



**bigmoonsky**  
CALIFORNIA

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INFOGRAPHIC

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# ABOUT BIG MOON SKY

## **CLIENT**

Big Moon Sky (BMS) is an online dispensary that delivers cannabis products throughout California. BMS collections are for discerning consumers searching for cannabis products at various points in their cannabis journey.

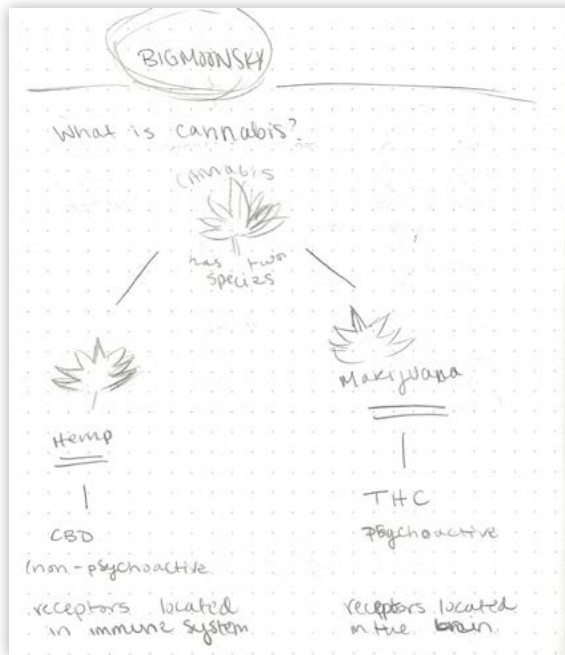
## **OPPORTUNITY**

With the ever-growing cannabis industry, there are still several misunderstandings between the differences of THC and CBD. BMS wants to promote their new line of CBD products, however wants their customers to understand CBD is not THC. To show this information, create an infographic to be featured in an article discussing “What is CBD? And the benefits of CBD products.” This infographic is strictly for web use. Have the infographic styled in the way that graphics can be broken up as needed for the article.

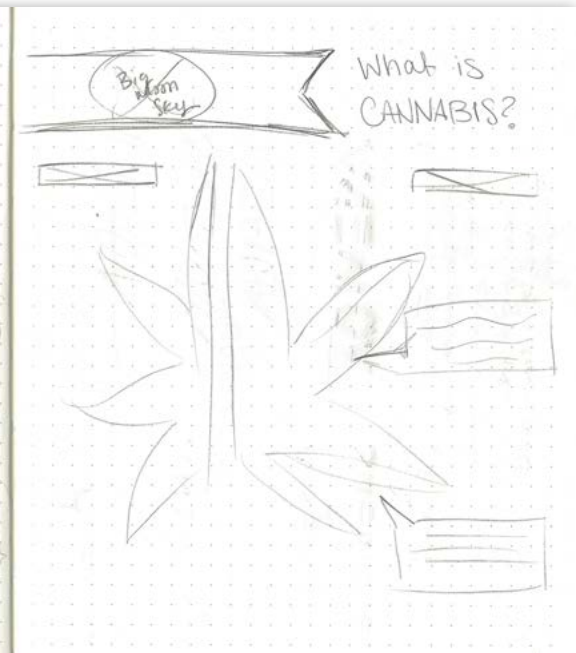
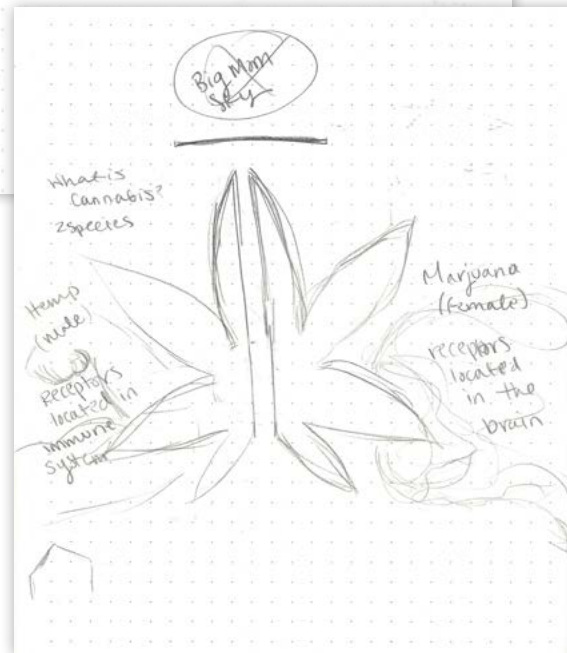
## **SOLUTION**

Using the BMS Brand Guide, research and create an infographic explaining the differences between THC and CBD with a focus of CBD to promote BMS new line of CBD products.

