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Kannaway Pure Gold is First CBD Product Included in Prescribers' Digital Reference

[Kannaway's Pure Gold](#) became the first CBD product to ever be included among the prescribing guidelines provided in the U.S. Prescribers' Digital Reference when the product was added to the 2019 edition of the important healthcare resource.

The Prescribers' Digital Reference or "[PDR](#)" (known in its physical form as the Physicians' Desk Reference) delivers comprehensive and innovative knowledge on the health industry's products and services to support the prescribing decisions of health professionals.



This inclusion of [Kannaway's Pure Gold](#) in the PDR is an important milestone for CBD as it gains acceptance by the medical community as a health and wellness compound. The information regarding CBD in the publication normalizes its use in modern medicine and encourages dialogue regarding CBD. You can find the entry in the Prescribers' Digital Reference for Pure Gold [here](#).

A common term when researching CBD oil products is "entourage effect" – referring to the potential multiplying of effects that is theorized to take place when full-spectrum cannabis oil is used.

The term entourage effect was first introduced in cannabinoid science in 1998 by S. Ben-Shabat, along with noted cannabis researcher Raphael Mechoulam, to represent a potential enhancing effect that takes place when a full-spectrum of cannabinoids and terpenes is consumed.

In discussing this new theory, the researchers stated, "This type of synergism may play a role in the widely held (but not experimentally based) view that in some cases plants are better drugs than the natural products isolated from them."

While CBD, along with THC, has become a major topic in the therapeutic use of cannabis products, the idea that other cannabinoids and terpenoids may also contribute to CBD oil's beneficial effects has been coined as the entourage effect.

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Besides the major cannabinoids (THC and CBD), cannabis oils derived from different [hemp and marijuana plants](#) may also contain minor trace cannabinoids – like tetrahydrocannabivarin (THCV), cannabigerol (CBG), cannabichromene (CBC), cannabinol (CBN), and cannabidiolic acid (CBDA) to name just a few of the over 100 cannabinoids present in cannabis.

While many of these cannabinoids possess individual benefits, the theory of the entourage effect postulates that when used in combination, these cannabinoids are able to work synergistically to enhance these effects.

In his paper detailing the entourage effect, [Dr. E.B. Russo states](#), “Considered ensemble, the preceding body of information supports the concept that selective breeding of cannabis chemotypes rich in ameliorative phytocannabinoid and terpenoid content offer complementary pharmacological activities that may strengthen and broaden... applications.”

In another [article published by Russo](#), he quotes research that hinted that full-spectrum cannabis extracts caused effects two to four times greater than single cannabinoid products alone. In the same piece, another study found that full-spectrum cannabis produced effects 330 percent higher than with single cannabinoids. However, it isn't just the cannabinoids that may help create the entourage effect. Terpenes like limonene, myrcene, pinene, linalool, beta-caryophyllene, and others may also lend their beneficial properties to the overall effects of a cannabis treatment.

Terpenes share a common molecular precursor with phytocannabinoids and evidence shows they can also interact with the body's endocannabinoid system. Terpenes are highly bioavailable, some up to [70 percent](#), making them readily usable by the human body.

Over 200 have been reported so far in the cannabis plant, and many potentially display unique therapeutic benefits that may contribute meaningfully to the entourage effect. Beyond these effects, they may also provide physiological responses. Limonene can increase activity and alertness, while myrcene and linalool promoted sedation and sleep. Pinene has been shown to aid memory. Many terpenes and cannabinoids act as either antagonists or agonists of endocannabinoid receptors and seem to work together in a range of synergistic ways on this system of neurotransmitters.

Ultimately, it is a [personal choice](#) whether you are best using a product created with CBD isolate, like the Pure CBD line of products, or a full-spectrum product like our flagship Premium Hemp Oil, and its liquid and capsules. While those looking to avoid even trace levels of THC might choose [THC-free](#) Pure CBD products, HempVAP, and Kannaway Energy Chews, other Kannaway customers can take advantage of the entourage effect by using Premium Hemp Oil and Rev!ve products.

Kannaway continues to explore new consumer products that take advantage of the beneficial effects of CBD on the body's systems and launch them for distribution by our team of Brand Ambassadors. Learn more about Kannaway and our products [here](#).

THE OPPORTUNITY