

The background of the entire page is a dark, textured pattern of cannabis leaves. The leaves are rendered in a dark grey or black color, creating a subtle, repeating pattern across the entire surface. They vary in size and orientation, giving a sense of depth and movement.

High Profile

Cannabis Shop

Cannabis Explained

A
High Profile
guide for
the budding
connoisseur.



High Profile

Cannabis Shop

As longtime industry insiders, we're dedicated to building the best experience and selection for our customers, serving as the premier cannabis destination for the communities in which we operate.

With a focus on full-spectrum products, we continually discover and proudly offer the industry's premier brands for both medical and recreational customers. Our budtenders are knowledgeable, attentive, and focused on helping shoppers enjoy the ultimate High Profile experience.

For menus and more info visit our website at
www.highprofilecannabis.com

So, what is Cannabis, its many types, and effects? Let's break it down.

Cannabis generally refers to two plants with psychoactive properties known as Cannabis sativa and Cannabis indica. Cannabis is produced by drying and harvesting the flowers of these plants.

Cannabis has been known to have a wide range of effects, from uplifting to calming, energizing to relaxing, and everywhere in between. Cannabis can be used to help with a range of medical conditions including chronic pain, glaucoma, poor appetite, and more. Science has only scratched the surface on cannabis's potential for treatment, and its many benefits are continually being studied.

Types of Cannabis

There are a few main types of cannabis – Indicas, Sativas, and Hybrids. These groupings are commonly used to categorize the effects the respective cannabis is likely to have when consumed. Indicas are known to be relaxing, Sativas uplifting, and Hybrids a combination of the two. It's important to note that these classifications are more tied to botanic groupings than the actual experience they provide – some Indicas might be uplifting, while you might find yourself 'couch locked' with a Hybrid or Sativa. Your cannabis experience will also be influenced by other factors, including the way it's consumed and how much is consumed. Your body's chemistry, mood, environment, and expectations are also components in the type of 'high' you will have. Here are some more general cannabis category guidelines:

Indicas are commonly known to provide a relaxing body high with happy, soothing,

and sleepy effects. They are often used at night for unwinding and treating insomnia with both mentally and physically calming results.

Sativas are thought of as good daytime options because of their reputation as uplifting and energizing. The "head high" Sativa consumers experience is often said to increase focus and creativity while calming stress and anxiety.

Hybrids are a mix of Indicas and Sativa and often share the same parentage. Most cannabis strains are Hybrids, with pure Indicas and Sativas becoming increasingly rare. Hybrid effects are heavily influenced by their parent strains and often described as more 'Indica-leaning/dominant', 'Sativa-leaning/dominant', or 'balanced'.

Cannabinoids are naturally occurring compounds in cannabis that produce an array of effects on the body and mind. There are more than 100 varieties of cannabinoids, with Cannabidiol (CBD) and Tetrahydrocannabinol (THC) being two of the most frequently studied and well-understood.

Tetrahydrocannabinol (THC) THC is the main psychoactive compound in cannabis. THC is responsible for the "high" felt with cannabis use.

Cannabidiol (CBD) CBD is a psychoactive cannabinoid, yet it has no intoxicating or euphoria-inducing effects, meaning it will not get you "high." CBD is often used to help reduce inflammation and pain, carrying many of the same medicinal benefits as THC without the psychoactive effect. CBD may help ease nausea, migraines, seizures, and anxiety. Researchers are still studying the extent of CBD's medicinal uses.

Terpenes

Cannabis contains hundreds of terpenes giving each flower its unique scent and flavor profile. There are eight main umbrella terpenes in cannabis, each holding distinct flavors, scents, and commonly reported effects. Research in the field is increasing as it becomes more apparent terpenes have a direct influence on CBD and THC – known as the entourage effect. Terpenes are the aromatherapy of the botanical world and are also present in trees, flowers, fruit, hops, and more. When cannabis is dried and cured, the molecular structure of terpenes are changed causing them to become terpenoids.

Pinene – Pine flavor, also found in rosemary, parsley, and pine trees.

Believed to be anti-inflammatory, anti-bacterial, and a bronchial dilator.

Humulene – Woody flavor, also found in cloves and basil.

Believed to be anti-inflammatory and appetite suppressant.

Limonene – Citrus flavor, also found in peppermint, and orange peels.

Believed to be uplifting, anti-anxiety, and an antidepressant.

Myrcene – Earthy flavor, also found in thyme and hops.

Believed to be euphoria-inducing, relaxing, and responsible for 'couch lock'.

Caryophyllene – Spicy flavor, also found in cinnamon and black pepper.

