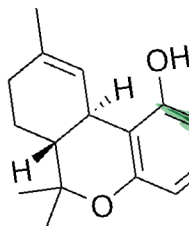


IN PARTNERSHIP WITH



**CBD CLINIC™**  
Revolutionary Pain Relief

# THE NATURAL SCIENCE BEHIND OUR PAIN RELIEF REVOLUTION



CBD (cannabidiol)

**A**fter a decade of R+D,  
a major breakthrough  
in topical pain relief  
is now a reality.

CBD CLINIC over-the-counter, non-prescription ointments and creams are FDA-registered, made in an FDA-audited facility. They have provided remarkable relief to NFL players, other professional athletes and patients across the US since its introduction to health + Wellness professionals earlier this year (2016).

Each formula has three (3) foundational components for supporting rapid and lasting relief from joint and muscle pain, associated with daily living, sports injuries, arthritis, sprains, bruises and related types of inflammation:

1. Natural Emollients
2. Powerful Terpenes
3. Endocannabinoid Modulators

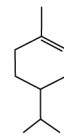
## 1. Natural Emollients

The base formulations of our ointments and creams are made with all-natural emollients that are readily absorbed by human skin. CBD CLINIC emollients include organic beeswax, jojoba seed oil, cottonseed oil, and shea butter. These were selected and combined via a proprietary method to help **quickly deliver pain-relieving ingredients into the skin**. Comparatively, many other topical analgesic products use cheap, synthetic ingredients for their base, including benzyl alcohol, cetyl alcohol, diglycol stearate, glyceryl, monostearate, petrolatum, etc.

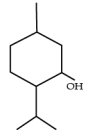
## 2. Powerful Terpenes

Terpenes (C<sub>10</sub>H<sub>16</sub> molecules) produce analgesic action in acute and neuropathic pain by decreasing neuronal excitability through peripheral mechanisms. Menthol and Camphor are the two most widely used terpenes in topical pain management today.

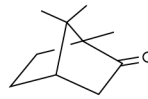
Terpenes are aromatic organic hydrocarbons found in the essential oils of plants. They produce the distinct aroma associated with each plant. The therapeutic effects of terpenes are widely recognized<sup>2</sup>. Other terpenes (essential oils) in our products - including Eucalyptus, Tea Tree, Clove, Peppermint and Rich-Hemp extract - are combined with Menthol and/or Camphor to reach the deepest pain.



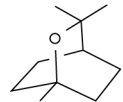
Limonene  
(citrus)



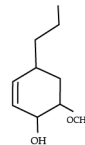
Menthol  
(mint)



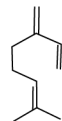
Camphor  
(camphor)



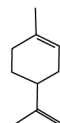
1,8 - Cineole  
(eucalyptus)



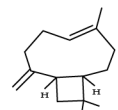
Eugenol  
(Clove)



Myrcene



D-Limonene



Caryophyllene

### 3. Endocannabinoid Modulators

In the mid-1900s, discovery of endocannabinoids enabled a **major breakthrough in new therapies for reducing pain, inflammation and other ailments**. The endocannabinoid system is a group of endogenous cannabinoid receptors located in the mammalian brain and throughout the central and peripheral nervous systems, consisting of neuromodulatory lipids and their receptors.

the endocannabinoid receptor system plays a significant role in regulating neurotransmitter function. One receptor that is being actively studied is called CB1. It is found in spinal and peripheral nervous tissue (including areas important for pain perception). Although research into modulation of the endocannabinoid system is still in its early phases, studies published in the British Journal of Pharmacology and elsewhere have reported that **some terpenes have been identified as having allosteric modulator properties, capable of slowing down neurotransmitter signaling**. These findings help us understand the therapeutic relevance and benefits that terpenes may have with pain perception and how they can support reductions in pain.

#### Summary

By formulating non-prescription analgesic creams and ointments with fast absorption properties, powerful deep pain relieving terpenes targeting endocannabinoid receptors, revolutionary pain management is now a reality.

