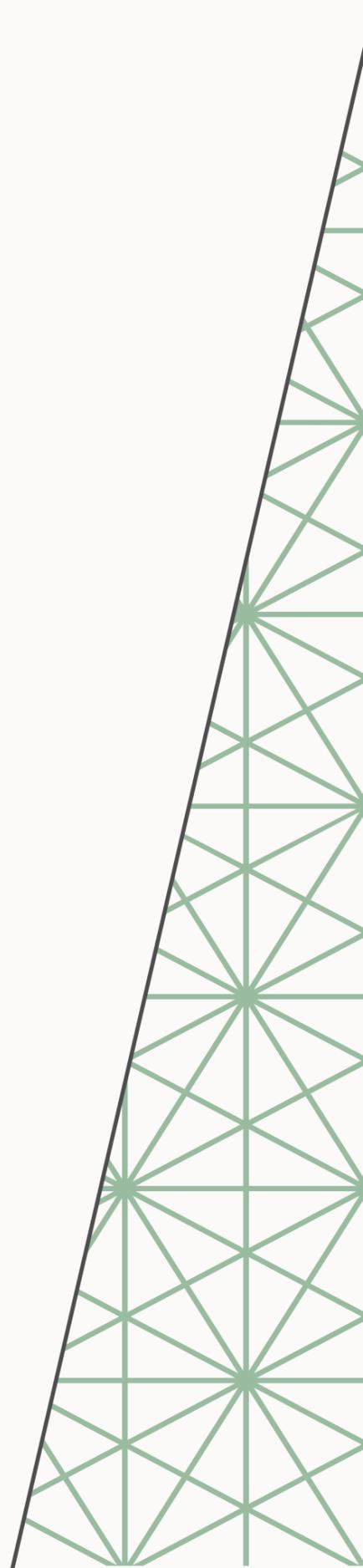




CBD USER GUIDE

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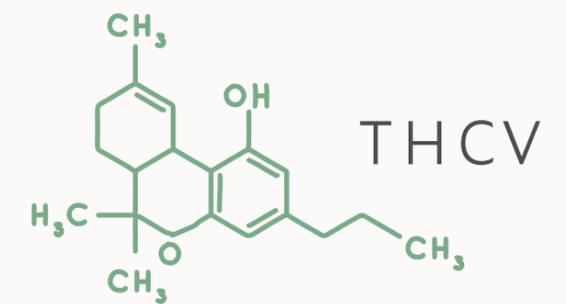
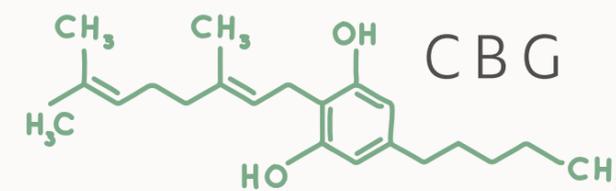
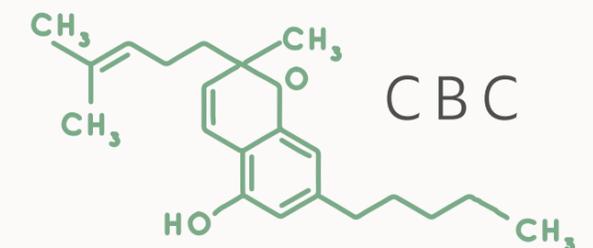
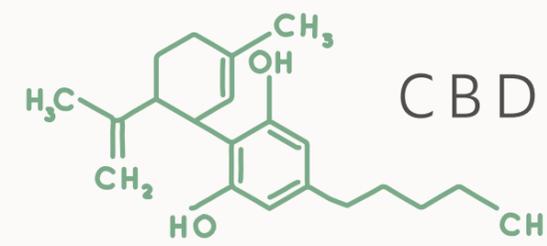
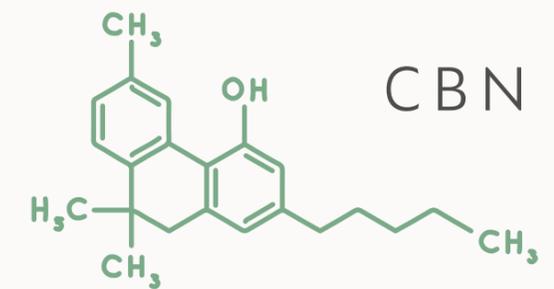
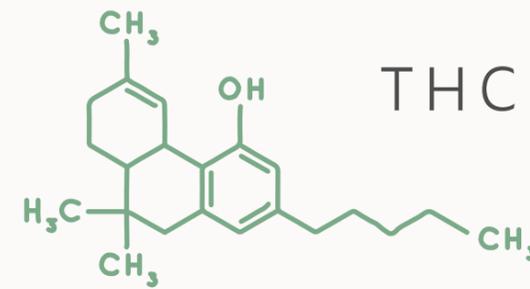
WHAT IS CBD?

