

CBD F/2: Focus™

Calming and Focus Support*

30ml Full Spectrum CBD

Product Information

Focus genetically aligned CBD formulation oil is administered orally and sublingually (under the tongue). Formulated to genetically align with individual DNA profiles, ***Focus*** consists of a proprietary formulation of cannabidiol (CBD) derived from hemp, terpenes and essential oils in specific ratios to promote a feeling of internal calm and to support sustained mental focus.*

PRODUCT DESCRIPTION

Primary Ingredients

Hemp-derived cannabidiol (CBD)

Cannabidiol or CBD, is one of the many cannabinoids, or chemical compounds, found in marijuana and hemp. Unlike THC, CBD is non-intoxicating but still psychoactive. In other words, CBD interacts with your endocannabinoid receptors (psychoactive), and proteins and cells in the brain, but will not cause impairment or “get you stoned” (non-intoxicating).

CBD has been shown in a number of phase I and phase II research, and phase III clinical trials, to either directly or indirectly affect symptoms of restless sleep and sleeplessness[1], feelings of anxiousness and stress[2], symptoms of depressed mood[3], PTSD[4], Multiple Sclerosis[5, 6], epilepsy[7], psychopathy[8], pain[9], inflammation[10], ADHD[11], cognitive impairment and memory function[12,13], and nausea[14].

According to a 2013 study published in the British Journal of Clinical Pharmacology, CBD benefits including acting in some experimental models as an anti-inflammatory, anticonvulsant, antioxidant, antiemetic, anxiolytic and antipsychotic agent, and is therefore a potential medicine for the treatment of neuroinflammation, epilepsy, oxidative injury, vomiting and nausea, anxiety and schizophrenia[15].

CBD can also boost levels of naturally occurring endocannabinoids in your brain, such as anandamide. Over time, anandamide can stimulate neurogenesis in certain parts of your brain. This has been linked to improvements in anxiety and stress resilience[16].

CBD has been shown to activate the 5-HT1A serotonin receptor[17], which may help with anxiety, addiction, appetite, sleep, nausea, vomiting. It also binds to TRPV1 receptors[18], which has been shown to moderate pain and inflammation. CBD activates peroxisome proliferator activated receptors (PPARs), which has been shown to produce an anti-cancer effect and help with Alzheimer’s[19].

In addition cannabinoids and terpenes have been shown to balance endocannabinoid deficiencies[20] which may help promote a homeostatic condition necessary to support overall good health and wellness[21].

INDICATIONS FOR USE

Focus is intended as a dietary supplement to promote a feeling of calmness and support sustained mental focus.*

Focus formulation uses a proprietary blend of full spectrum cannabidiol (CBD), terpenes and essential oils. All ingredients are derived from natural, botanical sources and processed to ensure a 95% potency. This unique process allows for formulation consistency, and ensures that each tincture provides consistent health outcomes associated with the formulation.*

	Indications	Mechanism of Action	Cautions
Cannabidiol (CBD)	Cognitive support and memory function[12,13]. Symptoms associated with feelings of anxiousness and stress[2].	<p>Within the endocannabinoid system is a network of cannabinoid receptors in the brain and central nervous system. The two primary receptors identified are CB1 and CB2. Cannabinoids attach to these cells, which can produce a variety of biological effects[9,16,21]</p> <p>Cannabinoids act on multiple systems and it is understood that cannabinoids interact with many neurotransmitters and neuromodulator systems. It is important to note that cannabinoids have the ability to interact with all kinds of cellular pathways implicated in a range of diseases. Cannabinoids act as ligands (a small molecule able to dock onto the binding site of a protein) conferring their ability to modulate a receptor's behavior and consequently their downstream biological pathways. Although the cannabinoids may have similar structures, they display a remarkably wide array of actions.</p> <p>Some research indicates that CBD may interact with specific receptors, potentially affecting the sleep/wake cycle [1,22].</p>	<p>Focus is contraindicated for anyone:</p> <ul style="list-style-type: none"> ● With a known or suspected allergy to hemp, other cannabinoids, Medium Chain Triglyceride (MCT) carrier oil and coconut. ● With significant hepatic or renal impairment ● With serious cardiovascular disease, such as ischaemic heart disease, arrhythmias, poorly controlled hypertension or severe heart failure ● With a history of schizophrenia or any other psychotic disorder ● Under 18 years of age ● Who is pregnant or nursing

Interactions:

Food may affect the absorption and blood levels of cannabidiol. To avoid significant fluctuations in blood levels, cannabidiol should be taken about the same time each day consistently, either with or without food. Consumption of grapefruit and grapefruit juice should be limited, as it may increase the blood levels of cannabidiol. Patients who consume grapefruit or grapefruit juice may require a lower dosage of the medication based on blood levels. Talk to your doctor if you have any questions or concerns.

