



TRU HEMP

*CBD For Everyday Health*

# The Essential Guide to Joining the CBD Movement

All the information you might need to make an informed choice

## More about Sabrina Alt



Sabrina is the Director of TruHemp CBD, a division of **Ascend Global Services (AGS)**. Having a B.S. in Engineering and a Juris Doctorate (Law Degree) in Patent Law, she specialized as a Californian State Patent Attorney and later started her own Mortgage and Real Estate office where she excelled as a Real Estate Broker. She won the **O.C. Metros Entrepreneur of the Year Award in 2009** and later went onto successfully Authoring her own book, **Living Life Residually**; while still making a name for herself and breaking records as a Professional Networker.



## What exactly is CBD oil?

CBD oil, also known as **Cannabidiol** or **The Miracle Oil**, is one of at least 85 species of cannabinoids found in the cannabis and industrial hemp species. It is a chemical compound that is naturally found in many of the cannabis plants. The first findings of cannabis was recorded by scientists in the mid-1960's.

Cannabis has been used throughout time for medicinal purposes as it was known to bring considerable relief from pain, nausea, mood disorders and to assist with sleep.

Each cannabinoid has vastly different effects on the body, with a range of potential uses for both general health and treatment of various diseases.

# Hemp vs Marijuana

Knowing the difference between Hemp and Marijuana makes all the difference in understanding what CBD can do for ones health and well-being.

The two most well known and scientifically researched cannabinoids are THC and CBD. For both their healing and psychoactive effects.

**THC** or **Tetrahydrocannabinol**, is the **psychoactive** chemical compound that produces the “high” that happens from either ingesting or inhaling marijuana.

**CBD** or **Cannabidiol**, is the **non-psychoactive** chemical. It **does not** produce the “high”, but rather has anti-psychotic, calming and anti-anxiety qualities. CBD has been used in the past to counteract the mind-altering effects that THC is so well known for and is now being widely used for vast medical diseases.

CBD is produced in two ways. The first, is by extracting the compound from the plant and the second is by being synthetically manufactured. One can find CBD in supplements and medications made specifically to make use of its healing properties and it can be found in various forms such as pills, tinctures, inhalers and sprays.

## How does CBD work?

CBD interacts with the brain receptors, immune system and hormones throughout the entire body. Receptors are minute protein particles that respond to various stimuli through chemical signals sent to the brain. Assisting the body in cell response and recovery.



# What is CBD used for?

Research has shown that CBD has many benefits, ranging from assisting with anxiety, depression, mental illness, seizures (even in children) and it has been shown to assist in sleep as well as having dynamic anti-inflammatory; chronic pain relieving properties. Further research is still underway, yet currently CBD is being used to treat these ailments. It has been dubbed The Miracle Oil for the results it has shown this far. Other prevalent uses for CBD have had very beneficial results with Parkinson's disease, PTSD, heart disease and high cholesterol and even Autism and ADHD.

According to Forbes, nearly half of all CBD users stop taking traditional medicine. With opioid overdoses on the rise, this is a game changer for the medical industry.

Recorded ailments known to be successfully managed with CBD and why, include the following:

## **ANTI-INFLAMMATORY AND PAIN RELIEF**

Given the way in which CBD works with the brain and neurotransmitters, many sufferers have greatly benefited from its anti-inflammatory properties thus relieving chronic pain. In fact, 80% of CBD users have found CBD products to be a very extremely effective way to treat joint pain. CBD has been found to be 20x stronger than aspirin and 2x stronger than hydrocortisone in reducing inflammation.

## **STRESS AND ANXIETY**

CBD works with the brain receptor called CB1. CB1 receptors are linked to our serotonin levels. It is believed to cause a raise in these levels to assist a person to feel calmer and more relaxed. According to the CBD Project, when it comes to Insomnia and Depression, 42% of Bipolar Mood Disorder users have stopped using traditional medications filled with chemicals and in the case of anxiety, a high success rate has been reported in PTSD sufferers.





## SLEEP AND PTSD

As CBD lessens stress and anxiety, this naturally leads to better quality and longer sleep cycles. It improves insomnia for people suffering from chronic pain as the anti-inflammatory properties reduce pain which allows for more peaceful sleep.

In smaller doses, CBD can heighten alertness and reduce daytime sleepiness. This is important for productivity during the course of the day, as well as regularity in sleep patterns.

CBD may improve **REM Sleep Disorder** making it easier for PTSD patients to rest easier. REM Sleep Disorder is a condition that causes people to physically act out while asleep or during daydreaming. Normally while in REM sleep, the body induces a state called **REM atonia**. While in this state the body is largely paralyzed, keeping the sleeper from acting out their dreams. However with **REM Sleep Disorder** this does not happen causing the individual to potentially hurt themselves or others. This is the case of a PTSD sufferer being asleep, he/she would relive the traumatic event during his/her REM cycle while being able to move about reliving the trauma.