The hemp plant contains 100+ naturally occurring, active compounds called cannabinoids. Cannabidiol, commonly known as CBD, is one of the cannabinoids found in the hemp plant.

Unlike tetrahydrocannabinol (THC), a cannabinoid found primarily in marijuana, CBD does not produce any intoxicating or “high” effects. Meaning, the user can experience the therapeutic benefits of the plant without disconcerting feelings of lethargy or enhanced anxiety.

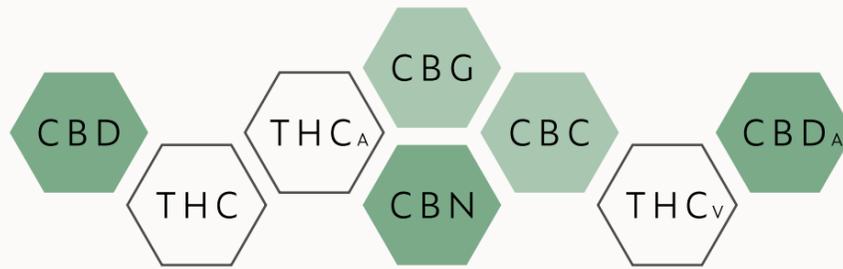


Common Cannabinoids in CBD Products



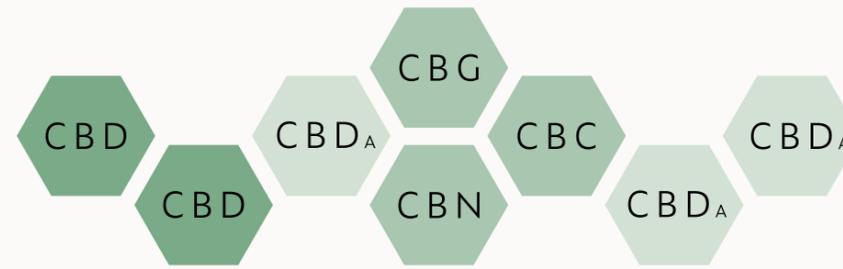
UNDERSTANDING THE DIFFERENCE

Full Spectrum | < 0.3% THC



Full Spectrum CBD products are created from hemp through a full plant extraction. They contain all of the naturally occurring cannabinoids (including 0.3% THC), terpenes, flavonoids, active minerals, and plant proteins from the original hemp plant. These compounds work synergistically together, in what is commonly referred to as the 'Entourage Effect', enhancing the potential health benefits.

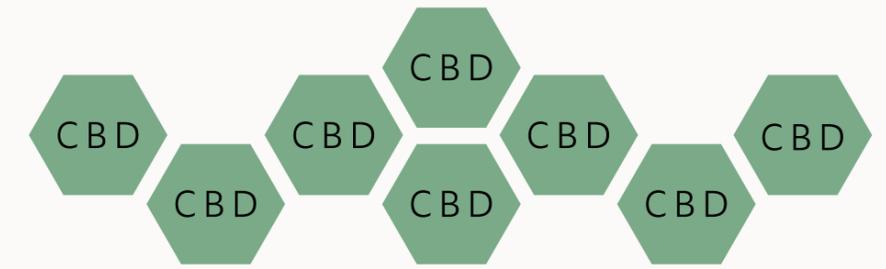
Broad Spectrum | 0% THC*



Broad Spectrum CBD products are created by taking the original extract (Full Spectrum) and further breaking it down to remove trace amounts of THC. Broad Spectrum products contain an array of naturally occurring cannabinoids, plant terpenes, flavonoids, active minerals, and plant proteins, however, the THC is removed. Similar to Full Spectrum products, these compounds work together enhancing the overall therapeutic effect.

