



elénzia

pure
CBD™

User Guide



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Introduction to CBD

The current CBD phenomenon has taken the holistic wellness sector by storm. In the UK, over 2 million people are suggested to supplement CBD daily, and a further 6 million have thought about joining them. But why?

The reasons for supplementing CBD vary due to its positive influence on health and wellbeing. With its ability to bring the body to an aligned state, CBD's suggested therapeutic effects on our mental and physical health have got us all reaching out for that meditation in a bottle.

But where do you start? And what should you know first? This CBD User Guide by elénzia has everything you need to know to start your CBD Journey with elénzia Pure CBD™.



- CBD is therapeutic and NOT psychoactive
- Concern around supplementing CBD comes from the risk of the THC compound which also grows alongside CBD in the Cannabis plant and can often be found in plant derived CBD products
- Nature identical CBD produced through organic chemistry, which can be found in elénzia Pure CBD™, contains 0% THC
- CBD when containing zero THC is completely legal and safe to use to achieve your wellness goals

What is CBD, and what is the difference between plant derived CBD and elénzia's nature identical CBD?

CBD is short for Cannabidiol, which is 1 of over 100 phytocannabinoid compounds that grow within the cannabis and hemp plant.

These phytocannabinoid compounds are all shaped slightly differently, which means they can affect our body in different ways.

CBD is one of the most well-known cannabinoids with much scientific research supporting its therapeutic effects on the body and mind, and extensive clinical studies which have continuously shown that CBD will not get you high and is proven safe for human use.

Another phytocannabinoid you may have heard of is THC, short for Tetrahydrocannabinol. This is the psychoactive that will lead to you feeling high. It is illegal and extensive use makes it addictive.

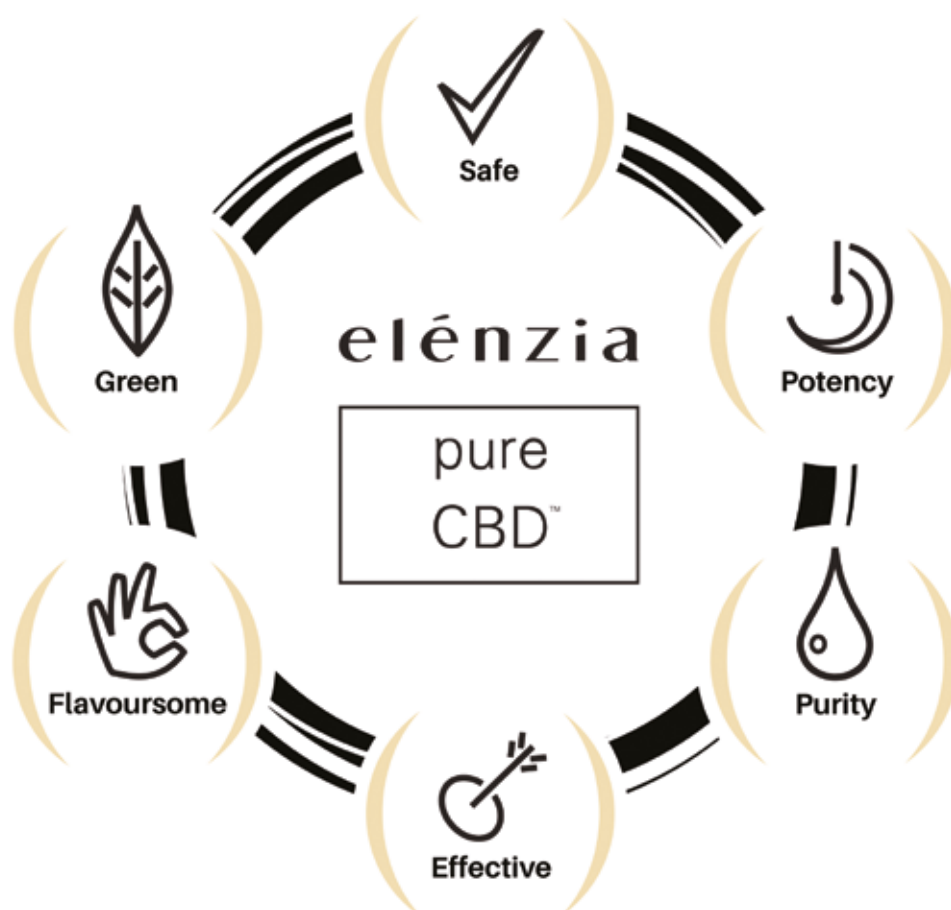
However, in nature wherever CBD grows, so does THC. It is this duo which has made extracting CBD from the cannabis and hemp plant a risky business and why a nature identical CBD clinically created within a controlled lab setting makes it possible to produce a pure CBD product.



