

Industry Leading Quality, Purity and Bioavailability

At PurhealthRX (AKA PUR7), sourcing and quality come first. That is why we go to great lengths to vet our industrial hemp growers and require a multiple step quality control system to insure potency and purity. Every bottle that leaves our facility has a full set of 3rd-party testing including Certificates of Origin and Certificates of Analysis associated with it that is available online for our clients and partners to see. Get Your FREE Trial at: <https://pur7products.com/freetrial1>

PUR7 testing is done at 3 different phases during the process: The farm, each master batch and the final product. Testing includes a separate analysis for the cannabinoid profile, potential microbial life, mold, heavy metals, residual solvents, and pesticides/herbicides/insecticides.

When you use any of PUR7 hemp products, you can trust that PurhealthRX PUR7 has gone above and beyond when it comes to the safety and quality of our products. Add to this Purzorb™, our industry leading bioavailability technology: Pur7 is second to none!

Pur7: Nothing Else Compares!



	Pur7	Standard CBD Oil	Liposome	Isolate
Full Spectrum Oil	●	●	●	
Certified Farms Bill Compliant (Documented)	●	?	?	?
THC Below .3 %	●	●	●	●
Toxic Free (Documented)	●	?	?	●
Super Critical CO2 Extracted	●	●	●	●
Bioavailable Data	●		●	
Stability	●	●		●
Rapid Onset of Action	●			
Clinical Trials (current and completed)	●	●		

1. Sourcing: Certified Farms Bill Growers and Food Grade Conditions

The quality of CBD oil is really based on its source: Where was it grown? How was it grown? And, what is the quality of the strand? The main reason why industrial hemp's cultivation environment is so important is because the cannabis plant is a "hyperaccumulator," meaning it easily absorbs contaminants from the soil while it grows. The soil, climate, plants growing on the farm next door, the flowers in the farmer's garden, etc. are all reflected in the final essence of the plant. The Hemp Industry consensus is that the best and purist CBD extracts are found in plants from where growing hemp has been done using food-grade conditions and an environment that is well-preserved. This quality data must be well-documented and vetted, and not just stated on a website or packaging 'as fact' without the corresponding proof.

PUR7 uses ONLY 'certified growers' that can produce and document their hemp oil.



2. Full Spectrum Oil (FSO):

CBD has become quite popular over the last couple of years but despite what you might think it is only one of the 100 compounds that have been identified in the Cannabis Sativa L plant. Full Spectrum CBD Oil includes a wide range of cannabinoids naturally present in the hemp plant. Depending on the condition you are looking to achieve a full spectrum oil can provide a greater effect than CBD alone as all the cannabinoids work together in what is known as the **entourage effect**. **This does not occur with an isolate or distillate**, which may claim purity of CBD but falls short in effect due to the lack of the entourage effect.

Full spectrum CBD also contains a variety of essential vitamins, minerals, fatty acids, protein, chlorophyll, terpenes, flavonoids, and fiber. One of the most important studies relating to full spectrum CBD oil took place at the Hebrew University of Jerusalem's Hadassah School in 2015. It compared the performance of a full spectrum extract with one that contained CBD only. The study concluded that full spectrum oil was more effective when fighting pain and inflammation. While CBD only is somewhat effective, the whole plant extract not only provided faster and better relief, the effects also lasted longer. While most of these compounds have their own therapeutic benefit, they combine synergistically to provide a far better performance than any single compound, including CBD. Your health and wellness is priority one: **PurhealthRX (PUR7) uses only Certified Full Spectrum Oil.**

3. Extraction Methods – Super Critical CO2 is the gold standard!

To obtain CBD-rich oil, you need to extract it from the cannabis sativa plant. There are a handful of methods used, but typically this isn't something customers know to ask about. Not surprisingly, many companies use cheap methods that involve nasty toxic solvents such as propane, hexane, pentane, and butane, which are flammable hydrocarbon gases found in petroleum. Do you really want to consume this, especially if you are ill?

