



# Say Hola to CBN

A GUIDED JOURNEY INTO THE CANNABINOL WORLD



# THE FIRST STEP OF OUR JOURNEY

## Cannabinoid basics

Cannabinoids are a diverse set of natural compounds present in hemp plants but also in our body, located on a complex system of receptors in different kinds of cells of our nervous system called the **"endocannabinoid system"**. These receptors, are responsible for many important cell interactions and functions as relevant as immunity.

When you hear the words CBD (Cannabidiol), CBN (Cannabinol), CBG (Cannabigerol) or THC, you probably know we are talking about cannabinoids, a collection of more than 400 compounds present in hemp plants

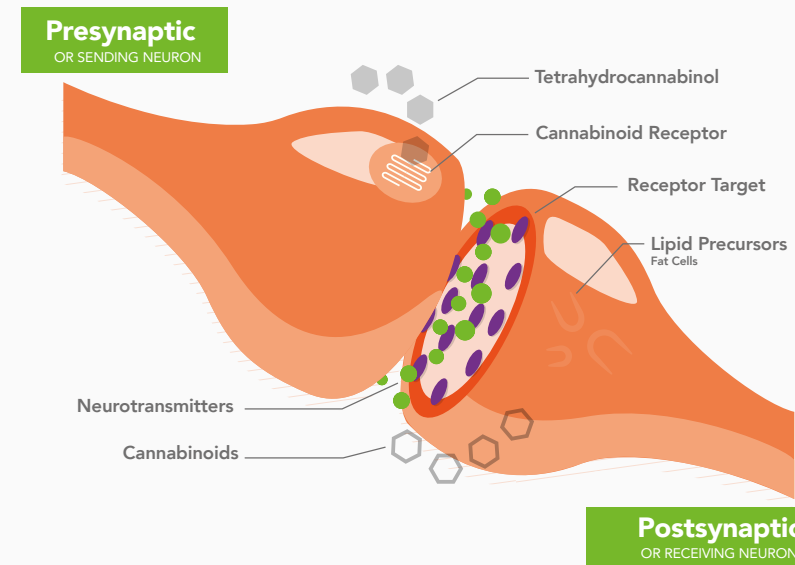
with quite amazing properties, related to numerous benefits for your health. **In this fantastic plant, you'll also find terpenes:** aromatic compounds present primarily on its essential oils, responsible not only for the smell of the plant but also for their unique ability to offer beneficial effects of their own.

Once in your body, all these compounds establish a delicate communication dynamic with the CB1 and CB2 receptors present on your endocannabinoid system, to create a synergic effect that can lead to the restoration of balance in you body.<sup>1</sup>

# UNDERSTANDING THE ENDOCANNABINOID SYSTEM

The key to new health knowledge

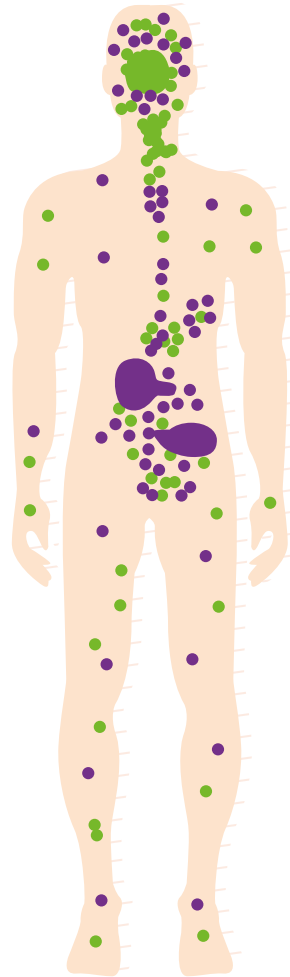
This complicated system of interactions between our cells and cannabinoids basically develops in 3 places



**1** Enzymes that generate the creation or decomposition of the different cannabinoids, both endocannabinoids and the ones we ingest.

**2** Receptors that create a communication link with the cannabinoids: CB1, present in our brain cells; and CB2, present throughout our body, mainly in lymphatic areas.