Believed to be anti-anxiety and an analgesic.

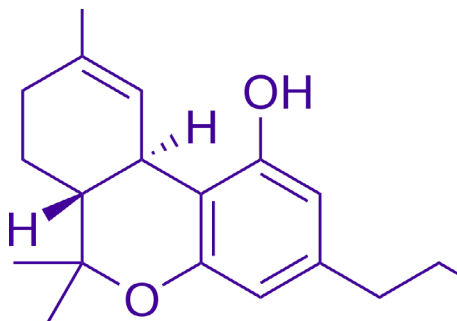
Linalool – Floral flavor, also found in lavender. Believed to be anti-epileptic and anti-anxiety.

Ocimene – Sweet flavor, also found in mint and orchids.

Believed to be anti-inflammatory and anti-oxidative.

Terpinolene – Herbal flavor, also found in nutmeg and cumin.

Believed to be anti-bacterial and sleep-inducing.



Getting Started

If this is your first experience with cannabis, or if you're revisiting cannabis after abstaining for some time, we recommend starting off slowly with small doses spread out over time.

The effects of cannabis can last anywhere from one to eight hours, and be influenced by your metabolism, body type, and weight. It's best to avoid mixing cannabis with alcohol, cigarettes, or other types of substances when first starting to consume.

Your High Profile Budtenders are here to help you discover the perfect products, methods, and doses to fit your unique needs.

There are many other types of terpenes in cannabis. We encourage you to research the available information to find the best strains for you.



Choosing a Consumption Method

Because cannabis has different effects on everyone, there are many factors that should be taken into consideration when deciding which form to choose. Keep in mind, an active consumer of cannabis may have a much higher tolerance than someone who has never tried it before. See the methods of consumption listed below:

Smoking/Vaping/Dabbing

- When you feel the effect
= seconds/minutes
- How long the effect lasts
= 1-3 hours

Inhaling cannabis smoke is one of the quickest ways to feel its effects. How long the effects last depend upon how long smoke or vapor is held in the lungs before exhaling as well as how many puffs are taken per minute. Since smoking, vaping, and dabbing take a bit of practice, beginners are likely to experience shorter durations of effect.

Edibles

- When you feel the effect
= 1-3 hours
- How long the effect lasts
= 4-6 hours

In addition to being more discreet, convenient, and easy to consume, edibles such as capsules, gummies, chocolate bars, or baked goods deliver longer-lasting therapeutic benefits. The speed with which the effects are felt can be increased by consuming edibles with foods that are high in saturated fats. Therefore, baked goods are a popular choice for cannabis edibles, especially those with coconut oil, which accelerates the absorption process.

Tinctures

- When you feel the effect
= seconds/minutes
- How long the effect lasts
= 4-6 hours

Cannabis tinctures are placed under the tongue (known as the sublingual method) and absorbed into the bloodstream almost as quickly as smoking or vaporizing. After holding the dose under the tongue for a few seconds, it is then swallowed and processed by the digestive system increasing the duration of its effects.

Topical

- When you feel the effect
= 30 minutes – 1 hour
- How long the effect lasts
= 6-8 hours

Just as nicotine patches deliver a consistent dose of nicotine over the course of an entire day, a transdermal patch delivers a consistent dose of THC or CBD. Because it is applied to your skin, the dose is continuously absorbed into your bloodstream. What you give up in slower bioavailability, you gain in the longest-lasting therapeutic benefits of all ingestion methods.

Storage

If you plan on storing your cannabis for any length of time, make sure to limit product exposure to light, extreme temperatures, or very high or low humidities. This will protect your flower from losing terpenes, molding, or degrading. An opaque glass jar with an airtight seal is ideal for flower preservation. Cannabis-infused products may enjoy a longer shelf-life if refrigerated. Oils or tinctures can last up to years in an airtight container.

Poisoning

According to the CDC, edibles, or food and drink products infused with marijuana hold different risks associated with consumption, including increased risk of poisoning. Unlike smoking marijuana, edibles can:

- Take anywhere from 30 minutes to two hours to take effect. Not immediately feeling the effects or thinking the edibles are 'not working', some consume too many which can lead to poisoning and/or serious injury.

- Cause effects that last longer than expected depending on the amount, when you last ate, and medications or alcohol currently being used.
- Be very difficult to measure. The amount of THC, the active ingredient in marijuana, is very difficult to measure and is often not precisely known in edible products. Many users can be caught off-guard by the strength and long-lasting effects of edibles.

A small safety note on edibles here. Since becoming legal in many states, there has been an increase in cases of children accidentally ingesting marijuana products, mistaking them for candy or treats and resulting in emergency medical care. We strongly recommend keeping all edibles in a safe place securely out of reach of children.

