



HEMPURA



# HIGH STRENGTH CBD CANNABIS SATIVA HEMP EXTRACTS

INTRODUCTORY GUIDE ↩



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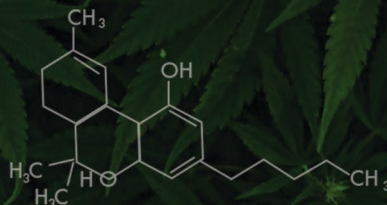
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# INTRODUCTION

## WHAT IS CBD?

CBD, or cannabidiol, is one of many phytocannabinoids found concentrated in a unique strain of the cannabis sativa plant; known as **Industrial Hemp**.

Cannabis sativa has been used for thousands of years as a drug and also as a recreational agent. It wasn't until 1964, when the very first cannabinoid tetrahydrocannabinol (THC) was identified and isolated by Dr. Raphael Mechoulam. It wasn't until then that we began to understand the natural potential therapeutic benefits of the cannabis sativa plant and its uses.

Since then, **scientists have identified over 113 different cannabinoids**. Being able to separate the cannabinoids for the first time was the first stepping stone in discovering the endocannabinoid system (ECS). The ECS is a biological system that is found in just about any living thing with vertebrae.

Over the years, Cannabis Sativa has been selectively bred, and there are now hundreds of varying strains with different traits and chemical makeups. Industrial Hemp being bred to contain **very high CBD but very low THC**.

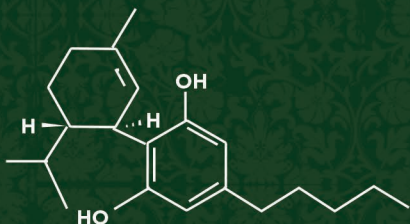
Unlike the more famous molecule: THC, **CBD will not get you high**, with the World Health Organisation summarising "CBD is generally well tolerated with a good safety profile" [1]. The more we learn about CBD; the more uses are being discovered. It is an exciting time for cannabis science.

[1] CANNABIDIOL (CBD) - Critical Review Report Expert Committee on Drug Dependence Fortieth Meeting Geneva, 4-7 June 2018

“  
By using a plant that has been around for thousands of years, we discovered a new physiological system of immense importance.

says

**Raphael Mechoulam**



There has been a huge amount of research conducted recently about the uses of CBD and it's use is rapidly growing in popularity across the world.

Our best-selling CBD extracts are packed full of beneficial, **100% natural cannabinoids & terpenes with no artificial flavours or colours**.

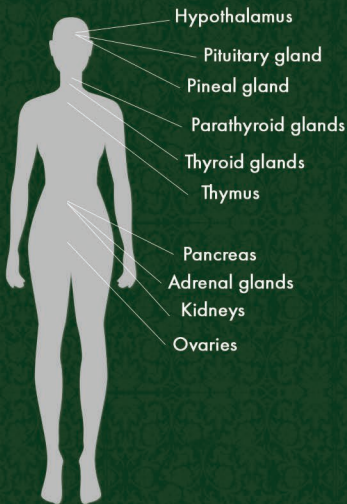
# THE ENDOCANNABINOID SYSTEM

The human body consists of many different systems: respiratory, muscular, digestive, plus many more. The endocannabinoid system is simply another natural biological system which, in this case, is composed of endocannabinoids.

Endocannabinoids (internal cannabinoids), not to be mistaken for **phytocannabinoids** (plant cannabinoids), are neurotransmitters, which are chemicals that can pass messages within the body, in places such as the central nervous system, the brain and the peripheral nervous systems.

Phytocannabinoids can bind similarly to two receptors found naturally within the body: the CB1 and CB2 receptors. Different cannabinoids have different effects depending on which receptor they fit into, with THC preferring receptors in the brain and CBD preferring receptors throughout the body.

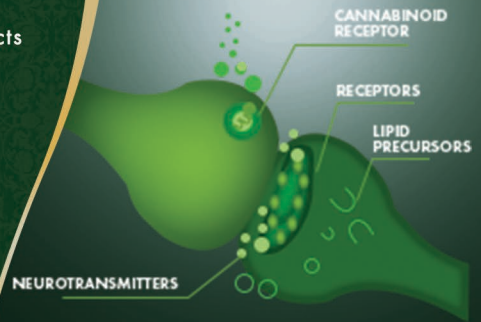
## ENDOCANNABINOID SYSTEM



A properly functioning endocannabinoid system (ECS) is very important, as it serves the purpose of helping cells maintain optimum performance.