**3** The signals emitted by these links, which we can consider as specific reference of the interaction between cannabinoids and the human body.<sup>2</sup>

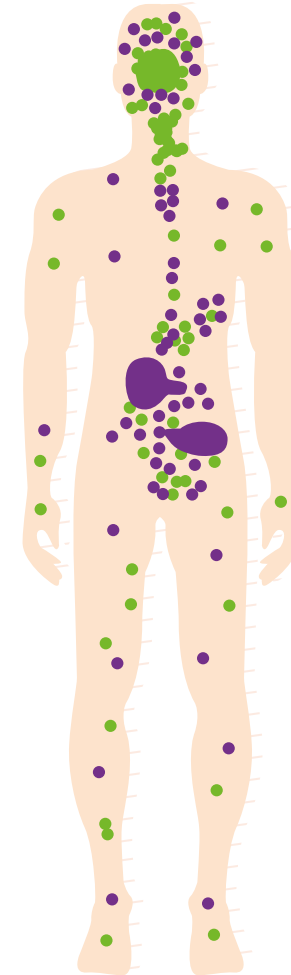


### CB1 RECEPTOR TARGET

- Motor activity
- Thinking
- Motor coordination
- Appetite
- Short term memory
- Pain perception
- Immune cells

### CB2 CB2 RECEPTORS ARE MUCH MORE BROAD THAN CB1'S AND INFLUENCE MOST OF OUR BODIES.

- Gut
- Kidneys
- Pancreas
- Adipose tissue
- Skeletal muscle
- Bones
- Eyes
- Tumours
- Reproductive system
- Immune system
- Respiratory tract
- Skin
- CNS
- Cardiovascular system
- Liver



### CANNABINOID RECEPTORS

#### CB1

Found in the nervous system, connective tissues, glands and organs.

#### CB2

Found in the immune system and other peripheral structures.

### CANNABINOID RECEPTORS

#### AEA

Effective in both the central and peripheral nervous system. Perfect molecular fit for both CB1 and CB2 receptors.

### PRIMARY PHYTOCANNABINOIDS

#### THC

Primary chemical responsible for most of the psychotropic effects of cannabis. Perfect molecular fit for CB1 receptors.

#### CBN

Weak psychotropic generated over time from THC exposed to light and heat. Perfect molecular fit for CB2 receptors.

#### CBD

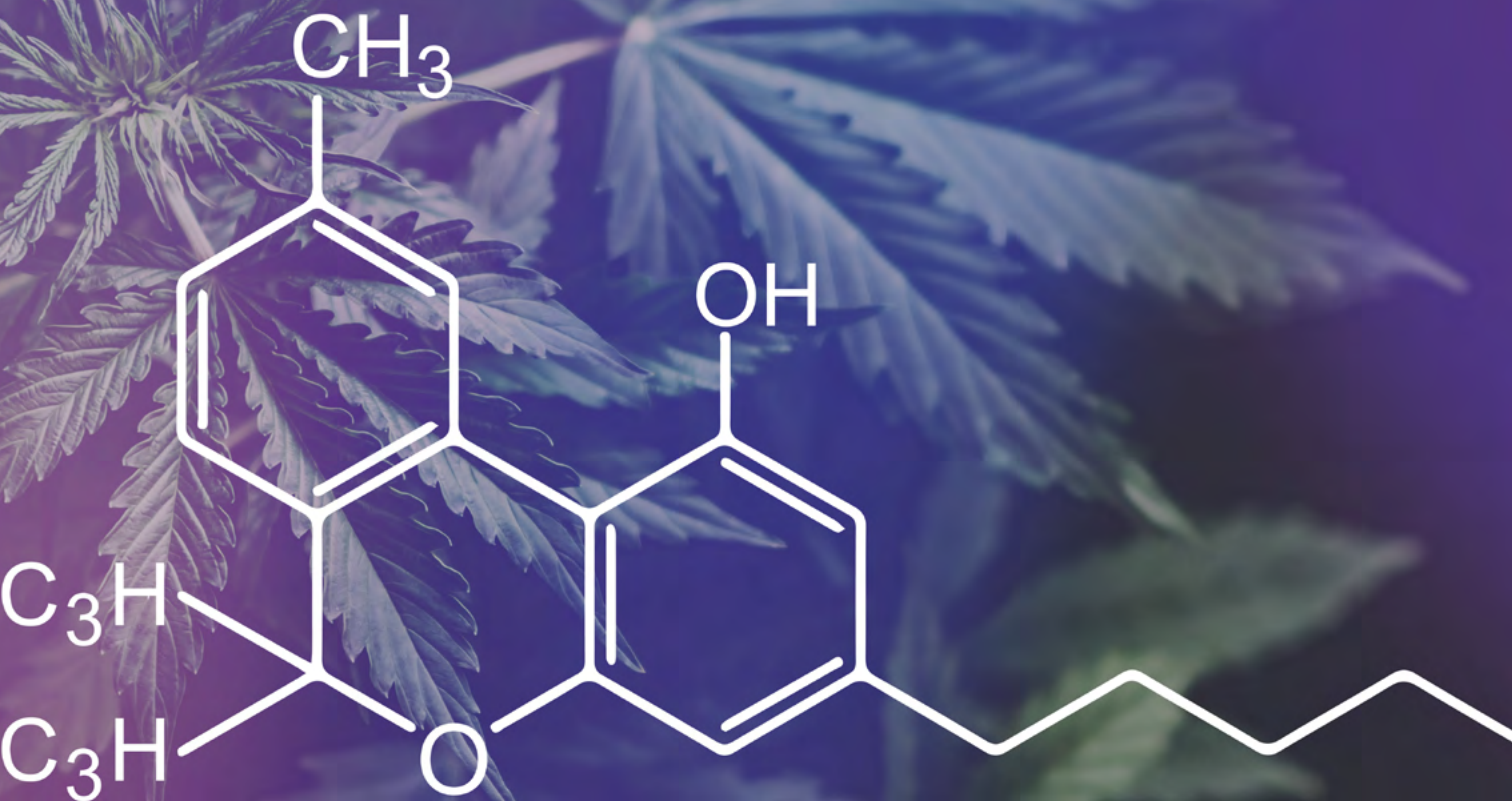
Non - psychotropic with a wide scope of medical applications. (Not a perfect molecular fit for either receptors, but responsible for indirect effects).