# SKETCHES



- Benefits of CBD**
- Medical
- reduces Dravet seizure
  - kills breast cancer cells
  - stimulates bone growth
  - Stop inflammation
  - anti-inflammatory properties
  - anti-oxidant properties
  - anti-psychotic
- THC Medical**
- eases pain
  - helps with relaxation
  - suppresses pain from nerve damage
  - reduces risk of nerve damages
  - suppresses muscle spasms and convulsions
- Hemp CBD vs Cannabis CBD
- legal states  
both CBDs offer the same benefits  
Marijuana can still be psychoactive



# FIRST ITERATION

**WHAT IS CANNABIS?**

**HEMP (MALE)**  
 receptors located in the immune system  
 contains **0.3%** (or less)

**MARJUANA (FEMALE)**  
 receptors located in the brain  
 contains **15-20%** (typically)

**WHAT ARE THE BENEFITS?**

**CBD** non-psychoactive

- anti-oxidant properties
- anti-inflammatory properties
- reduces blood sugar
- kills breast cancer cells
- stimulates bone growth
- reduces inflammation
- and psychotic

**THC** psychoactive (what causes the high)

- helps with relaxation
- suppresses pain from nerve damage
- suppresses muscle spasms and convulsions
- reduces risk of nerve damage
- suppresses pain from nerve damage
- eases pain

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 Our CBD products are derived from HEMP ONLY

**CURATED CANNABIS**  
**bigmoonsky**  
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**WHAT IS CANNABIS?**

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**WHAT ARE THE BENEFITS? CBD non-psychoactive**

- anti-oxidant properties
- anti-inflammatory properties
- reduces Dravet seizures
- anti-psychotic
- stops inflammation
- kills breast cancer cells
- stimulates bone growth

**THC psychoactive (that causes the high)**

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- skin inflammation

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# SECOND ITERATION

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**WHAT ARE THE BENEFITS?**

**CBD**  
non-psychoactive

**EYES**  
eye protection for glaucoma

**HEART**  
anti-arrhythmic  
anti-depressant  
anti-thrombotic  
anti-oxidative

**BONES**  
stimulating bone growth and strengthening bones

**BRAIN**  
anti-anxiety  
anti-depressant  
anti-oxidative  
neuroprotective  
reduces blood pressure

**STOMACH**  
anti-nausea  
appetite control

**INTESTINES**  
anti-inflammatory

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**WHAT ARE THE BENEFITS?**

**EYES**  
vasorelaxant for glaucoma

**HEART**  
anti-inflammatory  
atherosclerosis  
anti-ischemic

**BRAIN**  
anti-anxiety  
anti-depressant  
antioxidant  
neuroprotective  
reduce Dravet seizures

**BONES**  
stimulating new bone growth and strengthening bones

**STOMACH**  
anti-emetic  
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**INTESTINES**  
anti-prokinetic

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# SECONDARY INFOGRAPHICS

**HEMP OIL VS CANNABIS OIL**

The difference between CBD from Hemp and CBD from Cannabis strains

**HEMP OIL**

**PRODUCT:** Hemp bi-product.

**LABELS:** Must state that it is made from Hemp.

**TESTING:** Due to lax testing outside the U.S. products may be highly contaminated.

**INGREDIENTS:** GMO's, tranfats & additives.

**EXTRACTION:** BHO, propane, hexane or hydrocarbons.

**HEMP:** Typically low in cannabinoid content. A huge amount of hemp is required to extract a small amount of CBD, raising the risk of contaminants because hemp, a bioaccumulator, draws toxins from the soil.