*May contain trace levels of THC (<0.05%)

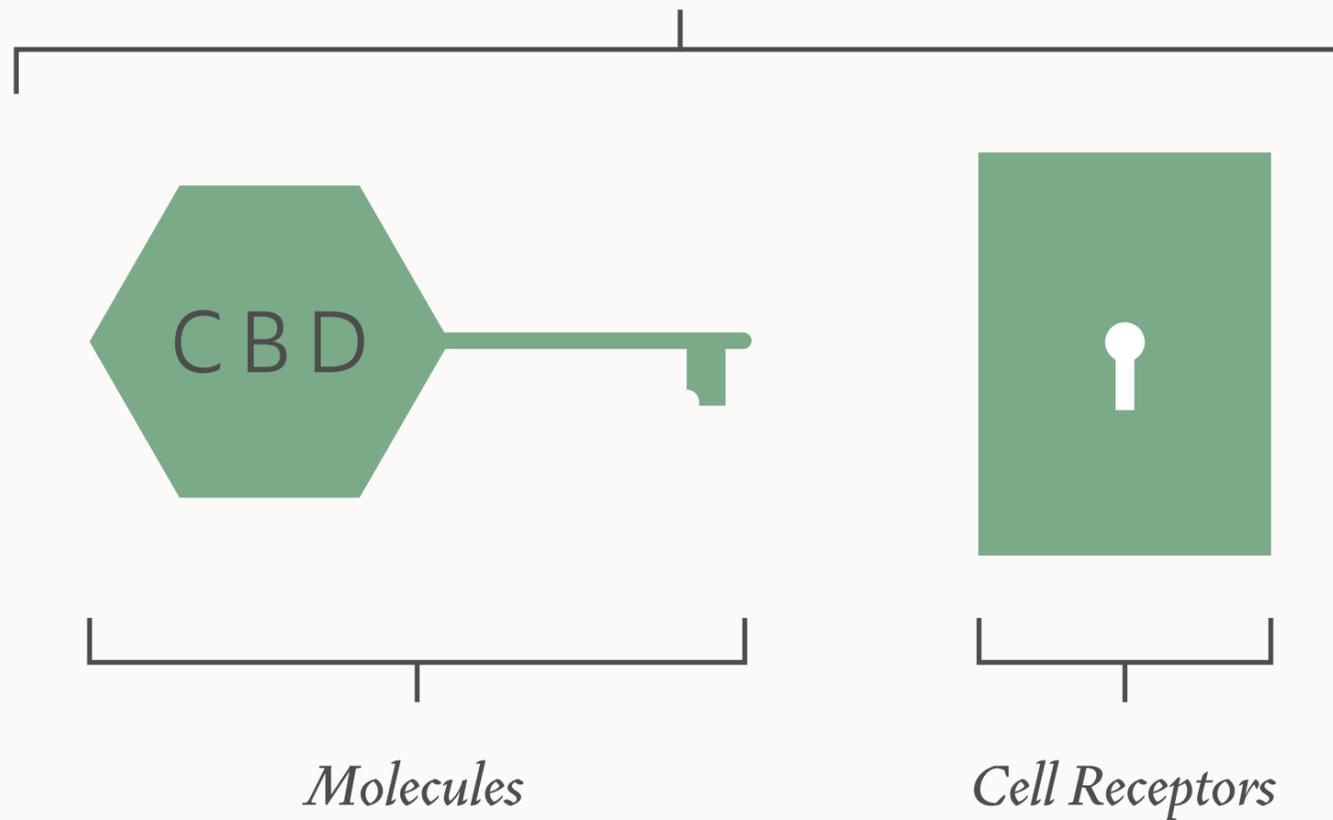
CBD Isolate | 0% THC



CBD Isolate products are exactly what they sound like. Isolate products are created by removing all other compounds, except CBD, from the original extract. Once this process is complete, what is left is a white powder that is at least 99% pure CBD with 0% THC.

THE ENDOCANNABINOID SYSTEM

Endocannabinoid System



The **Endocannabinoid System (ECS)** is perhaps the most important physiological system involved in establishing and maintaining human health.

The ECS is a collection of cell receptors and their corresponding molecules that can be found throughout the body including the brain, organs, connective tissues, glands, and immune system that are naturally occurring in the human body.

The ECS is responsible for regulating and maintaining many key functions of the human body, such as:

- SLEEP
- APPETITE
- TEMPERATURE
- MOTOR CONTROL
- IMMUNE FUNCTION

- MOOD
- PAIN
- PLEASURE
- MEMORY



When the ECS is in balance, one experiences **Homeostasis** - the maintenance of a stable internal environment despite fluctuations in the external environment.