Different scientific studies have shown that cannabinoids work as “neuro-modulators” of several of our organism’s responses towards outer stimuli, even influencing systemic responses to internal processes.

In general, it’s fair to say our endocannabinoid system has a responsibility of keeping our homeostasis state or the balance between our body functions. This balance creates our stable, rightful body performance.

According to these studies, there are two key points where the action of the endocannabinoid system is manifested: the central nervous system and the immune system.<sup>3</sup>





# CBN

## LET'S TALK ABOUT CBN

### Cannabinol basics

Cannabinol, or CBN, is a cannabinoid present in the cannabis plant and it's thought to have sedative properties. CBN is a derivative from THC: it occurs naturally as a result of the aging of the plant and the THC-A oxidation from its contact with light and heat. Even though it comes from THC, CBN has only 10% of its effects, meaning that it's a non-intoxicating substance but does affect our brain functions (in positive and desired ways, as we'll further explain).

Unlike other cannabinoids, CBN binds differently to our endocannabinoid system: CBN attaches itself more effectively on CB2 receptors than on CB1 receptors. CB2 receptors are responsible for our immune system, while CB1

receptors are related to our central nervous system. In this regard, CBN has been used to alleviate conditions related to the immune system such as pain and inflammation, which are also major causes in sleep disorders.

It has also been found that CBN works best when combined with other cannabinoids like CBD or THC because of a phenomenon called entourage effect, wherein cannabinoids work synergistically with one another, as well as with terpenes and flavonoids in the cannabis plant. Whether combined or alone, users choose CBN to alleviate anxiety symptoms and immune related conditions which negatively affect sleeping cycles.



# A BIT OF HISTORY ABOUT CBN

Even though CBN is less known than other more popular cannabinoids, it happens to be the first one to have been isolated. The oldest trace of CBN found to date was discovered during an excavation in an ancient 2,700 year old tomb in China; the sample of CBN rich cannabis was of about 789g (quite a lot). Scientists found later that CBN was isolated from the plant in the last decades of the nineteenth century before any other cannabinoid.

Afterwards, in 1930, the British chemist Robert Sydney Cahn identified its structure and it was only in 1940 that

scientists managed to chemically synthesize it.

Research shows that CBN has been used since ancient times to address conditions related to our immune system as well as our central nervous system because it works along with our endocannabinoid system. This may result in anti-bacterial, anti-inflammatory, and anti-convulsive benefits.

If you're already loving it, don't forget to ask your physician for advice in case you suffer from a specific condition or are undergoing another treatment.



