

01

**CBN**  
(Cannabinol)

**CBG**  
(Cannabigerol)

02

**CBDa**  
(Cannabidiolic Acid)

**CBD**  
(Cannibidiol)

**Limonene**

03

**CBC**  
(Cannabi-chromene)

**CBDv**  
(Cannabidivarin)

**Myrcene**

**Humulene**

04

**Ocimene**

## Why Full-Spectrum CBD is better than CBD Isolates

There are more than 100 compounds in a hemp plant. Cannabidiol (CBD) is just one of them, but there are many others, like terpenes and cannabigerol (CBG). When taken as Full-Spectrum, the compounds work together to have an "entourage effect", meaning the restorative benefits of the whole plant is greater than the sum of its parts.

Please note, all hemp products may contain trace amounts of THC. Even us. We can't guarantee you'll pass every drug test out there. Purchase with discretion.

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## Cannabinoids: More than just CBD

Cannabinoids are a diverse set of compounds that occur naturally in the human body (endocannabinoids) and in plants (phytocannabinoids). There are more than 100+ phytocannabinoids that are found in hemp, with CBD just being one of them. These cannabinoids are found in Populum's Full-Spectrum CBD products.

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## Terpenes: The Bonus Differentiator

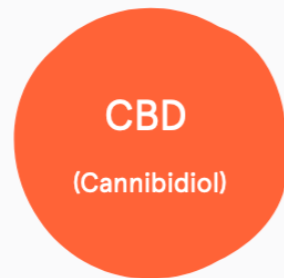
Terpenes and terpenoids are the essential oils of many types of plants and flowers, including hemp. Each individual terpene is associated with unique effects. Put together, they enhance the "entourage effect". Terpenes are a key part of Populum's Full-Spectrum CBD products.

01

02

03

04



## The Limitations of CBD Isolates

Other products on the market typically use CBD isolates, which, as the name suggests, is a refined product that has been isolated down to just the CBD molecule. A CBD isolate product is a processed version of the hemp extract and contains none of the other beneficial compounds found in Full-Spectrum CBD oil.