

CBD by Urban Bliss

Cannabidiol (CBD) is gaining in popularity as a natural healing alternative. It is one of the 60+ active compounds found in all cannabis plants, most notably hemp. During the 1980's, president Ronald Reagan poured millions of dollars into a study to prove that cannabis damages the human brain. Rather than showing cannabis harms the brain, the endocannabinoid system (ECS) was discovered. The ECS is a collection of cell receptors and corresponding molecules, also known as endocannabinoids, in the human body. This system helps to regulate sleep, appetite, mood, motor control, immune function, pleasure, pain, reproduction and fertility, memory and temperature regulation. When the ECS is in balance, one experiences homeostasis.

CBD effects everyone differently because of our genetic markers. About 20% of the human population has good endocannabinoid genetics. These fortunate individuals were born with a genetic mutation which increases the level of endocannabinoids naturally occurring in their system. However, things like diet, stress, and overall lifestyle can decrease cannabinoid levels. For people with deprived levels, including those fighting off an illness, consuming cannabis will most likely produce a favorable experience of relaxation and a sense of well-being due to the replenishment of endocannabinoid levels. Some of the most common uses or benefits for CBD consumption include: anxiety/depression, pain, overall focus/wellness, joint pain/arthritis/inflammation, and sleep. Just like humans, animals also have an endocannabinoid system and can greatly benefit from consuming CBD oil as well, but in much lower doses.

Some CBD oil products on the market are limited to isolated CBD. Whereas others are "full spectrum" meaning they contain other important cannabinoids such as CBN, THCA, and CBC. A wider range of cannabinoids can provide greater therapeutic benefits so be sure to always buy full spectrum CBD for yourself, loved ones, and pets. Cannabidiol oil is meant to be consumed orally and most often sublingually. Sublingual administration involves placing drops under your tongue and holding it for up to 30-60 seconds before swallowing. CBD topicals and creams are also a very popular healing method as other botanicals and essential oils can be mixed with CBD to heighten its benefits.