We've paired our favorite functional mushrooms and herbs with sustainably sourced Colorado-grown hemp to soothe and nourish your mind, body and spirit from morning to night.

OUR TRINITY OF HERBAL ALLIES

CBD, Cannabidiol, is one of over 100 natural compounds from the cannabis plant, most often derived from hemp. It's known for its enormous therapeutic potential and appears to play the most significant role in the plant's medicinal benefits. When this power plant is combined with other herbal allies the healing properties are taken to a whole new level.

Functional Mushrooms, such as Reishi, Lion's Mane, even Shiitake, and Chaga have been known and studied to benefit the human body. In fact, they have been used for 5,000 years by humans all around the world. While the use of functional mushrooms is anything but new, modern science is still discovering so much about this incredible kingdom of fungi.

Chaga mushrooms, for example, have been used to support intestinal issues -- and their cousin Cordyceps have been used as a natural energy booster, but it doesn't stop there. Other health benefits of these powerhouse fungi include cognitive support, mood regulation, stress relief and sleep enhancement. Not to mention, functional mushrooms are also revered for their antioxidant-like, anti-inflammatory, antiviral and even anti-microbial properties.

Adaptogens are non-toxic plants that are marked as helping the body resist stressors of all kinds, whether physical, chemical, or biological. These herbs and roots have been used for thousands of years in Chinese and Ayurvedic healing approaches. Each presents unique benefits of its own, but as a whole adaptogens serve one main purpose: help your body handle stress.

Nootropics, often referred to as "smart" drugs, are compounds that enhance cognitive performance. Short term benefits of these herbal allies include mood regulation, sustained attention, reduced stress, focus, improved memory, decision-making and creativity. Long term benefits include neuroprotection, neuroregeneration, and prevention of neural oxidation.



FINDING THE RIGHT CURED PRODUCT

Whether you're looking to improve sleep, increase focus, decrease inflammation, reduce your stress load or simply chill out, we've got you covered with all natural products crafted right here in Colorado.



Perform

"I want... Focus, mental clarity, cognitive enhancement, and sustained energy."



Balance

"I want... Immunity support, gut health, and mood enhancement."



Recover

"I want... Improved sleep, muscle recovery, pain management, and reduced inflammation."



MEET RISE

Looking for a little pep in your step without the crash? Cured Nutrition RISE is carefully developed to support your body in finding its most efficient state. Our trinity of functional ingredients was chosen with your health and wellness at heart.

Key Ingredients:

- LION'S MANE
- CORDYCEPS
- RHODIOLA
- GINSENG
- BROAD-SPECTRUM CBD





MEET AURA

Radiate from the inside out with Cured Nutrition AURA. Using our trinity of functional ingredients, this supplement has been carefully crafted to support balanced gut health and strengthen the immune system.

Key Ingredients:

ZINC

VITAMIN D3

TURMERIC

GINGER ROOT

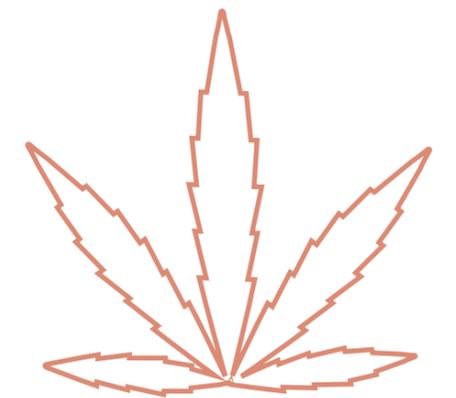
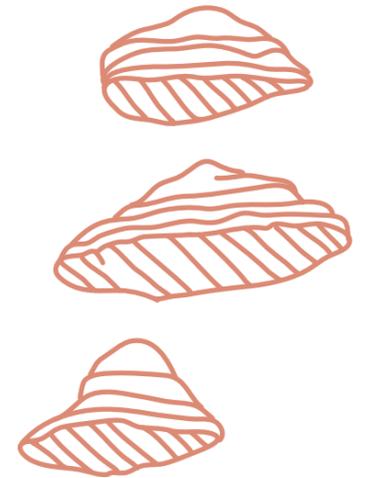
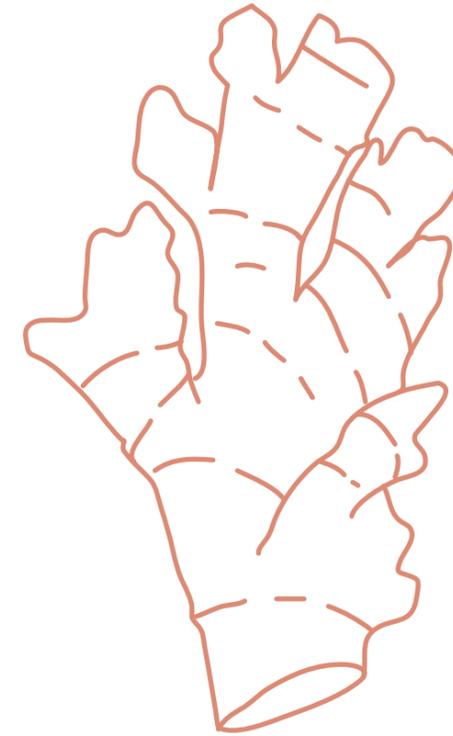
TURKEY TAIL

