TrūIQ Members can supercharge their own endocannabinoid system (ECS). Your ECS is an extension of your nervous system (brain, spine) composed of receptors that bind to *cannabinoids* (natural medicines) and CBX4 is the best natural way to boost its function – sleep, pain, anxiety, autism, ADD, ADHD, depression, focus, memory and *much more*.

Cannabinoids are natural chemical compounds that act as neurotransmitters (nerve impulse conductors) that bind to cannabinoid receptors in your brain and throughout your nervous system.

The ECS acts like a 'lock & key' mechanism, whereby receptors act as the locks, and cannabinoids act as the key. When an ECS receptor is 'unlocked' by a cannabinoid, it is activated and stimulated to perform its proper function.

Cannabinoid receptors are located throughout the central nervous system (including the brain) and peripheral nervous system. The ECS is involved in regulating a variety of physiological and cognitive processes including fertility, pregnancy, during pre- and postnatal development, appetite, pain-sensation, mood, memory and much more.

Why TrūIQ 'CBX4'?

CBX4 contains the highest levels of all 4 primary natural medicines: cannabichromine (CBC), cannabidiol (CBD), cannabigerol (CBG), and cannabinol (CBN) to fix health issues and maintain youth.

There are three (3) types of cannabinoids:

- Endocannabinoids (made by the body)
- Phytocannabinoids* (made by plants)
- Synthetic cannabinoids (made in laboratories)

*TrūIQ grows CBX4 phytocannabinoids in Utah, USA.

Each cannabinoid performs a different function to maintain your health, fight illness & infections, and restore health. The most important are:

- CBC (immune system, cell protection)
- CBD (aches and discomfort)
- CBG (sleep, appetite, anti-microbial)
- CBN (considered the 'stem cell' of cannabinoids)

By combining these four (4) cannabinoids in high levels, CBX4 produces a "compounding effect," which creates collective benefits that exceed those of the individual four (4) cannabinoids listed above by themselves.

Key Features:

- No artificial flavorings
- No preservatives
- No cheap carrier oils
- Pure Organic Hemp Oil
- THC free
- 2018 Farm Bill Compliant
- Sustainable
- Traceable
- 100% guaranteed
- Ingestible & Topical

IMPORTANT NOTE: because CBX4 does not contain THC (the psychotropic cannabinoid found in marijuana) it does not produce a "high" like THC, it is non-psychotropic, non-psychoactive, does not produce withdrawal symptoms and is not addictive.

What can I take with CBX4?

CBX4 is formulated to be a complete safe formulation that meets all your natural medicine needs. Other nutritional products and most prescription medications (double check with your doctor just to be safe) can be taken with CBX4. In fact, it makes a perfect complement to nearly any daily supplement regimen.

Maximize Effectiveness

One of the keys to unlocking the full list of CBX4's benefits is consistency; it was designed to fortify your body with cannabinoids around the clock, 24/7 every day. To maintain a consistent level of CBX4's cannabinoids in your body around the clock it is recommended that a full dose be taken twice daily, roughly 12 hours apart. After 90 days of consistent use 1 dose/day should be sufficient to maintain health.

A Few CBX4 Benefits and Functions:

COGNITIVE FUNCTION

In the central nervous system, CB1 receptors influence neuronal activity, reducing the incoming synaptic input. This mechanism occurs when a neuron releases endocannabinoids, which then bind to cannabinoid receptors. CB1 receptors then reduce the amount of neurotransmitter released. This process can enhance memory and long-term potentiation indicting that the ECS may play a pivotal role in the extinction of old memories and further suggests that the effects of endocannabinoids are involved in learning and memory.

STRESS

While the secretion of stress hormones in response to stressful stimuli is an adaptive response necessary for the body to respond appropriately to a stressor, too much stress may be harmful by creating a 'free radical' overload. The ECS has been implicated in the system that modulates stress hormone production to address repeated exposure to stress. Cannabinoid-mediated inhibition of stress impulses results in a reduction in noradrenaline (fight-or-flight hormone) release from sympathetic nervous system nerves, thus having a calming effect.

EXERCISE

The ECS has been shown to have a homeostatic role by controlling several metabolic functions, such as energy storage and nutrient transport. It acts on peripheral tissues such as fat cells, liver cells, the gastrointestinal tract, the musculoskeletal system and the pancreas. It has also been implied in modulating insulin sensitivity. It is believed the ECS may play a role in obesity and insulin-related conditions.

The ECS in also involved in mediating some of the physiological and cognitive effects of physical exercise, such as contributing to exercise-induced euphoria (a.k.a. runners high.) Certain endocannabinoid levels have been found to rise during physical activity, which also produces anandamide, an endogenous cannabinoid neurotransmitter that binds to cannabinoid receptors. Anandamide levels are associated with emotional effects because it can cross the blood-brain barrier and act within the central nervous system, and because anandamide is a 'euphoriant' and because exercise is associated with euphoric effects, a.k.a. "runners high."

IMMUNE SYSTEM

Endocannabinoids can function as both neuromodulators and immunomodulators in the immune system, where they seem to serve a role in inflammation. Some health challenges seem to trigger an upregulation of cannabinoid receptors activity in cells and/or tissues related to symptom relief and inhibition of health problem progression.

MUSCLE/BONE/NERVE PAIN

Endocannabinoids are believed to serve a role in mitigating muscle spasms, inflammation, and other musculoskeletal discomfort. Some cannabinoids even seem to like binding to non-cannabinoid receptors, including dopamine, serotonin and opioid receptors.

Historical records from ancient China and Greece suggest that preparations of *cannabis indica* were commonly prescribed to ameliorate symptoms such as tremors and muscle aches. Modern research has confirmed these effects in studies, which point to the possibility that cannabinoid treatment may not only be able to attenuate muscle discomfort but also improve oligodendrocyte (protect nerve fibers) function.

SEX & REPRODUCTION

Mother's milk contains very high levels of cannabinoids, including anandamide. Before that, the developing embryo expresses cannabinoid receptors early in development that are responsive to anandamide secreted in the uterus as well. This is important in regulating the timing of embryonic implantation and uterine receptivity (anandamide modulates the probability of implantation to the uterine wall.) The likelihood of miscarriage increases if uterine anandamide levels are too high or low, suggesting that cannabinoids can increase the likelihood for pregnancy for women whose anandamide levels were too low.

Further studies have found cannabinoids are involved in processes throughout the entire reproductive system, including the supply of energy to smooth muscles associated with urinary, reproductive and digestive systems.

SLEEP

Increased cannabinoid signaling within the central nervous system promotes sleep-inducing effects. At times of sleep, the cannabinoid anandamide has been shown to decrease wakefulness and increase slow-wave sleep and REM sleep, thus promoting deep sleep and suppressing arousal (the sleep kind.) REM sleep deprivation can increase CB1 receptor activity in the central nervous system, which means the body is trying to 'grab' as many cannabinoids it can to trigger REM sleep. Furthermore, anandamide levels possess a circadian rhythm, with levels being higher in the light phase of the day. The CB1 receptor in the ECS also has a very large degree of overlap with the orexinergic (protein that modulates sleep and appetite) projection system, which mediates many of the same functions such as sleep and appetite.