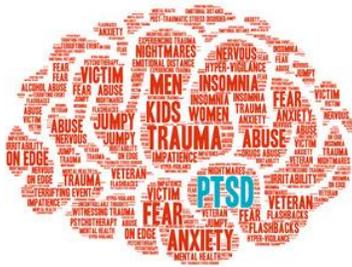


CBD FOR PTSD



This month we say thank you to all United States Military Veterans. Thank you for your service to country and constitution. Thank you for representing all Americans during your service both home and abroad and for protecting the values we pride ourselves on.

Many of our customers, a.k.a. 'Circle of Friends' enter the store wearing their proud displays of service through caps, clothing items, patches, car tags, stickers, etc., and we love it!



Military service is by no means easy on the body, mind and soul and some men and women are severely affected by disabilities and/or persistent emotional memories. This mental condition has become described in the medical community as Post Traumatic Stress Disorder or (PTSD).

It is defined by a difficulty in adapting to new or changing environments and finding appropriate expressions to fear. In too many cases this anxiety leads to self-medicating with prescription drugs, alcohol and in a worst case scenario, illegal drugs.



Even pharmaceutical drugs meant to help symptoms of PTSD can zap the life force out of patients dependent on them and cause other, greater, health issues.

If you or someone you know suffers with PTSD, military related or otherwise, you may want to suggest or consider a new treatment that has proven to be very effective in most cases. CBD or cannabidiol (kanəbə'dīäl) is shown to support the endocannabinoid (in-doe-kuh-nab-uh-noid) system (ECS). This system is a recently discovered physiological system that is responsible for almost all functions of the human body.

The main purpose of the ECS is to ensure all bodily systems are working at a homeostatic rate (normal rate). These are molecules that naturally produce cannabinoids for our own bodies. They are responsible for communicating with our bodies systems and ensuring they are in a **balanced** state.

The endocannabinoid system plays an important role in the control of emotions, and its dysregulation has been implicated in several psychiatric disorders. The very fact of the presence of the ECS in the hypothalamus and amygdala suggest that cannabinoids might play a role in fear extinction and anti-depressive effects. There is accumulating evidence from animal studies that learned fear can be reduced with the use of cannabis sativa. The physiologic action that it exerts on the body is called anxiolytic. Cannabidiol has the potential to reduce feelings of stress, tension, and anxiety.



The current market is flooded with CBD products so it is very important to know what you are getting before you make a purchase. At PBW we offer a premium, therapeutic grade product that is being used in alternative and medical health care practices. Our

entire staff uses CBD whether for a condition or for daily maintenance of our endocannabinoid system. Come by to see us, we are always happy to answer questions regarding how this might work for you or a loved one.