“

*The endocannabinoid system is possibly the single-most important system within our entire bodies – responsible for maintaining homeostasis.*



*“The recent identification of cannabinoid receptors and their endogenous lipid ligands has triggered an exponential growth of studies exploring the endocannabinoid system and its regulatory functions”*

# CANNABINOIDS & TERPENES: UNDERSTANDING CANNABIS

CBD is only one part of the equation. There are in fact many other compounds present in the cannabis sativa hemp plant that each play their own independent roles. These include other cannabinoids such as: **cannabidiolic acid (CBDA)**, **cannabichromene (CBC)**, **cannabidivarin (CBDV)**, but also another type of compound called **terpenes**.

## WHAT ARE TERPENES?

Terpenes are a large and diverse class of organic compounds that are produced by a variety of plants. Terpenes are incredibly fragrant and are what give cannabis its amazing aromatic diversity.

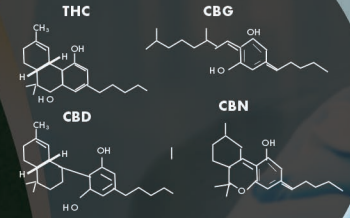
You are probably more familiar with terpenes than you realise: **limonene** for **lemon** and **pinene** for **pine** are two incredibly well known terpenes. The same terpenes found in lemon zest can be found in cannabis sativa industrial hemp!

Like cannabinoids, terpenes interact with the body's endocannabinoid system. They each also have their own individual properties, and, when taken alongside cannabinoids, may produce what is called the 'entourage effect'. Some of the most prominent terpenes found in our extracts are:

**α-pinene, β-pinene, Limonene, β-Caryophyllene, Myrcene, Terpinolene, Humulene, Oleic Acid, Linoleic Acid, Linolenic Acid**

Products with an array of cannabinoids and terpenes are thought to produce what is known as the 'entourage effect'. This occurs when the different cannabinoids present interact together to produce a stronger effect than any one of the individual components could produce alone.

For an authentic CBD experience, Hempura products are **manufactured with a full plant extract** to ensure you get a cannabis extract containing a vast array of cannabinoids and terpenes every time.



The combined benefits of all the compounds found in cannabis is known as the 'entourage effect' – this means the combined beneficial effect is greater than the individual components.

## I FULL-SPECTRUM & BROAD-SPECTRUM

Hempura's range of CBD products are manufactured from an original high quality hemp extract. This extract undergoes strict manufacturing processes, as well as THC removal to ensure legality and safety. In regards to THC, as the extracts are ultimately coming from organically grown cannabis sativa hemp material, there are microscopic amounts that cannot be removed without damaging the authenticity, effectiveness and quality of the extracts.

The THC (and CBN) levels in all of our products are of trace & undetectable levels (<0.05%) to ensure our products are 100% legal and safe. With our Original Extract possessing the most substantial array of compounds.

## I FULL-SPECTRUM ORIGINAL EXTRACT

Hempura Full-Spectrum Original extracts are left in a relatively raw state after initial extraction, therefore still contain the full spectrum of cannabinoids found in the original hemp plant. You can identify the original extract by its dark colour, with a strong fragrance of cannabis from the natural terpene profile and organic compounds extracted.

This oil is highly potent, whilst still being a rich & authentic cannabis sativa hemp extract. Our Original Extract attempts to stay as close to as nature intended, straight from the fields.

## I BROAD-SPECTRUM REFINED EXTRACT ❄️

Hempura Broad-Spectrum Refined extracts are manufactured from the same base extract as our Full-Spectrum Original, except the extract has been winterised and further purified after initial extraction. These filtration and refinement techniques allow unnecessary compounds to be removed, like the original hemp constituents, leaving a highly activated golden oil containing a refined cannabinoid and terpene extract.

The refinement process can inherently reduce some of the other trace cannabinoids found in the Original extract, but both extracts contain the same amounts of active CBD and are similar in nature and effect but have very different tastes, so it is up to the user to decide which they prefer and works best for them.



New designs coming soon..