It is important to tell your doctor about all other medications you use, including vitamins and herbs. Do not stop using any medications without first talking to your doctor.

For more information on specific drug to drug interaction visit www.mydna.live for a free drug to drug interaction tool.

Terpenes

The hemp plant includes a wide variety of chemicals and compounds. About 140 of these belong to a large class of aromatic organic hydrocarbons known as terpenes. Terpenes may play a role in boosting the therapeutic effect of cannabidiol. Terpenes are believed to act on receptors and neurotransmitters[23], which means they may play a role in providing therapeutic value in achieving health sleep patterns. Some terpenes appear to act as serotonin uptake inhibitors (similar to antidepressants like Prozac) and have been shown to enhance norepinephrine activity (similar to tricyclic antidepressants like Elavil)[24]. As well, some terpenes have been shown to increase dopamine activity[23], and seem to augment GABA [25] (the “downer” neurotransmitter that counters glutamate, the “upper”) which is important to achieve healthy sleep. More specific research is needed for improved accuracy in describing and predicting how terpenes in hemp can be used for specific health concerns.

The FDA, as well as other international health and safety agencies, have recognized terpenes as safe.

Focus formulation uses a proprietary blend of terpenes derived from natural, botanical sources and refined to ensure a 95% potency. This process allows for formulation consistency to ensure that each tincture provides the health outcomes you expect, every time.*

	Indications	Mechanism of Action	Cautions
Beta Caryophyllene (BCP)	Recently identified as a natural selective agonist of the peripherally expressed cannabinoid receptor 2 (CB2)[26]. A number of studies have shown that CB2 is critically involved in the modulation of inflammatory and neuropathic pain[27,28] responses. Studies have shown an analgesic [27,28]effect when orally administered to reduce inflammatory (late phase) pain responses in the formalin test in a CB2 receptor-dependent manner, while it had no effect on acute (early phase) responses. In a neuropathic pain model the chronic oral administration of BCP attenuated thermal hyperalgesia and mechanical allodynia, and reduced spinal neuroinflammation. Importantly, no signs of tolerance to the anti-hyperalgesic effects of BCP after prolonged treatment were found. BCP may be highly effective in	BCP selectively binds to the CB2 receptor and that it is a functional CB2 agonist[29]. Results identify (E)-BCP as a functional non-psychoactive CB2 receptor ligand in foodstuff and as a macrocyclic antiinflammatory cannabinoid in <i>Cannabis</i> [29].	Known allergy to the compound.

	the treatment of long lasting, debilitating pain states [27,28].		
Myrcene	Sedation and supports prolonged sleep time[30]. Muscle relaxing effects[31]. Analgesic[32] and anti-inflammatory properties[33]. Shown to block carcinogenic effects of aflatoxin[34] in the liver. Exhibited anti-convulsant effects.	Appears to enhance activity of the inhibitory GABAA receptor[35]. This mechanism is shared with benzodiazepines, which are sedative drugs used for anxiety and sleep. Shown to lower resistance across the blood to brain barrier[36], supporting a more rapid onset of the cannabinoid effect. Shown to increase the maximum saturation level of the CB1 receptor, allowing for a greater maximum psychoactive effect.	Known allergy to the compound.
Humulene	Humulene has been shown to be an effective anti-inflammatory[37,38,39], comparable to steroid alternatives, and an effective analgesic[37,38,39] when used for pain relief. When given either orally or by aerosol, humulene exhibited marked anti-inflammatory properties in a murine model of airways allergic inflammation. This effect appears to be mediated by reducing inflammatory mediators, adhesion molecule expression and transcription factors activation[39].	Data suggests that α -humulene exerts its actions through mechanisms associated with the modulation of Th1/Th2 balance, decreased mucus production, inhibition of IL-5, CCL11 and LTB4 levels and P-selectin expression, probably by inhibiting the activation of the transcription factors, NF- κ B and AP-1[38,39].	Known allergy to the compound.

Essential Oils

Focus genetically aligned formulation uses only the highest quality essential oils, blended from naturally derived botanical sources.