# CBN HEMP EXTRACT SOFTGELS

WITH CHAMOMILE  
AND VALERIAN ROOT  
150mg / 30 softgels

## CBN IS A GREAT FORMULA FOR:

- Sleeping better
- Getting deep relaxation
- Boosting your immune system
- Reducing systemic inflammation

CBN can be a powerful sedative used as a natural sleep aid and as a substitute for pharmaceutical options. CBN plus the calming effects of chamomile and valerian root? That's what we call an all star relaxation.

## PRODUCT DETAILS:

30 capsules      5 mg







# WHAT HAPPENS WHEN WE SLEEP AND WHY IT'S SO IMPORTANT

Sleep plays an important role in your physical health. For example, sleep is involved in the healing and repairing of your heart and blood vessels. Prolonged sleep deficiencies are linked to an increased risk of heart disease, kidney disease, high blood pressure, diabetes, and stroke.

Sleep helps your brain work properly. While you're sleeping, your brain is preparing for the next day. It's forming new pathways to help you learn and remember information.

Studies show that a good night's sleep improves learning. Whether you're learning math, how to play the piano, how to perfect your golf swing, or how to drive a car, sleep helps enhance your learning and problem-solving

skills. Sleep also helps you pay attention, make decisions, and be creative.

Studies also show that sleep deficiency alters activity in some parts of the brain. If you're sleep deficient, you may have trouble making decisions, solving problems, controlling your emotions and behavior, and coping with change. Sleep deficiency also has been linked to depression, suicide, and risk-taking behavior.

Children and teens who are sleep deficient may have problems getting along with others. They may feel angry and impulsive, have mood swings, feel sad or depressed, or lack motivation. They also may have problems paying attention, and they may get lower grades and feel stressed.<sup>12</sup>



# EVERYTHING YOU NEED TO KNOW ABOUT CANNABINOL

## WHAT IS CANNABINOL (CBN)?

CBN is a mildly sedative, soothing substance that provides a mild effect compared to THC. It's often considered the middle ground between THC and CBD. When THC breaks down due to aging it creates CBN.