The nature identical chemically synthesised CBD is produced through organic chemistry, replicating the exact molecular structure 'shape' of the desired compounds found in nature, therefore taking away all risk of potential THC and contaminants such as pesticides.

Nature identical CBD is produced through organic chemistry in a controlled clinical setting. Other more familiar products of organic chemistry include penicillin, aspirin and many vitamins in your multivitamin tablets.

For those who have never heard of nature identical CBD, it is reported by the World Health Organisation that CBD as a compound on its own is safe and that the clinically produced, nature identical CBD, is safe too and is predominantly being used by health industry clinical researchers in trials on how CBD can improve health. Their report also reinforces that clinically formed CBD molecules work in the same way, yet without any risk of contamination.



How does it work?

Within our body we all have a network of chemicals and receptors known as the endocannabinoid system (ECS). What many of us don't know is our endocannabinoid system already produces endocannabinoids which are a cannabinoid the body produces internally.

The ECS acts as the body's assistant manager, with receptors throughout most of the major organs, the nervous system, and the immune system. Essentially it ensures that the body is operating in a state of balance, known as homeostasis. This involves checking that everything is working between key parameters, such as temperature, metabolism, and pressure.

When we introduce CBD into the body, the ECS is the means of the CBD interacting with us. CBD's mechanism of action is simply its shape and how that shape fits perfectly to bind with the ECS receptor. From there the ECS does all the work and the CBD compounds were just the missing jigsaw piece.

Therefore, what is important is the potency i.e. the correct level of CBD being present in each drop that you take and the purity i.e. there being no other compounds such as THC with similar shapes that could interfere with the safety and/or the therapeutic effects desired.



How do I take CBD?

The best way to take CBD oil is under the tongue, known as sublingually. Here the CBD compounds soak into the blood vessels beneath the tongue, with the MCT oil acting as a carrier. This way of supplementing CBD bypasses the digestive system and therefore gets into your circulation much faster at the potency you desire, more effectively.

It is best to hold CBD oil under the tongue for around 60 to 90 seconds before swallowing, which is why elénzia Pure CBD™ contains Sicilian lemon oil to make it flavoursome.

With CBD timing isn't everything. The therapeutic effects of CBD are not immediate as CBD likes to take its time binding with the ECS receptors and from there your ECS gradually goes to work on aligning itself. Therefore, **you can take CBD in the morning, midday, evening or even just before bed.**

What matters is that you regulate your intake steadily! For example, if you are seeking 5% daily dosage you could take 1ml of elénzia PURE CBD™ either 2 x daily at 1ml each time, or 4 x daily at 0.5ml each time. What counts is that you try to keep a regular flow of this intake. So, if you are taking 1ml 2 x a day you would take this at similar times, for example morning and evening each day.

That's the beauty of CBD. Even if you are supplementing it to help you with sleep, you can supplement in the morning too, as its chemistry does not mask the problem you're trying to solve in a matter of moments, it gradually aligns you from within and over time your problems are resolved holistically. This is a much healthier way of dealing with a problem such as sleeplessness, by dealing with it at the core and aligning your ECS.



What is my CBD Dosage?

CBD should be gradually introduced to the body's endocannabinoid system and based on the UK Food Standards Agency, total intake should not exceed 70mg. However, it is worth highlighting that CBD has been shown to be evidently safe, even at very high daily dosages. Case studies conducted where participants use upwards of 600mg a day were confirmed safe. Although the general consumer does not need to supplement anywhere near as much, it does put your mind at ease.

CBD is very similar to chemicals your body already naturally produces, known as endocannabinoids. These endocannabinoids are part of a chemical receptor network throughout most of the major organs, the nervous system, and the immune system, known as the endocannabinoid system.

Essentially, what is key to successfully introducing Pure CBD to our inner ECS is bioavailability. The bioavailability of any given chemical compound is the percentage of it that the body effectively uses. Due to PURE CBD being exact potency, it is easier to introduce to your endocannabinoid system than plant derived CBD.

elénzia Pure CBD™ Dosage

ml of elénzia Pure CBD™	mg of CBD	% of CBD
0.5ml	12.5mg	2.5%
1.0ml	25mg	5.0%
2.0ml	50mg	10%



Beginners Dosage

New CBD users should follow the dosage instructions by starting their supplementation journey between 2 - 5% CBD potency and if this feels fine, increase by 2.5% per week. For example, at week one you may wish to start at 2.5%, if this feels ok increase it to 5%. Continue weekly, but never consuming more than 70mg per day, which is no more than 2.8ml of elénzia Pure CBD™.

