

VARIETIES OF CANNABIS PLANTS

Although THC and CBD concentrations are important to defining plant characteristics, strains are generally broken up into three groups; Sativa, Indica, and Hybrid.



Indica strains are believed to be physically sedating, perfect for relaxing before bed. They've been reported to help users relax, reduce pain, spasms, inflammation, and anxiety, and provide more of a "body high." At Bloom Brothers, look for a purple sticker to easily identify Indica strains.



Sativas have been reported to provide a more invigorating, uplifting effect that go great with social activities and creative projects. These have more of a "head high" and are labeled with an orange sticker in our store.

Hybrid strains are the most common strains found in the U.S., and fall somewhere in the middle of Sativas and Indicas in terms of their effects. At Bloom Brothers, these are labeled with green stickers.

Easy to remember mnemonic: Indicas put you in-da-couch. Save Sativas for Saturdays!

CONTACT US

If you have any other questions regarding our products, feel free to come visit our store, give us a call, shoot us an email, or check out our website for more education and store information.



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THE CANNABIS PLANT

If you've found yourself inside the Bloom Brothers' store, you've most likely heard of marijuana. For most of your life, there has been a stigma associated with people who use cannabis, but those times are quickly changing. After all, cannabis is just a plant, isn't it?

In this pamphlet, we will discuss some basics regarding the plant such as where the distinct smell comes from, how it gets its euphoric and healing properties, the different types of strains that are out there, and things to look out for when purchasing a product to ensure it's right for you.



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TRICHOMES AND TERPENES

When looking closely at a cannabis bud, you will see small hairs or glands, known as **trichomes** (as seen above).

Trichomes contain over 100 different oils and compounds that give the plants its aroma, flavor, and psychoactive properties. If you've ever touch a cannabis bud, you've probably gotten sticky fingers as a result of direct contact with the trichomes. The trichomes consist of terpenes and cannabinoids.

Terpenes are the aromatic oils that give cannabis that distinct smell and flavor when smoked. Terpenes are found in all plants, not just cannabis. They are what make pine tree smell like pine, they give lavender flowers their distinct smell, and they also give lemons their citrusy smell and flavor. Different cannabis strains will have different smells and flavors due to their different terpene profiles.

CANNABINOIDS

This amazing plant is made of compounds known as **cannabinoids**. You may have heard of the two most commonly researched ones, THC and CBD.

THC is associated with the psychoactive effects of cannabis, and is usually the most abundant compound in the plant.

CBD is associated with medicinal benefits that may help relieve anxiety, pain, nausea, and more. All of our products are labeled with the percentage of each compound found in that particular product, which will look similar to the image below.

THC: 1.5%	CBD: 0.01%
THCA: 20.4%	THCA: 0.00%

When choosing a product, keep in mind how much THC and CBD is present for your desired effects. For customers who are newer to cannabis, we recommend either a lower THC content or starting with low doses so you can get used to the effects. CBD dominant strains may not have the same psychoactive effects, but should still be used in moderation.

MORE CANNABINOIDS

Although THC and CBD concentrations are important to defining plant characteristics, there are other compounds found in the plant that you may see on our labels. Here are some brief descriptions of other various cannabinoids:

THCA is the main non-psychoactive cannabinoid in raw cannabis. Once cannabis flower is burned, the heat converts THCA into THC, giving it is psychoactive properties. This is why it's important to decarboxylate (place in an oven) your dried cannabis flower prior to making edibles. Without the presence of heat, strains with high THCA won't produce the affects you desire.

CBN is another cannabinoid to look out for. Although it is usually in trace amounts, it still has some psychoactive properties, but only about 10% the strength of THC. CBN reduces the user's heart rate and can cause them to feel groggy, which is why users generally don't want a high CBN content. When a plant is not stored properly or is burnt at a high temperate, the THC converts to CBN. This is why smoking can cause a sleepier sensation in some people compared to a more energized feeling from vaporizing or eating edibles.