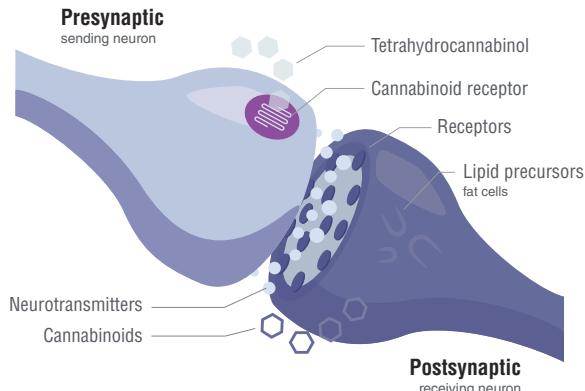
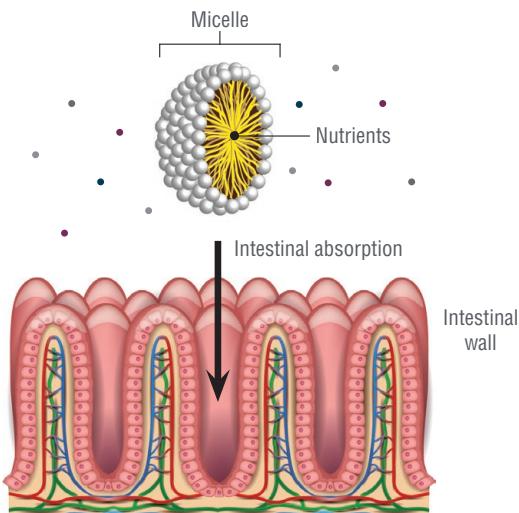


SCIENCE BEHIND NURIV MICELLIZATION



NURIV MICELLIZATION – CBD WITH HIGHER ORAL BIOAVAILABILITY

Fats, oils and water insoluble compounds, such as Cannabinoids (CBD's) do not absorb well into the body because these poorly absorbed compounds need to have a particle size of approximately 10 to 20 nanometers in diameter to absorb. The gut lining is composed of lipids that have a very small space in between where stuff absorbs, think of a comb and the space between the bristles of the comb. In order for the CBD to become small enough, the gut needs to convert the agent into a micelle.

NURIV® CBD Micellization makes absorption more efficient by converting fats and water insoluble ingredients into easily produced liposomal micelles. NURIV CBD Micelles are pre-digested and encapsulated to be in the range of 10 to 20nm, the same range that maximizes absorption of water insoluble ingredients, such as CBD.

A physical analogy would be: Doctor tells you to take medicine with food, this is so your body has lipids (from the food) in the gut so the water insoluble ingredient has a lipid to bind. Egg is rich in lipids and a good food to take with medicine that is water insoluble (steroidal compounds, anti-inflammatories, statins etc...). The egg contains lipids and will help the agent form micelles and absorb better.

THE ENDOCANNABINOID SYSTEM (ECS)

The **endocannabinoid system (ECS)** are endocannabinoids that are neurotransmitters which bind to cannabinoid receptors. The ECS are responsible for certain effects such as mood (happiness, anxiety, depression etc.), pain modulation, appetite. Inflammation etc. Recently, clinical data supports exogenous cannabinoids (CBD) administered to the body helps balance and perpetuate these effects in a positive manner.

NURIV® is a biotechnology company that owns over 100 patents and patents-pending, world-wide, and are a global leader in CBD research/product development. NURIV® operates a fully integrated research/development organization and is a full scale-up manufacturer, co-packer. NURIV® offers CBD products, technologies, private label and finished product brands. NURIV® have developed potent CBD products in a micellized emulsified form that taste amazing, improve the total oral bioavailability of CBD and have been shown to improve efficacy. NURIV® combines CBD with other potent neurotransmitters and anti-inflammatory compounds to assure full-spectrum, therapeutic effects.

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5009397/>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5576600/>
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5412295/>

†These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.

