

**Cannabidiol (CBD):** a naturally occurring plant compound found in the flower of cannabis, a plant with a rich history as a medicine going back thousands of years.

**Neurogenesis:** the development of new neurons continues during adulthood in two regions of the brain. Neurogenesis takes place in the subventricular zone (SVZ) that forms the lining of the lateral ventricles and the subgranular zone that forms part of the dentate gyrus of the hippocampus area

**Cortisol:** a steroid hormone that regulates a wide range of vital processes throughout the body, including metabolism and the immune response. It also has a very important role in helping the body respond to stress.

**Anandamide:** Originates from the sanskrit "ananda," which roughly translates to "bliss" or "joy," an indication of the cannabinoid's properties as a mood enhancer. (AEA) anandamide interacts with the body's CB receptors similarly to cannabinoids like THC. It's a neurotransmitter and cannabinoid-receptor binding agent that functions as a signal messenger for CB receptors located in the body.

**Endocannabinoid system (ECS):** a biological system composed of endogenous cannabinoids (endocannabinoids) that are involved in regulating a variety of physiological and cognitive processes.

## About US

dwel CBD was started as a means to provide premium quality CBD and CBD-infused products with unmatched service and unparalleled commitment to our community.

Our commitment to providing world-class products and improved quality of life for people and animals is a passion for everyone at dwell, and we are committed to being good stewards of our natural resources to earn and retain the confidence our customers have placed in our company and products.

## Our Mission

To provide our customers with the highest quality CBD & CBD-infused products available, while serving our community with a commitment and dedication to wellness for everyone!



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# CBD for Cognitive Health

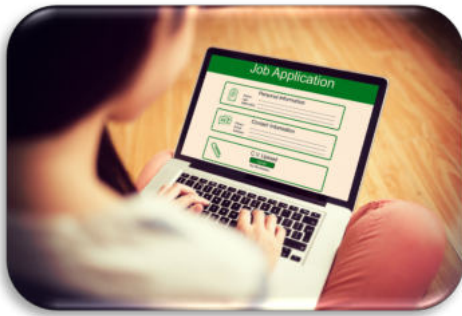
D W E L L

**CBD**

*wellness for life*

## CBD and Cognitive Health

CBD is quickly becoming a vital part of treatment for several conditions, with a sharp rise both in scientific interest and consumption by individuals. A recent study conducted by the World Health Organization (“WHO”) found that CBD is “generally well tolerated with a good safety profile”. The WHO also states in their report that “CBD exhibits no effects indicative of any abuse or dependence potential” meaning that CBD is regarded as being non-addictive.



There is no abuse potential or negative physiological responses with CBD, and it has no negative effects on our memory.

There is a small but growing amount of scientific evidence proving that CBD can help the brain and improve memory. CBD was found to promote neurogenesis, thus reducing the damage to cognitive functions caused by age, disease and trauma.



## CBD & Memory

Studies have shown CBD to assist with memory function from its promotion of healthier brain cells. This comes from CBD’s ability to encourage neuronal growth as well as its link to the endocannabinoid system (ECS). CBD can possibly help by reducing the buildup of oxygen as oxygenation is associated with memory. Additionally, it can reduce cognitive inflammation, which can cause loss of memory.

One of the benefits of CBD concerning memory is its potential promotion of neurogenesis. This is the scientific term for the development and growth of neurons. Neuronal growth can reduce deterioration in function and cognition.

There are several different ways in which the CBD can help improve focus and concentration. Studies have shown interaction with CBD and dopamine receptor cells. Focus deficits are typically caused by low dopamine levels which have adverse effects on intellectual capacities. Studies have also demonstrated that CBD can help with sleep and reducing stress. Cortisol is a steroid hormone that regulates a wide range of vital processes throughout the body, including metabolism and the immune response. It also has a very important role in helping the body respond to stress. Having higher levels of cortisol can make it harder to concentrate. CBD has been shown to interact with our Endocannabinoid System (ECS) that potentially reduces cortisol levels which can help the body respond to cognitive stress. CBD also reduces the breakdown of our own bodies anandamide (AEA) which can also improve overall focus.



*Dwell CBD products are all proudly grown and formulated in KY!*

At dwell CBD™ we take the science of hemp-derived cbd and cbd-infused products very seriously. dwell CBD™ is not simply a brand; it’s a lifestyle and a commitment to wellness, through enriched natural resources and a focus on purity.

Our culture is as simple and pure as the process we implement for our products. Clean, honest and dedicated team members will continue to be the face of dwell CBD™ - because they are your friends, neighbors and family, they are the people you know and trust, they are the people who care about your health and wellness for life. Welcome to the family!

dwell CBD™ operates under the Kentucky Department of Agriculture in association with producers and farmers - within section 7606 of the U.S. Farm Bill and the laws of the State of Kentucky.