Some industry insiders argue that organic, pharmaceutical-grade ethanol, which is a grain alcohol, is optimal and eliminates certain toxins and residues in the raw plant material itself. But others say that while this extraction method yields a high amount of cannabinoids, and is GRAS (Generally Recognized as Safe) for human consumption, it destroys the plant's waxes, which leads to a potentially less-potent oil. Beware of companies who try to convince you that using these methods stays the most true to the plant.

The only way to preserve most of the plant's trichomes – these are the cannabinoids, terpenes, and flavonoids – look for Supercritical (or subcritical) CO2 extraction. This method uses carbon dioxide under high pressure and extremely low temperatures to isolate, preserve, and maintain the purity of the medicinal oil. While this method is more expensive and involves complex equipment and expertise, it ensures quality. **PurhealthRX uses only Super critical CO2 extraction.** This is not the cheapest method however your health and wellness is not something we are willing to compromise.



4. Bioavailability: Imitation vs. Actual

Why does everyone talk about bioavailability but no one is willing to actually put **data** behind their statements? There are many ways to make oil based ingredients water dispersible in water but the human body makes oil based ingredients bioavailable through a process called micellization. **Purzorb™** technology uses the same process that the human body uses make oil based ingredients bio-absorbable. **Purzorb™** technology isn't an imitation of the body's way to utilize nutrients; **Purzorb™** mimics the body's natural process of absorption.

It is well documented that the bioavailability of Native CBD oil is only 6%. Many companies utilizing various emulsions and water dispersible technologies including Liposomes and "Nano," will claim increased bioavailability of CBD oil 3-4 times that of normal CBD. This would equate to 18-24% of their CBD making into the blood stream. **Purzorb™** water soluble Hemp CBD oil has been proven to have over **85% absorption** through the intestinal tract. This means that your body can utilize almost all of the CBD that you ingest.

Pur7 has done three separate bioavailability tests (1 test in animals' and 2 tests in humans) to demonstrate the effectiveness of Purzob™ technology.

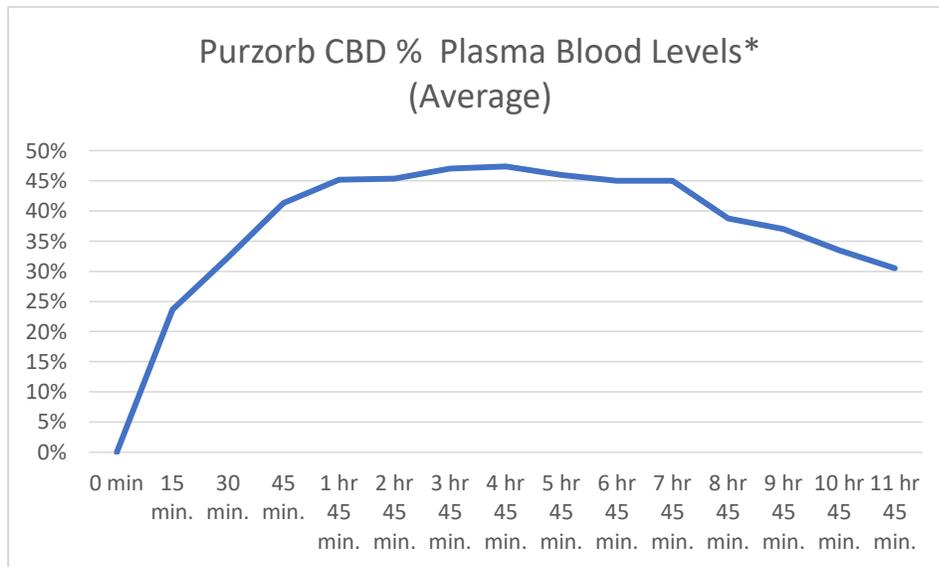
Human Bioavailability Study:

This is a study with seven subjects participating for a period of twelve hours. At the onset of this study each subject had arterial blood drawn to set the Baseline of CBD in their bodies, each had a Baseline of 0.0 mg of CBD at Baseline. Each subject was given an oral dose of one vial with 8.95 mg of CBD. Vilas were prepared by PurhealthRX and delivered to the researcher for use in this study. Each subject was given a vial and instructed to spray the liquid under their tongue and hold it there for 30 seconds before swallowing. The nurse in attendance let each subject know when their 30 seconds was up so they could swallow the remaining liquid.