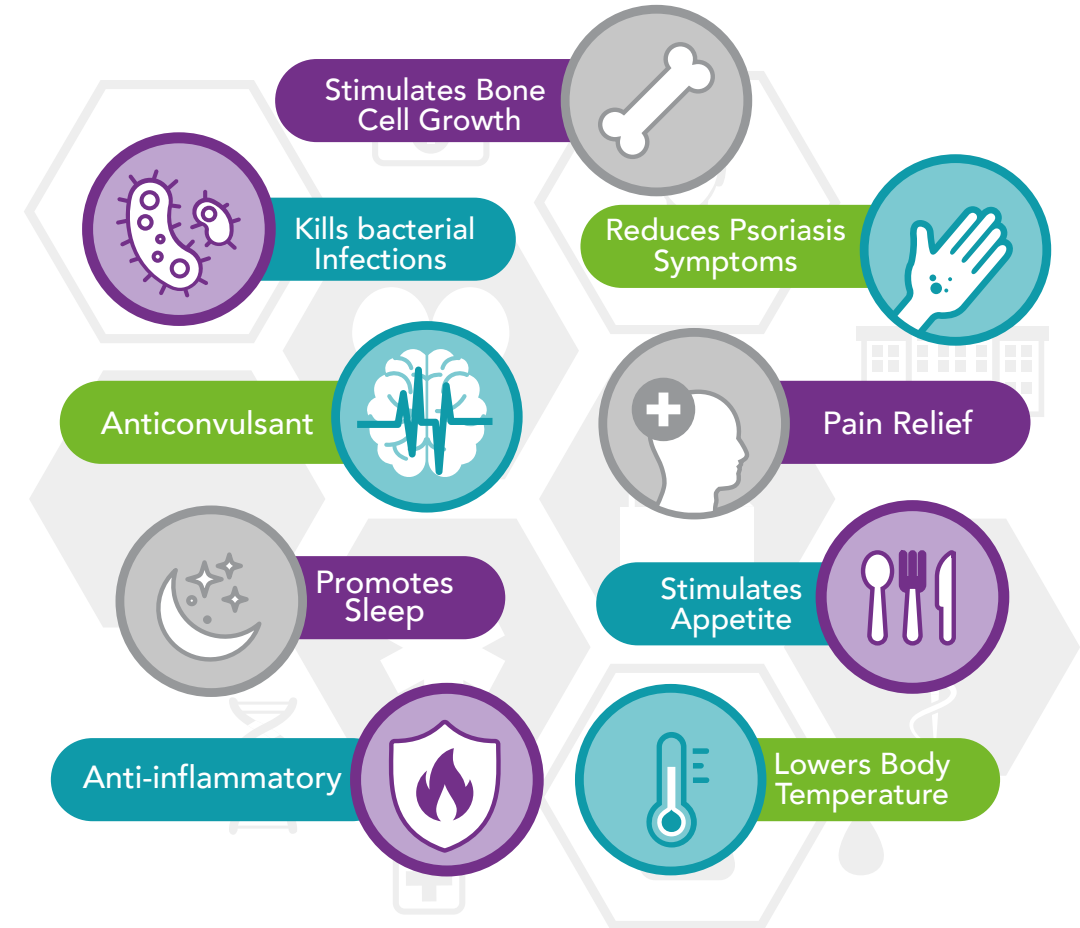
CBN has only 10% of the effects of THC

CBN is lesser known, but still provides **positive health benefits**.

## OUR CUSTOMERS USE CBN FOR

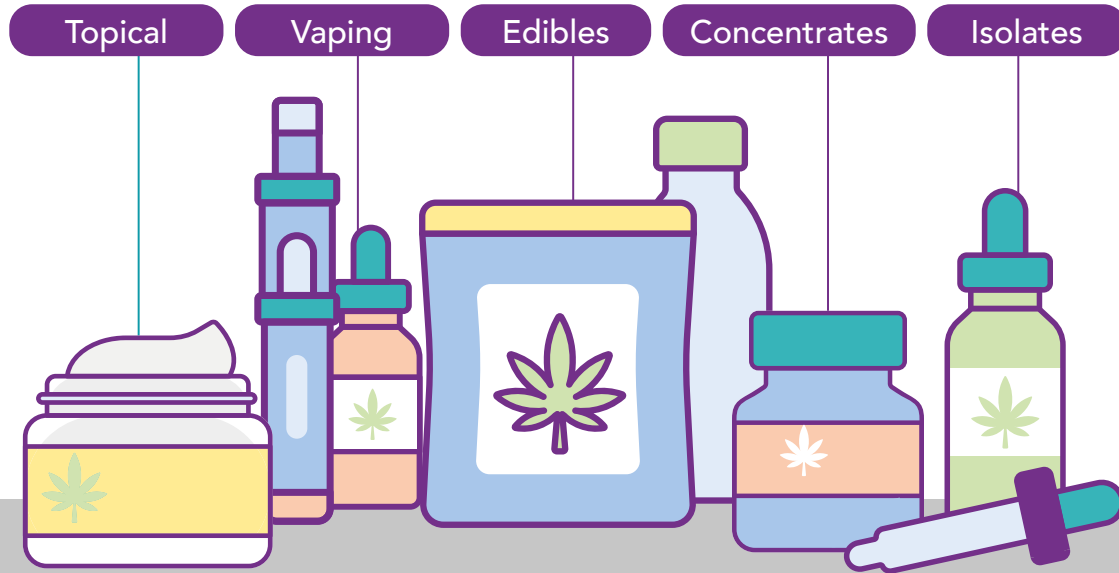
- Central Nervous System
- Weak Bones or Fractures
- Chronic Pain
- Inflammation
- Lung Cancer
- Insomnia
- Immune System
- Psoriasis
- Epilepsy
- HIV/AIDS
- Burns

# BENEFITS OF CBN

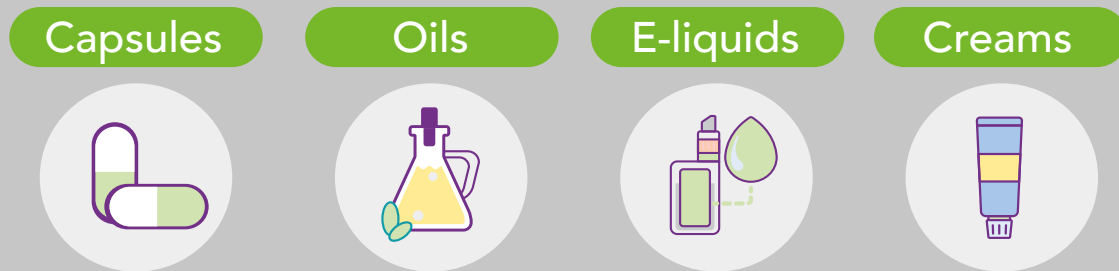




# HOW TO USE CBN



## WAYS TO USE CBN STILL IN DEVELOPMENT



# IS CBN LEGAL?

It depends on where you live.

