

## CBD USAGE

Please remember, individual results may vary and may require a different dosage depending on a multitude of factors.

Start with 15-30mg once a day for 3 days, then increase to twice a day for 3 more days. On day 7, using your body as your guide, you can decide how many mg & how often daily your body needs CBD.

1 DROPPER  
= 1 mL



1 mL  
= 20 DROPS

PRODUCT	TOTAL CBD (PER DROPPER)	CBD PER DROP
500 mg	16 mg	0.8 drops
1000 mg	33 mg	1.6 drops
1800 mg	30 mg	1.5 drops
3700 mg	61 mg	3 drops
6000 mg	100 mg	5 drops

### DISCLAIMER

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE. ALWAYS CHECK WITH YOUR PHYSICIAN BEFORE STARTING A NEW DIETARY SUPPLEMENT PROGRAM. KEEP OUT OF REACH OF CHILDREN.

## DEDICATION TO QUALITY



Mountain Pure CBD takes pride in their recently renovated manufacturing facility, that is **state certified** for following **safe, controlled & transparent** practices.

Mountain Pure CBD tracks CBD extracts from plant to person by partnering with the most technologically advanced and innovative CBD extraction facility in the world, who holds both their GMP audit certification, as well as, a ISO9001 certification.



### BATCH TRANSPARENCY

- 1) Locate the batch number on the bottom of your product.
- 2) Visit [www.mountainpurecbd.com](http://www.mountainpurecbd.com) to locate the lab results to match that batch.
- 3) Download a free QR code reader app onto your phone.
- 4) Scan the QR code on the lab results to verify legitimacy.



## HEMP vs. MARIJUANA

Education is Key

Hemp and Marijuana are terms often used interchangeably to describe any cannabis plant or its derivatives. Here's an easy way to delineate between the two:

### HEMP

< 0.3% THC  
HIGH CBD

### MARIJUANA

HIGH THC

**Hemp is cannabis.**  
**Marijuana is cannabis.**  
**Hemp is NOT Marijuana.**

While they have many different chemical properties, according to the Federal Government, hemp or industrial hemp includes the plant *Cannabis sativa L.* and any part or derivative with a  $\Delta 9$  tetrahydrocannabinol (THC) concentration of no more than 0.3% on a dry weight basis.

So 0.3% is the "magic number" laid out in sec. 7606 of the Farm Bill; All CBD products manufactured by Mountain Pure CBD are derived from crops grown in accordance with 7606.



*Climbing Towards Optimal Health*

MountainPureCBD.com

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# WHAT IS CBD & HOW DOES IT WORK?

Phytocannabinoids naturally occur in hemp & cannabis plants. There are 113+ active cannabinoids found in hemp including CBD.

## ENDOCANNABINOID SYSTEM (ECS)

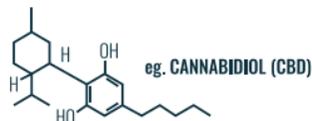
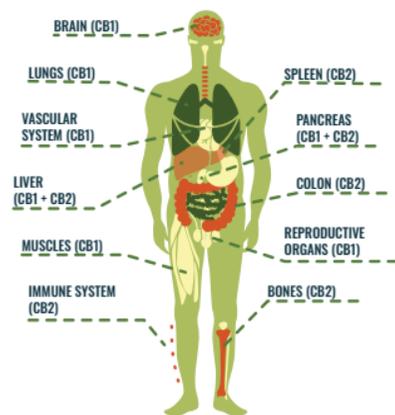
Phytocannabinoids, or plant cannabinoids, bind with cannabinoid receptors and send a message to the body to do certain things. The binding puts the body into homeostasis (balance). A balanced body has the ability to thrive.

## CANNABINOID RECEPTORS

The ECS works through two types of receptors found in our body:

**CB1:** (Central Nervous System)

**CB2:** (Immune Cells, Gastrointestinal Tract, Peripheral Nervous System)



# DIFFERENT METHODS OF USE

## TINCTURES



Available in Full Spectrum, Broad-Spectrum, and Isolate-based forms, CBD oils are a popular choice among CBD enthusiasts because they are easy to use & the most precise way to find the serving for you. Hold the oil under your tongue for 30 seconds before swallowing. Onset is approximately 15-20 minutes. This could be put into drink, tub or used topically.



## CAPSULES, SOFTGELS & GUMMIES

A convenient way to carry your CBD with you & no need to measure. Onset 30-45 minutes.



## TOPICALS

Directly rubbing CBD and other goodness onto the skin is a very quick onset. Onset is within just minutes and application can be directly where you need!



## ISOLATE POWDERS

CBD Isolate Powders are a great option for those who would like to formulate CBD oil, but also can be vaped and used to formulate CBD topicals.



## INHALABLE

Vaping is one of the most efficient forms of CBD delivery. Since vaping bypasses the digestive system, the potential effects of CBD vape can typically be felt within two minutes, which is quite a bit faster than ingested products.



## PET USAGE

Humans aren't the only ones who benefit from CBD, pets do too. All animals have an endocannabinoid system just like us, so it works in the same way!

# UNDERSTANDING THE DIFFERENCE

Full Spectrum vs. Broad-Spectrum vs. CBD Isolate

## FULL SPECTRUM <0.3% THC



Full Spectrum CBD products are created from hemp through a full plant extraction. It contains naturally occurring cannabinoids (includes <0.3% THC), plant terpenes, flavonoids, nutrients, minerals & plant proteins of the original hemp source. These compounds work together, typically referred to as the "Entourage Effect," multiplying the potential health benefits.

## BROAD-SPECTRUM



Mountain Pure CBD Tincture & Gelscaps

Broad-Spectrum CBD products are created by taking Full Spectrum extract and further processing it to remove trace amounts of THC. Broad-Spectrum products contain an array of naturally occurring cannabinoids, plant terpenes, flavonoids, nutrients, minerals & plant proteins of the original hemp source. Similar to Full Spectrum products, these compounds work together in what is known as the "Entourage Effect," multiplying the potential health benefits.

## CBD ISOLATE



All other Mountain Pure CBD Products

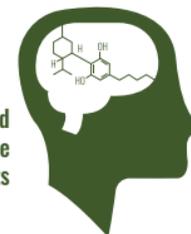
CBD Isolate is created by removing all other molecules, except CBD, from the Full Spectrum extract, leaving the CBD in an anhydrous state. All that remains is a white powder that is at least 99% pure CBD with 0% THC. This powder is applied into various CBD products. The majority of consumers find isolate is a better extract for topicals or made-at-home products, more-so than in tinctures.

# THE ENTOURAGE EFFECT

A Full Spectrum or Broad-Spectrum CBD product is the product of choice for those looking to take advantage of the Entourage Effect. The Entourage Effect is used to explain the synergy of how the whole plant has a greater impact than its individual parts.

When cannabinoids, plant terpenes, flavonoids and nutrients have the ability to work together, they have the potential to magnify the benefits of the others — strengthening the potential effects.

Endocannabinoid Support without the Side Effects



CBD = NON-INTOXICATING

## < 0.3% THC = CBD FROM HEMP

Trace amounts of THC are not enough to cause any intoxication. CBD from hemp provides the same level of endocannabinoid system support without the "high" feeling that's associated with Marijuana.