Can PHYTOMAXX™ Plus Replace NSAID's?

Visit us at
BOOTH #1437
VMX 2019

PHYTOMAXX™ Plus

Our New Proprietary Phytocannabinoid Premium Hemp Oil Extract formulated for the support of the CB1 and CB2 Endocannabinoid System Receptors.

- ✓ 0% THC
- ✓ Non Toxic
- ✓ Full Spectrum Premium Hemp Oil Extract
- ✓ 250 mg Per Bottle
- ✓ Natural Flavors
- ✓ NON-GMO
- ✓ NO Artificial Coloring or Preservatives
- ✓ 2 Year Expiration
- ✓ Proper dosing guidelines for your clients pet

Made under regulatory requirements of cGMP, FDA, ISO 9001 and NSF

Third Party C of A

0% Δ-9-tetrahydrocannabinol (THC)

Proper Labeling Guidelines

Proprietary Formulation

Coming April 2019!

PHYTOMAXX™ Plus Bites

ASK US FOR A FREE BUTTON!

Have Your Clients Inquire About PHYTOMAXX™

See reverse side to learn more about CBD

ANIMAL NUTRITIONAL PRODUCTS®

"Extending the lives of your pets"

Call Toll Free **1.800.224.6805**

anpvet.com

© 2019. Animal Nutritional Products. All Rights Reserved.

THC vs CBD
What You Need To Know

Presented by Animal Nutritional Products,the Makers of PHYTOMAXX™ Plus

The Plant

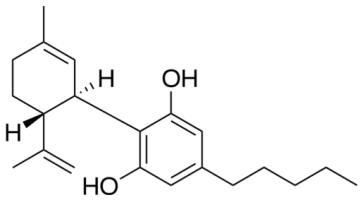
It's important to distinguish the Industrial Hemp Plant as addressed in the 2018 Farm Bill from the Marijuana Plant. Both are varieties of the Cannabis Sativa Plant. Industrial Hemp, as classified by law, contains less than 0.3% of the psychoactive compound THC (tetrahydrocannabinol), where as the Marijuana plant contains 0.3% or more of naturally occurring THC. The compound CBD (Cannabidiol) is one of 113 identified cannabinoids found in Cannabis Sativa. Unlike THC, CDB has been shown to be non-toxic. So the laws are different, as Marijuana is still classified as a Schedule 1 controlled substance.

The Market for Humans and Pets

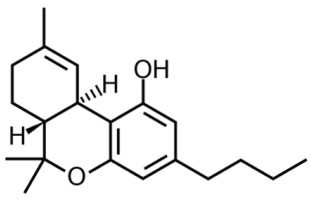
The CBD market is expected to top $500 million+ in 2019 alone. Estimated growth can achieve 22 billion by 2023 through new federal laws on CBD Protection. Fueling this trend is mostly anecdotal reports from consumers but there are enough positive results that are recognized by past hard liners like, Dr. Sanjay Gupta. The effects pet parents have seen from using CBD for pain, anxiety, inflammation and seizure related issues, can not be ignored. Major scientific studies are underway and will continue in the years to come. This is very exciting news for the future of pain management and beyond.

Science between CBD and THC

CBD and THC have the exact same chemical makeup: 21 carbon atoms, 30 hydrogen atoms, and 2 oxygen atoms, the two are nearly identical. What differentiates the two compounds however, is the arrangement of a single atom, which you can observe in the illustration below.



Cannabidiol



Tetrahydrocannabinol

Can CBD and THC be different?

The short answer is yes, very different! A cannabinoid is a compound that interacts directly with an animals Endo-cannabinoid System (ECS), which in short is a network of receptors that interact with cannabinoids to maintain vital functions throughout the body. Because THC and CBD have different molecular structures, they do not interact with the CB1 and CB2 receptors in the same manner. This greatly differentiates the effects each has on the body, which is likely the biggest concern when comparing CBD to THC. Because of its molecular structure, THC is able to bind directly with CB1 receptors. When this bond is formed, the reaction creates signals that are sent to the brain, which results in the psychoactive effects of "getting high." In stark contrast, research shows that CBD does not bond directly with the CB1 receptor and its presence may even negate the bond between THC and the CB1 receptors, effectively neutralizing the psychoactive, negative effects induced by THC.

What to look for when choosing a CBD Product for a hospital or pet

Know the company. Have they formulated or manufactured other supplements in the past? How long have they been established? Do they have a track record of success? Or are they just trying to capitalize on the CBD market?

Look at the label. Like with any new and exciting drug or supplement, look at the label and go with common sense and education. Does the company explain CBD properly and are they transparent. If not, shy away.

Warning signals. Label claims on a CBD product should give you the first warning signal. The law does not permit label claims, unless proven. Be cautious at this time and early on if a product calls itself, CBD. It is safer to go with a product that states, Hemp Extract instead of CBD.

Proper labeling and dosing. Do you know how much to give a 60 lb dog or a 7 lb cat? Proper dosing guidelines to start with are important. You can adjust up or down depending on the symptom. Try to stick with just one really good product at this time. Liquid tinctures seem to work better when given on an empty stomach.

Very important, Third Party Analysis. What are the label claims? Make sure there is a clear independent report and a Certificate of Analysis that pertains to that lot number.

Questions on CBD? Please contact **Animal Nutritional Products** *at* **1.800.224.6805** *or email us at* **info@phytomaxx.com.** ***Client brochures available.***