In December 2016, the DEA ruled extracts (from the cannabis plant) containing cannabinoids to be Schedule 1 substances.

However, **many states have already approved the use of CBN** and some others have THC/CBN programs which allow the use of both substances for medical treatment.

## CBN

vs.

## THC

Provides a mild high



Provides pain relief



Most sativa strains contain less than 1% CBN



Provides a strong high



Provides pain relief



Most sativa strains contain 20-30% THC



# CANNABINOIDS: Myth vs. Reality

All cannabinoids  
get you high.



All cannabinoids  
are illegal.



Smoking traditional marijuana  
is the same as consuming CBD  
or any other cannabinoid oil.



All CBD products  
are the same.



Only THC has the right properties to put you  
in the euphoric state known as "high". CBD  
for example, has no psychoactive effects.



Hemp derived cannabinoids like  
CBD and CBN are perfectly legal.



The hemp plant used to create cannabinoid  
extracts is very low in THC concentrations,  
so it will not get you high but will deliver  
many other benefits instead.



Not all products have the same purity  
levels or quality, it's very important  
yo check third party lab results.<sup>13</sup>



## WHY QUALITY MATTERS

Say Hola to life

Cannabis plants absorb pesticides, heavy metals and other harmful chemicals that might be present in the water or soil. This is why, first of all, plants should be tested frequently while they grow and so should finished products. Testing itself is another subject entirely and may not be enough; **at Hola, we not only get our products tested internally but also by a third-party lab** (both studies available to the public) for complete transparency and high, verifiable quality.

**After purity and quality, sustainability and chemical-free health are our main passions. All of our products are both vegan and made in the USA with all-natural ingredients, no artificial flavors, sweeteners or colors.**







# HOLA'S ADVICE:

## Say Hola to life

Take your time to choose the right product for your lifestyle, conditions and expectations. When it comes to CBD, CBN, CBG, or any other cannabinoid, efficacy is more related to consistent use over time than quantity. This is why keeping track of your reactions and improvements is key. (Find our experience journal form at the end of this book).

Know that CBD is non-intoxicating (there's no such thing as a CBD overdose) but do not exceed the dose recommended by your Dr. or physician, and do talk to your doctor before use if you are pregnant, nursing, or have a medical condition and are taking any prescription medications.<sup>14</sup>



# OUR FINAL TIPS...

Say Hola to life

## STEP 1



### CHOOSE YOUR DELIVERY SYSTEM

Remember that we're all different. For some people, high doses like 1000mg on a tincture every 2 days is just right, while for others, micro dosing on 10mg every 3 hours is more than enough for great results. Try your favorite delivery system and keep going.

## STEP 2



### CHOOSE YOUR DOSE

This is a slow process that needs patience and consistency. The best recommendation we can give you, is to track your progress every day on a journal before you increase your initial dose, and do compare different presentations.

## STEP 3



### ENJOY AND SHARE

Part of the magic of this new wellbeing experience is the possibility of sharing the happiness and relaxation with those you care about the most.<sup>15</sup>





# HERE'S A FORM TO KEEP TRACK OF YOUR HOLA EXPERIENCE

Date \_\_\_\_\_ Hrs: \_\_\_\_\_  
Product \_\_\_\_\_  
Concentration \_\_\_\_\_  
Cannabinoid 1 \_\_\_\_\_ % \_\_\_\_\_  
Cannabinoid 2 \_\_\_\_\_ % \_\_\_\_\_  
Dose \_\_\_\_\_

It worked best for:

### Body effects

Focus	( )	Sleep	( )
Creativity	( )	Headache	( )
Mood-boost	( )	Cramps	( )
Relaxation	( )	Spasms	( )
Pain Relief	( )		

### Social interaction and behavioral effects

Talking	( )	Sex	( )
Connection	( )	Brainstorming	( )

Strength of the effect : 1 2 3 4 5 6 7 8 9 10

Duration : \_\_\_\_\_



## Sources

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