(<https://www.cdc.gov/marijuana/health-effects.html>).





Cannabis and Minors

While the long-term benefits and risks of cannabis are still being studied, there is already extensive research highlighting its detrimental effects on minors and their development.

These risks include impaired attention, reduced IQ, memory, and ability to plan, decreased reaction time, judgment, and coordination, greater risk of dropping out of school, depression, and other mental health disorders. *Marijuana use during adolescence may affect the developing brain negatively by impairing memory and learning.*

Potential Risks and Side Effects

Marijuana use may have a wide range of effects, both physical and mental.

- Breathing Problems
- Increased Heart Rate
- Problems with child development during and after pregnancy
- Nausea and Vomiting

This content is not intended as medical advice. The information provided is meant

to encourage cannabis education, not replace direct patient-healthcare professional relationships. Always consult your primary care physician or other healthcare provider prior to using cannabis products for treatment of a medical condition. Any statements contained herein have not been evaluated by the Food and Drug Administration. Products referenced are not intended to diagnose, treat, cure, or prevent any disease.

Mental Effects:

Long-term marijuana use has been linked to mental illness in some people, such as:

- temporary hallucinations
- temporary paranoia
- worsening symptoms in patients with schizophrenia—a severe mental disorder with symptoms such as hallucinations, paranoia, and disorganized thinking.

Marijuana use has also been associated with other mental health problems, such as depression, anxiety, and suicidal thoughts among teens. However, study findings are inconclusive.

See the back of this brochure for important phone numbers.

High Profile is Committed to Social Equity & Social Justice

As the development of the licensed cannabis industry continues, cannabis companies have a deep obligation to work toward righting the wrongs of the War on Drugs. High Profile is proud to help bring the benefits of legalized cannabis into affected communities and empower individuals from such communities to enter the burgeoning legal industry.

Last Prisoner Project

As the United States moves away from the criminalization of cannabis giving rise to a major new industry, there remains the fundamental injustice inflicted upon those who have suffered criminal convictions and the consequences of those convictions.

The Last Prisoner Project (LPP) is a nonprofit organization dedicated to cannabis criminal justice reform. LPP was founded in 2019 out of the belief that those profiting from the legal cannabis industry must also work to release and rebuild the lives of those who have suffered from cannabis criminalization.

Advocacy & Education

From squashing stigmas and shedding stereotypes to educating consumers around safe consumption, strong advocacy and education are vital to the advancement of cannabis. We are proud to help propel this advancement by supporting advocacy groups and granting select scholarships to students pursuing cannabis education.

Food Insecurity

Today, 40-million Americans struggle with a lack of consistent access to food. The food insecurity one in eight Americans faces serves as the catalyst for High Profile's Food Insecurity Initiatives. Partnering with local food banks, we are dedicated to eradicating food insecurity within communities where High Profile operates.



Be Knowledgeable About Cannabis Law



While studying your local laws may not be the most exciting part of exploring cannabis, the peace of mind you gain will enhance your confidence on your journey.

It's also important to be aware of local laws, rules, and restrictions, particularly those concerning the legal amount of cannabis you may purchase, where cannabis may be consumed, and how to legally travel with cannabis. Keep in mind cannabis remains federally illegal, and interstate travel is prohibited.

Thanks for reading!

Ready to continue on your cannabis journey? We encourage you to dig deeper and educate yourself further on all the amazing effects of cannabis. High Profile's experienced team is always happy to answer any questions you may have. We welcome you to reach out or stop by and we'll set you up with your perfect stash.

Head to highprofilecannabis.com to browse our offerings and place an order, or scan the QR Code below to find one of our convenient Michigan locations.

High Profile
Cannabis Shop

SCAN FOR
LOCATIONS



highprofilecannabis.com

Have questions? Drop us a line at info@highprofilecannabis.com

Follow us on Instagram at [@highprofileofficial](https://www.instagram.com/highprofileofficial)



Important Phone Numbers

National Poison Control:	800-222-1222
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Substance Abuse and Mental Health Services:	800-522-4357
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DrugFree.org:	855-378-4373
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National Suicide Prevention Hotline:	800-273-8255
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National Council on Alcohol and Drug Dependence:	800-622-2255
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Marijuana Anonymous:	800-766-6779
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National Marijuana Hotline:	888-627-4582
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It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222. For use by registered qualifying patients only. Keep out of reach of children. (For products being marketed and sold by an entity licensed under the MMFLA). For us by individual 21 years of age or older or registered qualifying patients only. Keep out of reach of children

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