

CBD For Immunity

October, 2022

We are constantly exposed to infectious diseases, bacteria and viruses (antigens), all wreaking havoc with our health and wellness. Our immune system is a complex network of cells, tissues and organs, running constantly in our bodies with precision to keep us healthy. A key player in the immune system's arsenal are white blood cells or leukocytes, which seek out and destroy any unwanted visitors. Leukocytes can be divided into two groups: 1) lymphocytes (B cells and T cells) that destroy antigens and help the body to remember previous attackers; and 2) phagocytes that absorb and neutralize foreign intruders. Our immune system also plays a key role in detecting malfunctioning cells inside our bodies, and, through the process of apoptosis or cell death, ensures that these cells do not continue to grow and become tumors.

Optimum immune function entails a complex balancing act that relies on constant communication between our immune cells, tissues, and organs. With the discovery of the endocannabinoid system (ECS) in the 1990s, scientists found another key piece of the puzzle. The endocannabinoid system comprises two main G protein-coupled receptors (CB1 and CB2), endogenous ligands known as endocannabinoids (anandamide and 2-AG), and proteins that transport our body's endocannabinoids and enzymes. The ECS is a homeostatic regulator – continually working to maintain a state of biological balance. Endocannabinoids are produced on demand and travel across chemical synapses. This explains why the ECS is termed a homeostatic regulator – continually working to maintain biological balance. Endocannabinoids act upon immune cells directly and indirectly through the CB2 receptor. Studies have shown CB2 receptor activation creates an anti-inflammatory effect and can therefore be a therapeutic target for autoimmune disorders and neurodegeneration. Studies have also shown CBD improves our health by interacting in different ways with the ECS, and thereby helping our immune system!

About US

Novel CBD started as a means to provide premium quality CBD and CBD-infused products with unmatched service and unparalleled commitment to our community. Our commitment to providing world-class products and improved quality of life for people and animals is a passion for everyone at dwell, and we are committed to being good stewards of our natural resources to earn and retain the confidence our customers have placed in our company and products.

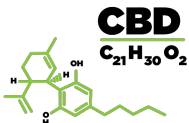
Our Mission

To provide our customers with the highest quality CBD & CBD-infused products available, while serving our community with a commitment and dedication to wellness for everyone!

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wellness for life