## BONE GROWTH

CBD sends signals to bone cells triggering osteoblasts, which in turn strengthens the bones from the inside out. This is possible as bone growth is linked to the **skeletal endocannabinoid** system within the human body. Studies have shown that CBD inhibits bone resorption, the process where bone cells are broken down and reabsorbed into the body as calcium. This is a natural process that happens on a daily basis as we sleep called bone metabolism (also called bone remodeling). It is an essential part of our bone regeneration process throughout life. CBD aids in this process, making bones stronger and more able to regenerate themselves.

## **ANTI-BACTERIAL AGENT**

Since the world changing discovery of the antibiotic in 1928, bacterial strains have become immune to antibiotics that are currently available. CBD on the other hand is a natural bacterial eliminator that could revolutionize health care as we know it. Research taken by British and Italian scientists against six of our most resistant strains of bacteria showed that CBD was vastly more effective in fighting antibiotic resistant strains than any drug available on the market right now. Scientists have claimed that Cannabis is nature's natural antibiotic.

## **MUSCLE SPASM / SEIZURE**

From mild spasms to severe seizures, CBD is known to have assisted many adults as well as children by easing muscle spasm leading to seizure. It is well known for tempering seizures in epilepsy as well as other brain disorders. 30% of epilepsy sufferers are known to have tried alternative treatments after medical treatments become ineffective. CBD targets different sections of the brain where neurotransmitters misfire, leading to convulsions. It does this by targeting the clusters in the brain where the neurotransmitters are not communicating properly and changes the function of the brain in that area to flow more smoothly resulting in calmer brain function, thus less to none convulsions.



# Is CBD addictive?

CBD is no way addictive as it does not produce an excessive release of dopamine that would “get you high”. CBD lacks the chemical compounds needed to create a pleasure response in your brain centers that would make you seek it out, in other words - Addiction. CBD is medicinal in nature and does not create an euphoric chemical reaction.

“CBD has no addictive effects whatsoever and has been found therapeutic for a number of medical reasons”, stated by the **Director of The National Institute on Drug Abuse, Dr. Nora Volkow**.

A few more doctors in support of CBD that you may recognize, are **Dr. Sanjay Gupta** who has publicly apologized for “not looking closer at CBD sooner”. Or **Dr Oz** claiming “Cannabis is hugely beneficial when used correctly for medicinal purposes...it absolutely should be widely available in America” - **Larry King Now, 5/14/14**.



## CBD and Industrial Hemp

When extracted from industrial hemp, CBD can be shipped nationwide and globally. According to the law, CBD must have less than .03% THC present in order to be shipped. The best news is that **TruHemp** is **0.00% THC. Making it legal in all 50 states!**

This makes it possible for us to help the majority of our population suffering with what doctors are calling Clinical Endocannabinoid Deficiency.

# What is the Endocannabinoid System (ECS)?

First, you must understand that we all have an Endocannabinoid System, or ECS.

The ECS is a biological system composed of endocannabinoids, much like our hormonal system (endocrine system) or cardiovascular system. It is an essential part of the human body and how it will function or not function.

Endocannabinoids are fatty-based neurotransmitters that bind themselves to cannabinoid receptors. These receptors are minute protein particles that are found throughout the central nervous system (including the brain) and peripheral nervous system.

The Endocannabinoid system regulates a variety of physiological and cognitive processes, including:

1. Pregnancy
2. During pre and postnatal development
3. Appetite
4. Pain sensation
5. Mood
6. Memory

It is an essential system present in every human body. It provides balance in the immune, limbic and nervous systems. It assists our cells to remain healthy throughout our entire lives, helping us to eat, sleep, relax, forget and protect ourselves.

It is active in everyone, all of the time. Promoting health and balance all of the time. We can find it in all of the human body, right down to the tissue. This includes the brain.

This is how CBD can not only help heal brain and organ disorders, but also muscular-skeletal problems, inflammation and immune issues.

**YOUR BODY IS MAKING CANNABINOIDS ALL OF THE TIME, BUT MAYBE NOT ENOUGH.**





# How does the Endocannabinoid System (ECS) work?

The ECS works like a lock and key system. The cell receptors act like the locks, and the Cannabinoids act like the keys. Our bodies are producing cannabinoids all the time to help address imbalances. Things like inflammation, nerve dysfunction and unhealthy cell growth. These are referred to as **internal cannabinoids**.

Amazingly Plants also produce cannabinoids that can act as keys to these locks, these are referred to as **Phyto-cannabinoids**, that can manipulate our ECS system by adding external cannabinoids like full spectrum CBD oils, to activate the CB1 and CB2 receptors in our bodies.

