is to promote homeostasis – the maintenance of a stable internal environment despite fluctuations in the external environment.

There are two types of receptors that make up the ECS: **CB1** and **CB2** receptors.

**CB1**

Primarily located in the central nervous system, brain, and spinal cord. They are instrumental in memory, mood, sleep, appetite, and pain sensation.

**CB2**

Primarily located in the peripheral nervous system, especially in immune system cells, which help in reducing inflammation.

CBD stimulates both receptors and causes a reaction without binding directly, creating changes in cells that contain them.

## BRAIN

- Antipsychotic
- Antidepressant
- Anti-anxiety
- Antioxidant
- Neuroprotective
- Anticonvulsant
- Migraine Relief
- Sleep Disorders

## MIDSECTION

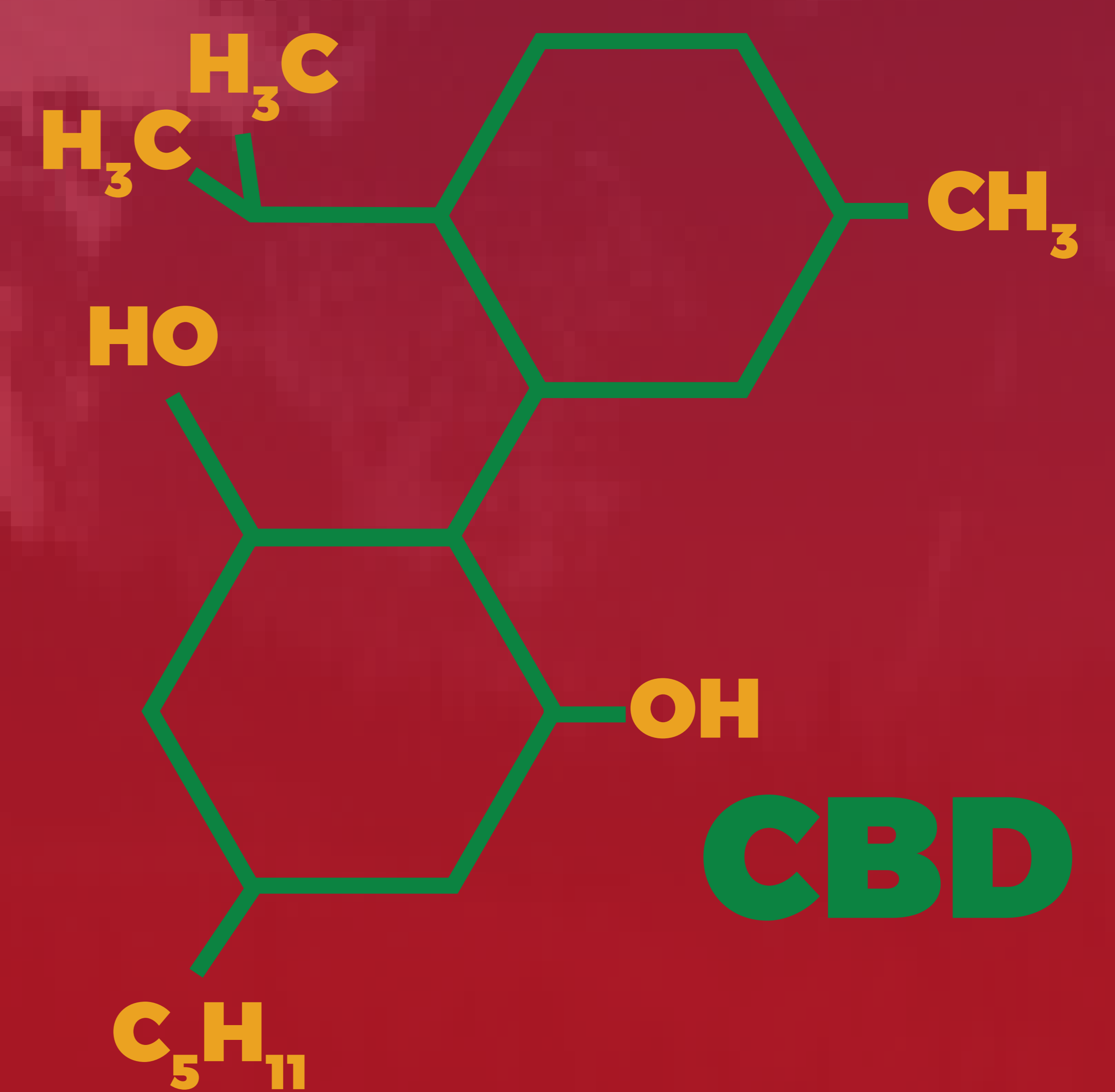
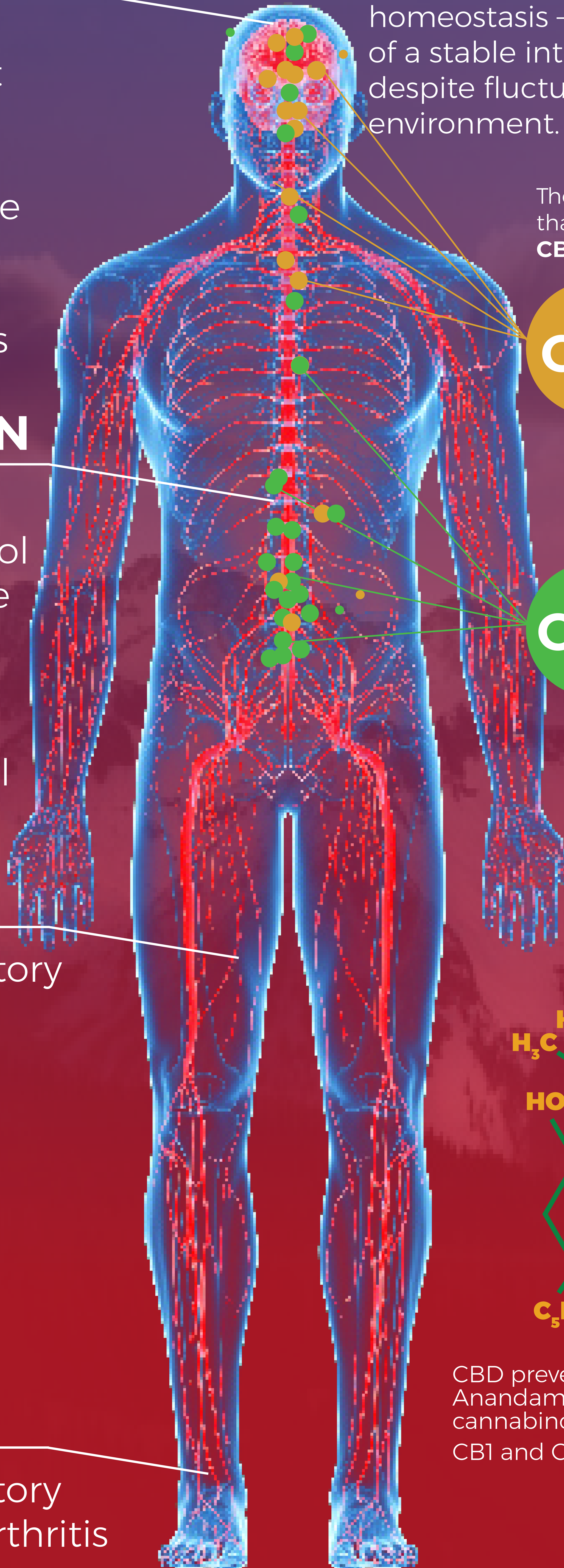
- Antiemetic
- Appetite Control
- Crohn's Disease
- Diabetes
- Menstrual Cramps
- Gastrointestinal Disorders

## SKIN

- Anti-inflammatory
- Antioxidant
- Antimicrobial
- Pain Relief
- Anti-acne
- Psoriasis
- Eczema
- Lipid Rich

## MUSCLES & JOINTS

- Anti-inflammatory
- Rheumatoid Arthritis
- Chronic Pain
- Post-workout Relief
- Pain Management



CBD prevents the breakdown of Anandamide, a naturally-occurring cannabinoid that activates the body's CB1 and CB2 receptors.



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