	Indications	Mechanism of Action	Cautions
Eucalyptol Oil	Inflammatory process has a fundamental role in the pathogenesis of Alzheimer's disease[40]. Studies have suggested the protective effects of Eucalyptol on inflammation and provides evidence for its potential beneficial use in therapy as an anti-inflammatory agent in neurodegenerative disease[40]. Studies have also shown significant decreases in anxiety when subjects were given Eucalyptol Oil prior to surgery[41].	Eucalyptol is quickly absorbed from the gastrointestinal tract. It's lipid soluble and absorption is enhanced in the presence of milk[42]. Eucalyptol undergoes oxidation in vivo with the formation of hydroxycineole which excretes as glucuronide[42].	Known allergy to the compound. No known negative effects as moderate dosing[42].

Wild Orange Oil	<p>May help alleviate anxiety[43]. A 2014 study found that orange essential oil did alter activity in the prefrontal cortex of the brain—the part responsible for decision-making. Subjects experienced a sudden increase of oxyhemoglobin in the prefrontal cortex; a strong indication of enhanced brain function[44].</p>	<p>Studies suggest that adenosine receptors might be involved in the sedative action of hesperidin, identified as the active principle of the <i>Citrus sinensis</i> or wild orange[45].</p>	<p>Generally speaking, <i>Citrus</i> EOs are non-toxic, non-mutagenic, and non-carcinogenic [46]. They are not hazardous in pregnancy and do not alter the maternal reproductive outcome [46,47]. Sweet orange, bitter orange, neroli, petitgrain, lemon, lime (both distilled and expressed), bergamot, and grapefruit oils have GRAS (generally recognized as safe) status [46].</p>
Peppermint Oil	<p>Peppermint possesses a broad range of biological activities including digestive, choleric, carminative, antiseptic, antibacterial, antiviral, antispasmodic, antioxidant, anti-inflammatory, myorelaxant, expectorant, analgesic, tonic, and vasodilator[48,49]. Effectiveness of peppermint aroma on perceived physical workload, temporal workload, effort, and anxiety was also studied[50]. Other researchers examined the effects of peppermint aroma administered through the nose or orally on the augmenting cognitive performance[51].</p>	<p>The main pharmacodynamic effect of peppermint essential oil is related to its dose-dependent antispasmodic effect on the gastrointestinal tract smooth muscles due to the interference of menthol with the movement of calcium across the cell membrane[52].</p>	<p>Should not be used if there is a known sensitivity to peppermint oil, or for anyone suffering from hiatal hernia, severe gastroesophageal reflux, gallbladder disorders; use with caution in pregnant and lactating women[53].</p>

PHYSICAL DESCRIPTION

Focus is an amber-coloured oil preserved in a dark violet Miron glass tincture bottle.

Miron glass and product preservation.

Miron glass[54] is vastly different from the typical glass or plastic CBD tincture bottles available. The dark violet glass protects and preserves, allowing only ultraviolet, violet and infrared spectrum to penetrate to the liquid within. It works as a natural filter blocking the complete spectral range of visible light, with the exception of violet light. Other glass types allow all or most of the visible light spectrum to pass through. This makes them less capable of protecting the sensitive properties of the compounds, like micronutrients, cannabinoids, terpenes and essential oils.

Miron glass relies on a little-known theory called biophotonics. Biophotons are thought to be essential to intercellular communication and the promotion and balance of energy [55]. This unique dark violet glass has been shown to have outstanding properties of preservation over extended periods of time[56]. Water, for example, has been kept fresh in violet Miron glass for over three years without any artificial preservation techniques.

Miron glass offers unique protection from other light frequencies and is believed to enhance the durability and potency of products like CBD oil, without the addition of any preservatives.

DOSAGE AND ADMINISTRATION

SUPPLEMENT FACTS

Serving size: 0.7ml (~12 drops)

Serving per container: 42**

	Amount per serving:	%DV
Calories	4	
Total Fat	Less than 1g	<1%†
Hemp Extract (Aerial parts) (88% CBD Distillate) (<0.3% THC)	23.81mg	‡

†Percent Daily Values based on a 2000 calorie diet

‡Daily Value Not Established

**DOSAGE PER DROP IS 1.96MG TO 2.04MG AND VARIES BASED ON DROP SIZE.

Suggested use:

Shake well. Take 0.7ml under the tongue and hold for 1 minute. Swallow. Use 2 times per day or as directed by a physician. Individual results may vary.

Warning:

Intended for adult use only. Consult a doctor before use if you are pregnant, nursing or taking any medications. Keep out the reach of children. Store in a cool, dry place.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
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Manufactured in accordance with GMP and ISO 9001 quality assurance standards for Endocanna Health, Inc.

For a complete Certificate of Analysis (COA), more information and links to references for this formulation, contact info@endodna.com.