**CANNABIS OIL**

**PRODUCT:** High level CBD. For maximum impact, choose both CBD and THC product.

**LABELS:** Show ratio of CBD and THC, a manufacturing date and batch number.

**TESTING:** Tested for consistency

**INGREDIENTS:** No corn syrup, GMO's, tranfat or additives.

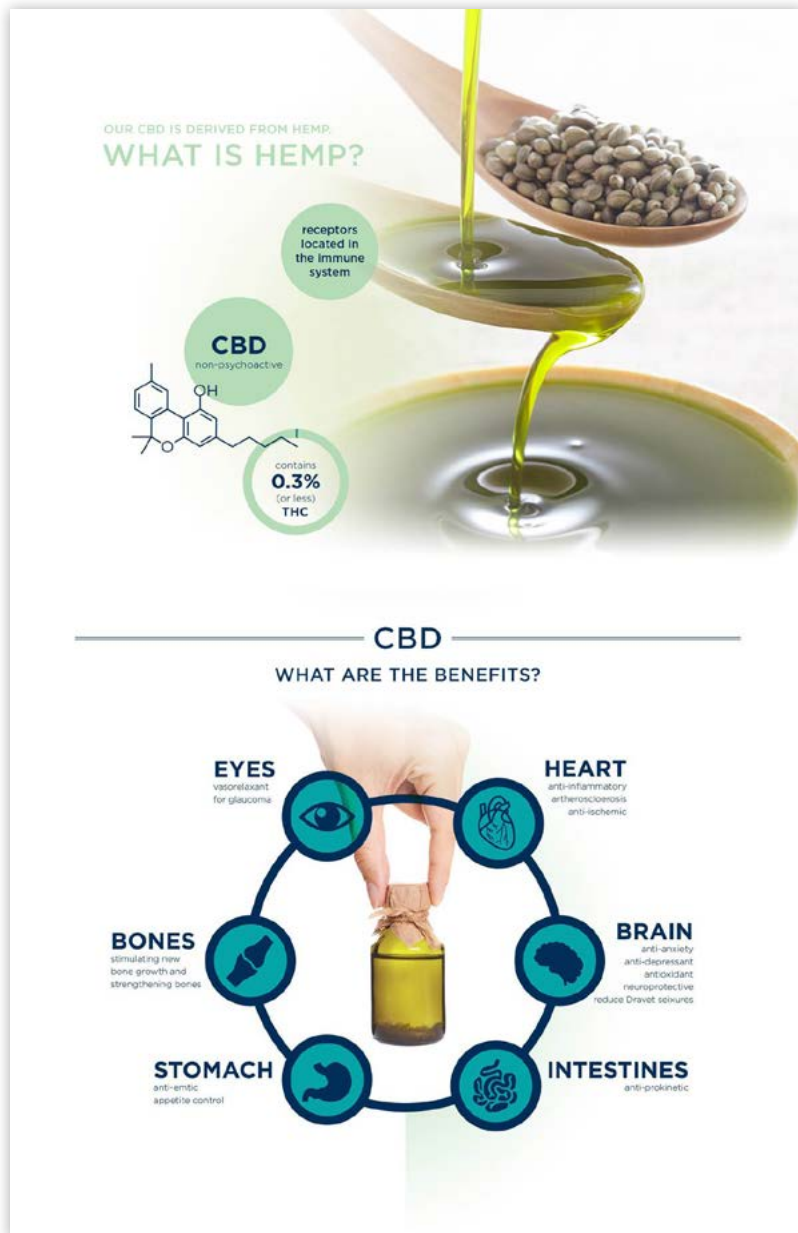
**EXTRACTION:** Non-toxic, supercritical CO2

**CANNABIS:** The robust terpene profile of whole plant cannabis enhances the therapeutic benefits of CBD and THC

**WHEN CHOOSING A CANNABIS MEDICINE LOOK FOR:**

- CBD RICH PRODUCTS/ CANNABIS NOT HEMP**
- CLEAR LABELS**
- QUALITY INGREDIENTS**
- SAFE EXTRACTION**
- LAB TESTING**

# ARTICLE



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