Conclusion:

The onset of PUR7 is rapid and it has a lasting duration of CBD availability in the blood stream. The uptake of PUR7 CBD far exceeds the average uptake of other CBD products available today.



*Level prior to adjustments for blood volume

Table 1: Human Pharmacokinetic study of Purzorb™ CBD Full Spectrum oil uptake into Serum Blood.

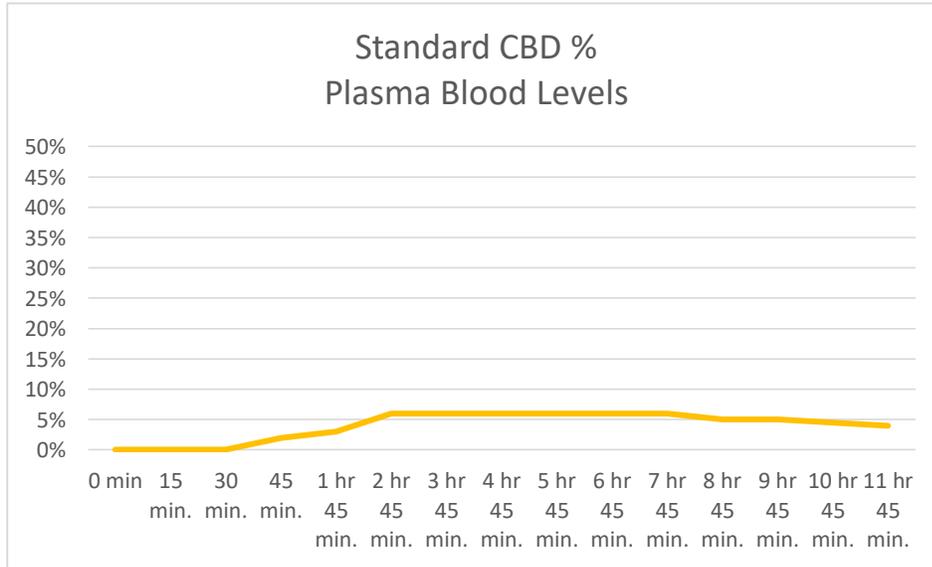


Table 2: Pharmacokinetic Studies Human uptake of Standard CBD Oil into Serum Blood.

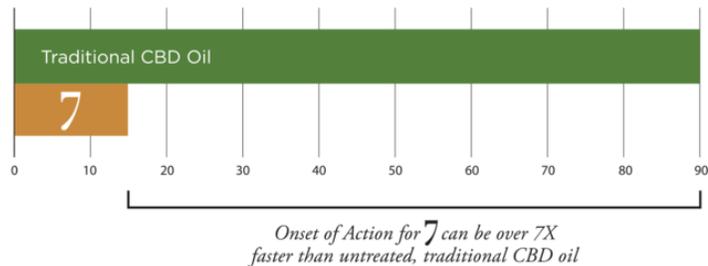
Onset and Duration of Action:

Another way to differentiate between imitation or actual bio-absorption, is the onset of action and duration of effect of a product. Native and even Liposomal CBD products require 60-90 minutes to reach their peak effect in the body and begin to drop in effect after 2-3 hours.

Purzorb™ water soluble Hemp oil has an onset of action and peak effect within 15 minutes of ingestion and remain at high levels in the body. This has been documented and proven in three separate studies.

Onset of Action *(in minutes)*

The reported *Onset of Action* of orally ingested **Purzorb™** CBD oil occurs within 15 minutes and peaks at 30 minutes compared to traditional CBD oil which reaches it's 6% absorption between 60-90 minutes.



