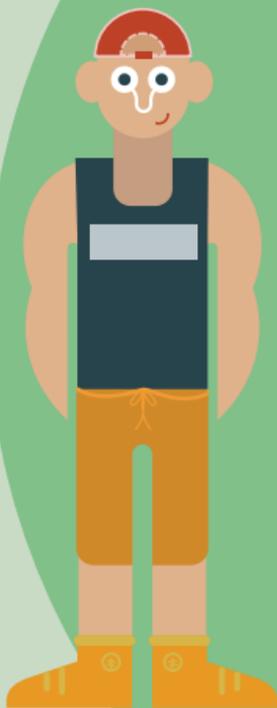


Cannabis Consumption for Bud Beginners



WeedOut 
Misinformation

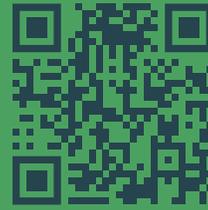
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What is in cannabis?

Cannabis plants have over 500 chemical compounds, which are divided between cannabinoids and non-cannabinoids. Cannabinoids contain different chemical compounds that provide therapeutic and psychoactive effects, most commonly including **tetrahydrocannabinol (THC)** and **cannabidiol (CBD)**.

Scan Here to Learn More!



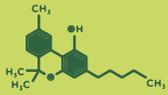
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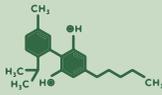
Tetrahydrocannabinol (THC) produces psychoactive effects as the compound binds to cannabinoid receptors in the brain that are tied to feelings of euphoria and relaxation, and activates them, triggering standard effects of cannabis consumption.

VS

Cannabidiol (CBD) does not produce psychoactive effects, and is instead known for its therapeutic effects because it works with peripheral organs and skin, as well as with receptors (such as serotonin) that are linked to feelings of wellbeing, resulting in pro-cognitive effects.



THC



CBD

What is the difference between each strain of cannabis?

There are **3** types of hybrid strains:



Sativa-dominant



Indica-dominant



Balanced

Most strains have been crossbred, resulting in most plants being hybrids of sativa and indica plants. Unlike pure Indica or Sativa strains, Hybrids are developed by humans in order to enhance specific qualities. **Ask a budtender which strain is right for you and your desired experience.**

About Us

This project seeks to understand how young people in Canada are engaging with public education information about cannabis, and to use that information in collaboration with our partners to create more effective, stigma free, honest public education materials.

Our Partners



Quinn, The Budtender



"Everyone's response to cannabis differs based on a variety of factors, including previous use of cannabis, frequency of use, pre-existing medical conditions, as well as the THC and CBD concentration of the cannabis, and the method of consumption."



WeedOut Misinformation

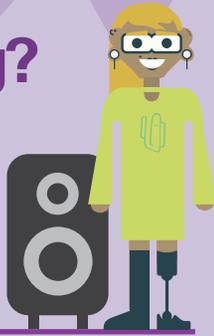
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What are Set & Setting?

Set is your personality, preparation, intention, and expectations towards the experience

Setting is the physical, social, and cultural environment in which the consumption takes place.



There is no one setting that will fit every customer, so there are many factors that create a pleasurable and desired experience for the user that need to be considered when deciding where they want to consume. Some individuals enjoy consuming with others in a social setting, while the comfort of their own home is more ideal for others.

What's the purpose of your consumption?

People consume cannabis recreationally, medically, or religiously/spiritually.



Consumers who use cannabis for social purposes feel more relaxed, concentrated, and found activities to be more enjoyable. Consuming cannabis is also proven to improve health and wellbeing, and help with chronic pain, stress, anxiety, insomnia, PTSD, immune and digestive problems, and more.

Cannabis Benefits

- Improved Appetite
- Decreased Nausea
- Pain Relief
- Helps with Stress, Anxiety, & Insomnia
- Feelings of Relaxation & Euphoria

It's **important** to acknowledge the main purpose of your cannabis use before consuming because different cannabis products and consumption methods result in different outcomes for every individual.

Knowledge of the potential effects of certain products, combined with the intent of your consumption, helps you select products that will ensure you get your desired experience.

What's the safest way to consume cannabis?



The **"Start Low, Go Slow" method** is a harm reduction technique to avoid any adverse reactions and the risk of overconsumption.

This method is recommended for new and infrequent consumers. It involves starting with lower dose and potency cannabis products, waiting for the duration of the onset time to analyze its effects on the body, and then making the decision on whether to consume more.

What happens if you consume too much?

Though overconsumption of cannabis is possible, it is **impossible to fatally overdose** from it.

Overconsumption of cannabis is commonly referred to as **"greening out"** and, though the risks are low, it can produce side effects that will make your experience less enjoyable, such as anxiety and nausea.

Overconsumption most commonly takes place when consuming edibles, inhalation methods can help control your desired dosage.

If you start to feel any adverse effects, remember that they will only last a maximum of 2-3 hours for inhalation methods, and 4-6 hours for edibles. They will subside and you will be okay. When in doubt, revert to the **"start low, go slow" method**.

If you are feeling the effects of overconsumption, visit the "greening out" page on our website for more information.

Why should you purchase Legal Cannabis?



Unlike illegal cannabis, licensed cannabis producers are strictly monitored, and their products are regulated and labeled in a way to meet Health Canada standards. Their products are required to grow under a pristine facility with minimal risk of contamination. To ensure maximum public safety, they also undergo strict testing for toxic and harmful substances such as pesticides, heavy metals, and microbiology (e-coli, etc.) in licensed laboratories.

Legal cannabis products can be easily identified by the excise tax stamps, as well as a clear description on the packaging of the strain, its potency, weight, and expiration date. All legal cannabis products also come in child and pet proof packaging.



How do you get home safely after consuming?

Always have a plan for getting home in advance prior to consumption.

Studies have found that cannabis influences an individual's cognitive and motor performance post consumption, and found performance deficits in...



reaction time, concentration, visual function, short-term memory, and divided attention.

Due to the varying onset and range of effects of different cannabis products, it is unclear how long it will take to be able to safely get behind the wheel after consuming.

Consumers should be aware of **alternate ways to get home** when under the influence of cannabis, including...

- Designated Driver
- Taxi/Ride Share
- Public Transit
- Plan an Overnight Stay

