

**TruEase®**

**DISCUSSION**

TruEase®, provided by TruGen3®, supplies 334 mg of phytocannabinoid-rich hemp oil, specially formulated with the superior VESIsorb® colloidal delivery system and designed to provide optimal absorption of the fat-soluble constituents found in hemp oil. This product is tested to ensure THC/THCa levels are not detectable. Hemp oil, derived from the seeds of the plant *Cannabis sativa*, has increasingly received a great deal of attention for its beneficial uses in the body. While the plant it is derived from has a controversial history, the hempseed oil used in TruEase® is specifically made from seeds that do not contain significant amounts of the psychoactive compounds that can be found in certain strains of *Cannabis sativa*. TruEase® is unique among other hemp seed oil extracts in that there is full traceability from seed to consumer, using non GMO hemp cultivars. Additionally, a proprietary simulated moving bed liquid chromatography extraction of the hemp seed oil ensures purity and safety from unwanted solvents and psychoactive components.

Hempseed oil is rich in several essential fatty acids including the omega-6 fatty acids linoleic acid and gamma linolenic acid, as well as omega-3 fatty acids alpha linolenic acid and stearidonic acid. These essential fatty acids have been studied extensively for the important roles they play supporting optimal skin, heart and neurological health. Additionally, hempseed oil is increasingly being used in a variety of foods, beverages and skincare products, as consumers understand that it offers a unique alternative to more traditional oil sources.

In addition to providing essential fatty acids, certain types of hemp oil extracts contain supportive amounts of phytocannabinoids and terpenes. Phytocannabinoids are active constituents of *Cannabis sativa* that are being studied extensively for the important roles they can play in maintaining the body's normal function, including the optimal regulation of the newly discovered endocannabinoid system.

The endocannabinoid system consists of endocannabinoids, natural biochemicals that the body manufactures and the receptors they stimulate. The endocannabinoid system has a network of receptors including CB1 (primarily in the brain) and CB2 (primarily in the immune system and peripheral tissues) that respond to the body's own production of cannabinoids. Endocannabinoids and their receptors are found throughout the body including in the brain, organs, connective tissues, glands, and immune cells. Endocannabinoids are produced in nearly every animal except for insects. Recent studies performed over the last 3 decades have shown that the endocannabinoid system has an extensive influence on the entire body. Cannabinoid receptors in the endocannabinoid system act in many ways to maintain a healthy body including regulating normal motor function, normal response to nerve stimuli, memory, immune response, digestion, bone growth, as well as to help protect skin and brain cells.

Due to its regulatory role in the body, the endocannabinoid system can play an adaptogenic role to help keep the body in homeostasis and balance. Among other things, stress, aging, and poor diet can imbalance the normal production of endocannabinoids. There are over 80 phytocannabinoids that have been identified that can play supportive roles in supporting the body's optimal balance. Hemp oil rich in phytocannabinoids can provide a unique way to support the body's healthy regulation of the endocannabinoid system. However, since phytocannabinoids are insoluble in water, their absorption can be limited in the body. Studies show that the VESIsorb® patented delivery system provides significant improvements in absorption and bioavailability of phytocannabinoids. VESIsorb® technology provides lymphatic absorption pathway

advantages over standard gastrointestinal absorption. Unlike other commercially available products, VESIsorb® technology allows the lipid-based, natural, hemp oil product to be delivered in a water soluble form with no loss in bio-efficacy or absorption. The patented VESIsorb® delivery system is a naturally self-assembling colloidal droplet delivery system that has been clinically proven to increase absorption of nutritional supplements. VESIsorb® naturally self assembles into a colloidal system immediately upon contact with the aqueous environment of the digestive tract. The solubilized nanosize droplets are able to disperse uniformly and diffuse across the unstirred water layer and then transfer the bioactives to the intestinal lymphatic system. Thus, TruEase® provides unmatched advantages over other hemp seed oils on the market.

## **FORMULA (#5008)**

### **Supplement Facts**

#### **Serving Size 1 softgel**

VesiSorb® PCR HempCHOICE® Hemp Oil extract.....334 mg  
(providing phytocannabinoids including cannabidiol (CBD, 25 mg),  
and terpenes including beta-caryophyllene (10 mg) and limonene)

Other ingredients: VESIsorb® Colloidal Delivery System (medium chain triglycerides, VEDD (Vitamin E Dimer Derivative), mono- and diglycerides, fatty acids, natural flavors), capsule shell (bovine gelatin, glycerin, carob water)

### **SUGGESTED USE**

As a dietary supplement, adults take 1 softgel daily or as directed by your healthcare professional.

### **REFERENCES**

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