CHAGA

BROAD-SPECTRUM CBD

OREGON GRAPE ROOT

DGL LICORICE EXTRACT





MEET ZEN

Cured Nutrition ZEN is all the relief and relaxation you need packed into one tiny capsule. With our trinity of functional ingredients, this supplement has been carefully developed to support your body in finding its most blissed-out state.

Key Ingredients:

- REISHI
- SKULLCAP
- VALERIAN
- ASHWAGANDHA
- MAGNESIUM
- CHAMOMILE
- BROAD-SPECTRUM CBD



HOW MUCH DO I TAKE?

We cannot recommend a specific dosage, so we encourage each customer to experiment with different dosages and frequencies of consumption and evaluate the effect.

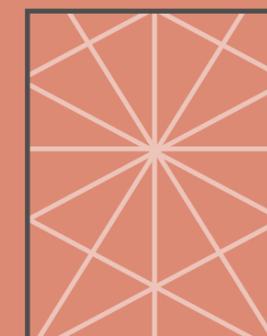
With all CBD products, the best serving size will ultimately be determined by your metabolism and / or existing deficiencies of the endocannabinoid system, therefore individual results may vary based on these factors.



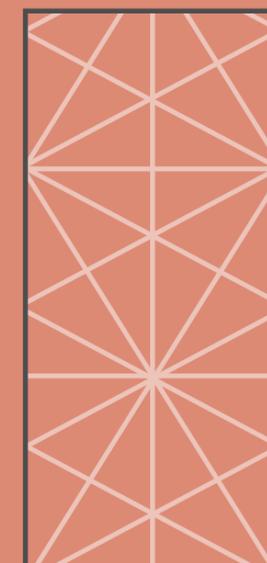
LOW STRENGTH
300 MG / BOTTLE
10 MG / SERVING



FULL STRENGTH
750 MG / BOTTLE
25 MG / SERVING



EXTRA STRENGTH
1500 MG / BOTTLE
50 MG / SERVING



COMMON FAQs

ARE YOUR PRODUCTS THIRD-PARTY TESTED? WHERE CAN I FIND THE TEST RESULTS?

Third-party testing of hemp-derived CBD products is not a requirement by law, but it can be an important indication of quality and is the key to understanding the potency and purity of a product. Each Cured product is third-party tested for purity and potency, as well as the absence of harmful contaminants like microbials, pesticides and heavy metals. Fully aligned with complete transparency, we've published the details directly on our website. [Test results can be found here.](#)

WILL CURED PRODUCTS SHOW UP ON A DRUG TEST?

It is possible to test positive on a drug test from using Full Spectrum hemp products, despite the trace (0.3%) amounts of THC. For those who may be concerned, we offer THC free options, like our Classic Mint Oil or THC-Free Gel Caps. Our supplements, Rise and Zen, are THC-Free too!

IS IT LEGAL?

In the U.S, CBD derived from industrial hemp is considered a dietary supplement and is legal to purchase and ship nationwide. All of our American industrial hemp CBD plants are grown and distributed in full compliance with the State of Colorado, as well as in full federal compliance with the US Farm Bill.

WILL I GET HIGH?

No, CBD is “not intoxicating”. While CBD is often referred to as “non-psychoactive”, this is an untrue statement because CBD can in fact alter one's mood. However, CBD is non-psychoactive meaning it does not have the intoxicating effects of THC or result in obvious cognitive alterations.



LET'S CONNECT



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