

# The Human Endocannabinoid System (ECS) - Generating the Cannabinoids to Maintain Homeostasis throughout our Brain, Central Nervous System and Peripheral Nervous System

The Endocannabinoid System (ECS) is a Biological System composed of Endocannabinoids that bind to Cannabinoid Receptors and Cannabinoid Receptor Proteins located throughout the Brain, Central Nervous System and Peripheral Nervous System. The ECS is involved in Regulating a Variety of Physiological and Cognitive Processes including Appetite, Pain-Sensation, Mood, Memory and Exercise-Induced Euphoria.



**Anti-Inflammatory | Anti-Anxiety | Neuroprotective | Anti-Epileptic | Functional Health**

- ♥ **Endocannabinoids** are fat (lipid) based, **Retrograde Neurotransmitters** made **INSIDE** the Human Body (Endo)
- ♥ **Retrograde Signals** Distribute Information (within the cell) related to **Stress, Balance** and all of **our Senses**
- ♥ **Retrograde Signaling** is a Process where the Function of one part of a Cell is Controlled by Feedback from another part of the Cell, or where one Cell sends Reciprocal Messages back to another Cell that regulates it. So, **Cannabinoids Communicate Vital Information** to Cells **Inside** and **Out**.
- ♥ **Industrial Hemp Extract** contains over 100 **Phytocannabinoids** and **Terpenes** - Phytocannabinoid Enhancers
- ♥ **Phytocannabinoids** assist Hemp **Maintain Functional Health** in it's Environment - **Similar to Endocannabinoids is Humans**
- ♥ When **Phytocannabinoids bind to our cell receptors**, our **body's ability Maintain Ideal Functional Health improves**.
- ♥ The most popular **Hemp-Derived Phytocannabinoid** is **Cannabidiol (CBD)**. **CBD**, among other things, may prevent the breakdown of **Anandamide** - an Endocannabinoid in our ECS, potentially increasing it's effectiveness.
- ♥ Ultimately, **Phytocannabinoid-Rich Hemp Extract** contains several Cannabinoids that may help maintain our **Functional Health and Balance** by diminishing ailments through it's ability to interact with the ECS
- ♥ **Phytocannabinoids** and **Endocannabinoids** potentially have a **Similar Function** and are **Cannabinoids**