We recommend a maximum dosage of 62.5mg, which is slightly below the 70mg a day due to the exact potency and clinical grade strength of elénzia Pure CBD™. Therefore, our recommendation is to aim to take no more than 2.5ml a day.



CBD Converters: From plant derived to nature identical Pure CBD

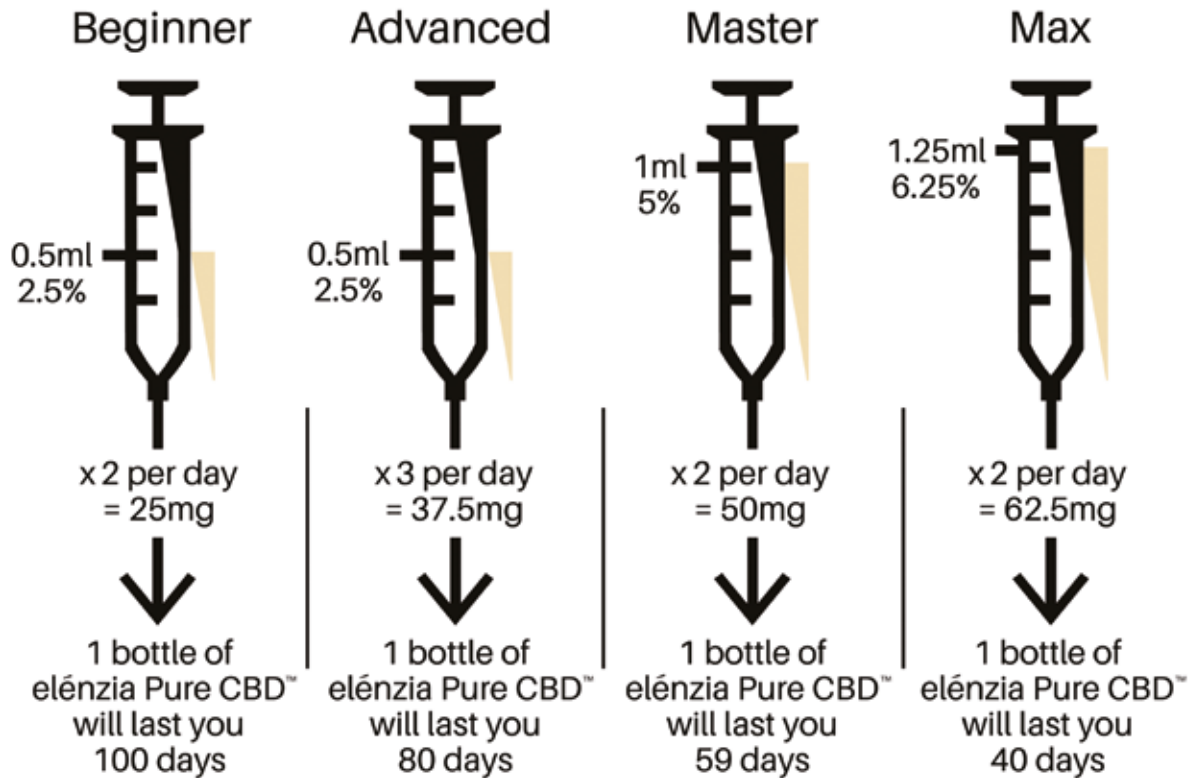
If you have been taking plant derived CBD for 2 weeks or more, and take more than 10% potency daily, you should start Pure CBD by taking 5% below your usual dosage. As the research shows, often plant derived CBD contains less cannabidiol than the packaging suggests. Therefore, when taking an accurate potency it is best to start slightly lower than you may be used to.

Once this begins to feel right, increase your dosage after 2 weeks, never consuming more than 70mg a day, which is no more than 2.8ml of elénzia Pure CBD™. We recommend a maximum dosage of 62.5mg, which is slightly below the 70mg a day due to the exact potency and clinical grade strength of elénzia Pure CBD™. Therefore, our recommendation is to aim to take no more than 2.5ml a day.

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Dosage Examples



This works out costing less than a cup of coffee a day!





About **elénzia**

elénzia is a brand house providing elegant science for health, beauty and wellness. With the mission to improve our customers' lifestyle and benefit their lives for the future through holistic wellness, elénzia was founded with the vision of bringing innovative, scientifically proven solutions for health, beauty and wellness to life.