



What is the Endocannabinoid System?

ENDO (within) **CANNABINOID** (the compounds that fit into cannabinoid receptors).

The ECS simply refers to a network of cell receptors (that sit on the surface of the cells) and molecules that interact with each other. The molecules relay a message to the cell receptor, giving the cell specific instruction, information and direction.

When such chemical-signals (molecules) bind to a receptor, they cause a cellular/ tissue-response, or a change in the electrical-activity of a cell.

Two dominant cell receptors make up the ECS: CB1 and CB2. The keys that unlock these receptors are called endocannabinoids. Endocannabinoids actually got their name from cannabis after plant compounds were discovered and found to be the key that fits the receptor's lock.

The Endocannabinoid System actually got its name from a scientific discovery in the early 1990's while studying the effects of cannabis and receptors in brains of rats.

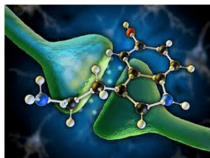
What does the Endocannabinoid System do?

The ECS is a bridge linking body and mind.

The ECS exists to produce its own cannabinoids...so technically we are supplementing the ECS by introducing phyto-compounds. Shortages of endocannabinoids is a condition called *endocannabinoid deficiency*... and unfortunately a precursor to many diseases. Researchers have found that the ECS maintains homeostasis in living animals...meaning that it controls and regulates pain, sleep, appetite, inflammation, cell metabolism and much more. Basic functions that the ECS regulates: Appetite, Metabolism, Pain, Sleep, Mood, Movement, Temperature, Memory, learning, Immune Function, Inflammation, Neural Development, Neuroprotection, Cardiovascular Function, Digestion and reproduction. Aside from all of this, the ECS also is a first responder to illness.

How do phyto-compounds work on the ECS?

The reason why phyto-compounds are so effective in treating a plethora of conditions is due to the cannabinoid release into the body that stimulates the ECS into balance and can replenish endocannabinoid deficiencies.



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