Manipulating our ECS systems by adding external cannabinoids, like CBD oils, we are then activating the CB1 and CB2 receptors inside our bodies. This is very useful in treating a variety of medical conditions one could be experiencing.

This is why CBD is beneficial to brain disorders, organ disorders, pain & anxiety as well as inflammation and immune diseases.

## Having Clinical Endocannabinoid Deficiency (CECD)

People who have CECD should supplement with cannabinoids, just as a diabetic supplements with insulin.

CECD may cause weight gain, memory loss, chronic pain, cancer growths, muscle pain, arthritis, anxiety, digestive issues, joint pain, nausea, headaches and many more ailments and medical diagnoses.....definitely something you should look harder into if you or anyone you know and love have any of those symptoms.

# What to look out for when buying CBD oil

When buying your oil, you want to make sure that the oil is full spectrum. This means that the whole plant is used in the extraction process. Full-spectrum oil is special as it contains other active plant compounds in addition to the CBD. This includes other cannabinoids such as CBN, CBL, and CBCVA, as well as aromatic (nice smelling) cannabis terpenes like pinene and limonene.

Terpenes are the essential oils found in the trichomes of the cannabis plant, which give all plants, flowers and herbs their diverse aromas. Similar to CBD, terpenes have shown to have healing benefits of their own. The combination of these oils with cannabinoids creates an entourage effect, which then enhances the healing properties provided by the CBD.

You want to make sure that it is organically grown on an FDA compliant farm.

You want to compare which extraction process is being used as some extraction processes leave behind solvents and a waxy film like texture.

Finally, you want to make sure that it is domestically grown and manufactured.

## Why is it so important that TruHemp is made in the US?

European laws do not recognize the hemp flower or bud to be a legal substance, however the hemp flower is where a lot of the terpenes and flavoids originate. The US, starting with Kentucky law, has recognized that the hemp flower can be cultivated for medical reasons. Here at TruHemp we put all of what mother nature intended for us to use, all in one bottle.





# TruHemp Full Spectrum CBD Oils

The full line of Organic, full spectrum CBD is domestically grown. Our non gmo TruHemp products include 4 potencies of oils for you to be able to choose from in order to self medicate accurately and efficiently.

Although the legal limit allows for.03% THC in an industrial hemp CBD oil, TruHemp CBD oils are 0.00 THC , which are tested by an independent 3rd party lab to verify and guarantee ZERO THC with a certificate of analysis for each batch. Our 3rd party lab results are made public so that you know exactly what you're getting. This proves that TruHemp is amongst the most pure and complete CBD Oils available on the market.

TruHemp CBD Capsules and Pain salves are also available. In fact, our TruHemp CBD salve is one of the most potent on the market with 1000mg of CBD in our 1oz bottle. It's fast absorbing for immediate results and relief.

There are some exciting up and coming products that we expect to be very popular, such as CBD products for Pets. Yet what we are super excited to get out into the world, is our CBD Water Pop Tops for Energy, Focus and Weight-loss!

# What is full-spectrum hemp oil and why is it so important?

Full-spectrum hemp oil refers to when the pure oil extracted from the hemp plant contains all the same cannabinoids and compounds found in the original hemp plant itself. Unlike isolated or synthetic cannabinoids, full-spectrum hemp oil contains an array of cannabinoids, as well as many essential vitamins and minerals, fatty acids, protein, chlorophyll, fiber, flavonoids, and terpenes.

One way of obtaining full spectrum CBD oils is with CO2 extraction. CO2 extraction is a non-toxic and efficient method to obtain CBD oil. It uses carbon dioxide under high pressure and extremely low temperatures to isolate, preserve and maintain the purity of the oil.

## The TruHemp extraction process explained

TruHemp uses a state of the art extraction process that uses a cold press to harvest the oil from hemp seeds. We use hemp oil to carry our CBD as hemp oils is the most perfectly balanced oil created by nature. This is due to the perfect balance of unsaturated Omega 3 and 6 fatty acids that cannot be found anywhere else. Hemp oil is also rich in vitamins, antioxidants and other health beneficial substances. However, this only applies if the oil is cold pressed, as only unrefined hemp oil preserves all of the nutrients contained in the hemp seed.

Our cold pressed hemp oil is obtained from hemp seeds with mechanical extraction at a low temperature that doesn't exceed 40 degrees Celsius to preserve all of the nutrients in the hemp seed.

Our Cold pressed hemp oil is not chemically cleaned or bleached and the sediments are removed mechanically using filtration.

Our extraction process is possible due to Short path distillation which uses different boiling points of the cannabinoids. In this process, the CBD distillation process is split into 4 parts.