## WHAT IS WINTERISATION? ❄️

Winterisation is the process of alcohol washing and freezing the initial extract. This process allows the separation of the various compounds, allowing further filtration to be carried out. This technique produces an ultra refined final product. By removing substances such as plant waxes, fats etc. which remain in Original Hempura products, it can also improve taste (to some), and leaves a highly refined and potent hemp extract.

## QUALITY AND SOURCE

The hemp used to manufacture Hempura products is EU sourced from carefully selected, regulated and compliant EU farms. It is organically grown, and is always herbicide, pesticide, fungicide & GMO free, with no harmful contaminants. Each harvest is tested before purchase, before being imported into the UK, with further testing throughout production ensuring consistency and quality in the extracts during manufacture.



## CARRIER OILS

Manufacturing CBD oil involves mixing extracts with a high quality carrier oil to create solutions which are manageable in dose and taste. The carrier used across the Hempura sublingual oil range is a very high quality **food grade hemp seed oil**. Hemp seed oil is rich in Omega 3 & 6, and is considered one of the world's healthiest oils.



## THE VEGAN SOCIETY

Hempura first registered with the The Vegan Society in July 2019. The **Vegan Society trademark** demonstrates much more than just no harm to animals.



Almost all Hempura products are registered (with the exception of our chocolates due to dairy) and meet the strict Vegan Society standards. Those standards are: the manufacture and/or development of the products and it's ingredients must have:

- Good hygiene standards preventing cross-contamination and other associated risks
- Zero Animal Ingredients, by-product or derivative.
- Zero Animal Testing
- Zero GMO's (Genetically Modified Organisms)



# I CBD DOSING

The human body requires only tiny amounts of CBD, just milligrams can be effective. In fact, taking too much can cause the opposite of the desired effects, which is why managing your dosage is very important. By correctly controlling your dose you will make your CBD last longer, prevent waste and even save money. It takes a little time to find your perfect dose, but we are confident that the results you can achieve will be worth it.

To discover your unique dose, Hempura recommend what is known as the **uptitration (up-tie-tray-shon) method**, which is the gradual increase of a dose accompanied by the observation of effects. This method is effective for most individuals, no matter your reasons for wanting to try CBD.

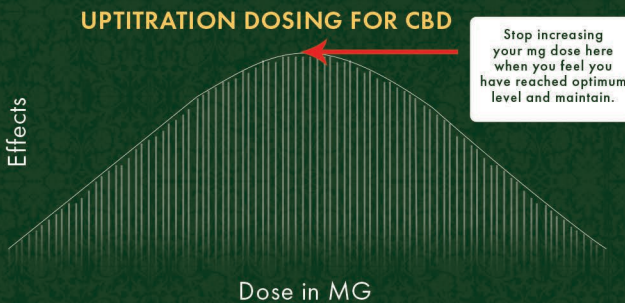
The uptitration method involves **starting with a dosage of around 10 -15mg of CBD per day**, evaluating how you feel on a weekly basis and, if required, increasing the dosage week on week until such a point you feel you have reached your desired effects.

Once you feel you have found your optimal dose, simply maintain that level until it is no longer as effective, before continuing to follow the uptitration method.

A tiny portion of users may feel sensitive to the compounds in the extracts. Those users may simply take a small dose around midday, after food, for one week - this could mean just 1 drop. This allows the body time to adjust to the phytocannabinoids and terpenes present.

## I THE BELL CURVE EFFECT

To understand this further, it is theorised that the benefits of CBD follow a bell-curve of effectivity, as illustrated below.



Past the peak on the curve, the potential benefits slowly diminish and become negated.

It is important for you to start low and slowly increase until you reach optimal results.

The above graph demonstrates that as you increase your milligram (mg) dosage of CBD per day (moving horizontally across the bottom axis), your benefit from taking CBD will increase, but only up to a point. Tolerances may change over time, so increase if necessary.



