CBD & THE ENDOCANNABINOID SYSTEM

THE ECS IMPACTS:
- BRAIN CB1
- LUNGS CB1
- HEART CB2
- SPLEEN CB2
- LIVER CB1 & CB2
- PANCREAS CB1 & CB2
- REPRODUCTIVE ORGANS CB1
- MUSCLES CB1
- BONES CB2
- IMMUNE SYSTEM
- METABOLISM
- INFLAMMATION
- OVERUSE/INJURY
- APPETITE
- MEMORY/MOOD
- SLEEP
- STRESS RESPONSE
- NERVOUS SYSTEM

ECS GOAL

MAINTAIN HOMEOSTASIS

The human body is self-regulating. Like a tightrope walker, it's constantly shifting to keep balanced and healthy—a process called homeostasis. One way our bodies maintain homeostasis is via the Endocannabinoid System (ECS).

ECS ROLE

THE BODY’S MASTER CONTROL

The ECS is a network of cell receptors (CB1 & CB2) spread throughout the body. It helps control many of our life functions, including our immune and nervous systems, memory, mood, appetite, metabolism, sleep patterns, and even our response to stress and the inflammation that comes with overuse or injury.

CBD WORKS 2 WAYS

CBD is a phytocannabinoid (phyto=plant) that works much like our own naturally-occurring endocannabinoids (endo=inside) by stimulating the cell receptors in the ECS to promote health.

CBD interferes with an enzyme called FAAH (fatty acid amide hydrolase) and prevents it from breaking down Anandamide (AEA)—also known as “the bliss molecule”—allowing your own naturally-produced bliss a longer lifespan.

CBD acts upon CB1 and CB2 cell receptors to activate the ECS and help it function at its best by maintaining homeostasis and promoting good health.

WANT TO LEARN MORE?

Go to barleans.com/cbd to read over 40 FAQs about what CBD is, how it works in the body, & how to determine whether CBD products are both safe and legal. You can also watch a free CBD webinar featuring experts in the natural products field, check out in-depth blog posts, and even take a fun quiz to test your knowledge.