1. **First** we remove the Terpenes from the cannabinoids at lower temperatures.
2. **Secondly**, we remove the lipids, impurities and solvents, which leaves an odorless high value clear distillate (contains the CBD and other cannabinoids).
3. **Thirdly**, we then boil out the THC for our TruHemp Clear product line and then reintroduce the terpenes into the distilled CBD (containing NO THC) allowing for that full entourage effect and the maximum full spectrum CBD oil benefits.
4. **Lastly**, we reintroduce the terpenes and flavoids for the full spectrum effect.



# Try our Full Spectrum CBD oil risk free for 30 days

Our prices cannot be beat when comparing apples to applles. We invite you to compare our product pricing with any other out there. I can guarantee you'll find that in a world full of apples, we're a cherry.

We offer a superior quality product at the most competitive prices on shelves or online.

See here at TruHemp, we feel strongly that the cure should be attainable by all. The solution to your ailments shouldn't be costing you an arm and a leg. The qualify or your life should not be determined by the amount you have available in your wallet.

Again, I invite you to compare our prices with our quality, and I look forward to having you become a TruHemp customer.

At TruHemp, we believe in our product so much that we offer a 30 day, open bottle, money back guarantee. If you are not satisfied with the product for any reason, ship it back for a full refund.

## How do I get started?

With a product this good, and the timing this right, the cannabis industry is exploding! It is expected to grow by 700% by 2020!

We have a product that everyone needs and CBD is such a buzz word right now because it works! IF it didn't work, you wouldn't have the ear of the medical field, major news, and the public.

We have an opportunity that everyone wants! Allow me to explain how you can become a distributor for TruHemp.

\$199.95 gets you started, with your own TruHemp business. Your initial buy in includes your first monthly autoship of \$59.95 and you'll receive 2 bottles of 250mg CBD oil, and a 500mg bottle of CBD oil totaling over \$175.



In addition to the products, the company provides you with a ready-to-go online business, including an E-commerce site with your own personal website link to send customers to, and an integrated, real-time back office which keeps track of your customers and your commissions. Not only does TruHemp provide you with a fully integrated online presence and products to get started, we also take care of the customer fulfillment by storing, packing and shipping directly to your customer's front-door for you!

## Compensation Plan Overview

The TruHemp compensation plan is a simple, easy to understand comp plan for a clear path to the money. The comp plan has the ability to make big money fast with its fast start incentives and retains it for years to come with its residual income aspect.

Based on the pin level or promotional level that you've reached determines how much of a customer acquisition bonus that you will get.

Starting off, it's a significant \$50 Customer Acquisition Bonus that can go all the way up to \$90!

- NO Quotas Automatically Get paid through your first 3 Levels of Unilevel! No specific pin level required.
- Generational Reps count towards qualification of pin levels!
- You only need to be 3 wide to maximize the Comp Plan and hit Top Pin Level! Do you know 3 people that could use or are already using CBD?
- Lifestyle bonuses from \$1,000 to \$10,000 a month! • One of my favorite features of this comp plan is the ability to move a personally sponsored Rep or an entire Line for more control of your team!
- All 7 Levels can be opened up in the Unilevel by achieving the National Director Pin (4th Pin Level) or by acquiring an extra 4 Customers!

# How to qualify for promotions

The promotions are obtained by getting 2 people, and helping those 2 people get 2 people. This is where your up-line can assist you. You can also make use of our Monday and Wednesday night calls to help introduce someone to the company. We also offer training in your back office, webinars and online videos for training to help you inform and educate others.

## Residual Income

I'm going to conclude with one my all time personal favorite ways of making money....residual income!

As the Author of Living Life Residually, I'm a testament to living a dream life, in a waterfront home in California, the nice car, the vacations, the not having to worry about how you're going to pay your next bill...with residual income.

You have the ability to make up to 20% on each of the IBOs in your team, down to 7 levels! And you get paid the most on the levels that are the widest!

Please get back to the person who invited you here and ask them how to start getting healthy and being wealthy.

I look forward working with you!



# Legal disclaimer

These statements have not been evaluated by the Food and Drug Administration.

AGS and TruHemp assume no responsibility for the improper use of and self-diagnosis and/or treatment using these products. Our products should not be confused with prescription medicine and they should not be used as a substitute for medically supervised therapy. If you suspect you suffer from clinical deficiencies, consult a licensed, qualified medical doctor. You must be at least 18 years old to visit our website and make product purchases.

We do not make any health claims about our products at TruHemp. Before taking our products, it's wise to check with your physician or medical doctor. It is especially important for people who are: pregnant, chronically ill, elderly, under 18, taking prescription or over the counter medicines. None of the information on our website is intended to be an enticement to purchase and may not be construed as medical advice or instruction.

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