HERE IS A HANDY TABLE TO SHOW YOU **HOW TO CONTROL YOUR DOSE** WITH HEMPURA CBD PRODUCTS:

Product	Measure	CBD per Measure	Method
<b>Oils</b>			
Hempura 250mg Original/Refined CBD Oil (10ml)	1 individual drop (0.05ml)	1.25mg	Sublingual
Hempura 500mg Original/Refined CBD Oil (10ml)	1 individual drop (0.05ml)	2.50mg	Sublingual
Hempura 1000mg Original/Refined CBD Oil (10ml)	1 individual drop (0.05ml)	5.00mg	Sublingual
<b>Capsules</b>			
Hempura 300mg CBD Capsules (30)	1 capsule	10.00mg	Swallow
<b>Chocolates</b>			
Hempura 200mg CBD White Chocolates (20)	1/2 chocolate	5.00mg	Sublingual
Hempura 500mg CBD White Chocolates (20)	1/2 chocolate	12.50mg	Sublingual
Hempura 1000mg CBD White Chocolates (20)	1/2 chocolate	25.00mg	Sublingual
<b>Vape</b>			
Hempura 100mg CBD Vape Liquid (10ml)	1 individual drop (0.05ml)	0.50mg	Vape
Hempura 250mg CBD Vape Liquid (10ml)	1 individual drop (0.05ml)	1.25mg	Vape
Hempura 500mg CBD Vape Liquid (10ml)	1 individual drop (0.05ml)	2.50mg	Vape
<b>Lotion</b>			
Hempura 250mg CBD Cannabis Cream (50ml)	1 pump	1.1mg	Topical
Hempura 500mg CBD Cannabis Cream (50ml)	1 pump	2.2mg	Topical
<b>Tea</b>			
Hempura Hemp Tea - Natural Lemon	1 bag	Trace	Tea
Hempura Hemp Tea - Natural Raspberry	1 bag	Trace	Tea

## SUBLINGUAL DOSING

Sublingual is the process of placing the oil/chocolate underneath the tongue and allowing it to absorb. For our oils usually 90 seconds will suffice, with the chocolates taking a bit longer to melt. Keeping the product inside the mouth for as long as possible will maximise absorption. You may then move around the mouth and gums or swallow any remaining oil.

## USING VAPE LIQUID

If you know approximately how much liquid you vape per day with your device, you may mix drops into the solution of your own vape juice and vape all day. If vaping on it's own, fill the tank and dose using inhalations, rather than drops. This is necessary as it is difficult to know the dosage in each inhalation due to variations in device, individual, draw, length of hold etc. So start with a few inhalations and slowly increase as necessary.

At Hempura we take our customer's health and safety seriously. We believe in transparency and trust, and is why we lab test every batch made.

# HEMPURA



## CBD OIL 250mg/500mg/1000mg

Hempura CBD oil is the one of the most refined cannabidiol oils in the UK market today. The ultra-filtration process used during its extraction ensures only the most active forms of cannabinoids are harvested.

Our CBD oil range boasts both our Full-Spectrum Original Extract and also our beautifully refined Broad-Spectrum Refined Extract. Hempura CBD oils are nothing but the highest quality full plant hemp extracts. No fillers, no additives, and no isolate.



## CBD CHOCOLATES 200mg / 500mg / 1000mg

Hempura CBD white chocolates are a tasty and ultra-convenient way to supplement with CBD. We have suspended our highest quality CBD extract in beautifully tasting white chocolate that are to be melted underneath the tongue. Each chocolate contains a potent winterised and filtered extract to ensure maximum effect and taste.

These chocolates taste fantastic and allow for the slow absorption of CBD and are a great addition to any supplementation plan.

Hempura chocolates come in various individual strengths: 10mg, 25mg & 50mg CBD each.



# PRODUCTS



## CBD CAPSULES 300mg

Hempura CBD capsules are filled with 100% Cannabis Sativa L. and contain high potency CBD. Each capsule contains the full spectrum of cannabinoids, terpenoids, essential oils and all the other beneficial compounds of the cannabis sativa plant.

This usage method is convenient and is orally administered by swallowing a simple capsule with water. By taking CBD this way, you can avoid to taste or having to hold the substance underneath the tongue for short periods. Orally administered CBD is stored in the fat cells after absorption for up to 48 hours and provide a slow release of CBD all day.



## CBD VAPE 100mg/250mg/500mg

Hempura CBD vape oils have been specially developed to be as potent and effective as possible. Using a winterised and filtered extract to ensure safe vaping, as well as maximum cannabinoid effectiveness. Unlike many CBD vape liquids on the market today which are made from CBD isolate, Hempura vape liquids are manufactured using a full hemp extract only.

With zero artificial flavours or colours, Hempura vape liquid is a smooth citrus flavour generated by natural terpenes created naturally within the original cannabis sativa hemp used.





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A BRAND YOU CAN **TRUST**



## Contact Us



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