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Animal Pharmacokinetic Study:

A preliminary study to compare the bioavailability of Purzorb Industrial Hemp CBD oil in water and Purzorb Vitamin D3 was undertaken using pieces of rat intestine on Franz diffusion cells.

- The Purzorb **Hemp CBD oil** appears to be largely transported across the intestine within the micelles.
- The Purzorb **Hemp CBD oil** is transferred more rapidly than the Decarboxylated **Hemp CBD oil** and approximately 85% of the CBD is transferred.
- After 15 min 52% of the Purzorb **Vitamin D3** had crossed the intestine wall and 100% had been transferred by 30 min.

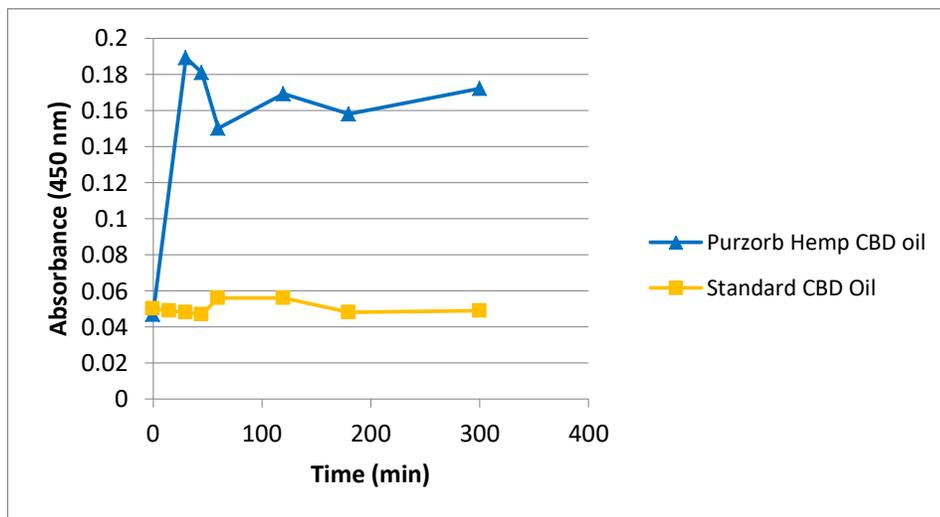
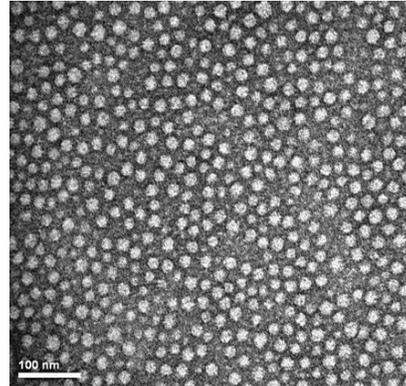


Table 3: Animal Pharmacokinetic Studies of Purzorb™ CBD oil vs Standard CBD oil. (Absorption through intestinal wall)

5. Stability:

One of the biggest issues that face current methods for dispersing oil based ingredients in water is stability. “Nutrient Fall-out” is a term used to describe whether an ingredient stays in its ideal bioavailable form or “falls out” and lies at the bottom or top of a solution. The polarity of water, the acidity of stomach acids, other bioactive ingredients in product formulations can all cause fall-out for both micelles and liposomes. Liposomes are particularly susceptible to temperature and stomach acid. Variations of temperature and the acidity and contents of the stomach can have drastic effects on the stability of a liposome. Liposomes have limited shelf life, temperature constraints and restrictions on when to take them. **Purzorb™** water soluble Hemp CBD oil can be used or stored at room temperature, in the refrigerator, or left in the trunk of the car on summer vacation.

Purzorb™ water soluble Hemp oil micelles are 22 nanometers in size and are stable over Long periods of time.



Purzorb™ micelles under an Electron microscope



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