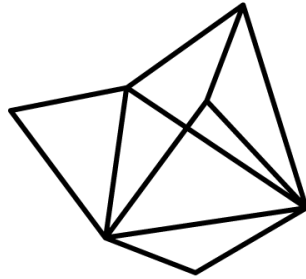


CUSTOMER EDUCATION PACKET



THEORY

W E L L N E S S

COMMITTED TO WELL-BEING THROUGH CANNABIS

Focused on small batches and unique genetics, we strive to develop a premium range of strains and products for consumers in Maine. In doing so, we commit ourselves to constant reinvention and self-scrutiny, working with and listening to each other, to further improve our approach to cannabis therapies.





TABLE OF CONTENTS

This guide will help you navigate the adult use sales of cannabis. Please read through and don't hesitate to ask one of our staff if you have any questions.

BACKGROUND ON CANNABIS.....	3
GUIDE TO STRAINS.....	4
ROUTES OF ADMINISTRATION & PROPER DOSING.....	5
MISUSE SUPPORT.....	6
RISKS AND WARNINGS.....	8
LEGAL FAQs.....	9



BACKGROUND ON CANNABIS

WHAT IS CANNABIS?

Cannabis is a complex plant that contains over 400 unique chemical entities, many of which are cannabinoids and terpenes. Although cannabis has been cultivated for over 6,000 years, for uses such as textiles, medicine, and food, our current knowledge on its pharmacological properties is based on studies that have taken place only since the end of the 19th century. Furthermore, due to the widespread prohibition on the plant and its compounds, modern research has been hampered until recently – thus we are living now in a very exciting era where new information on the potential benefits of cannabis are being published rapidly.

THE CANNABIS PLANT

The cannabis plant has two main subspecies, *Cannabis indica* and *Cannabis sativa*, each with unique physical characteristics. Indica-dominant strains are short plants with broad, dark green leaves. Indica plants are native to higher elevation areas in Asia, such as the Hindu Kush Mountains. Sativa-dominant strains are usually taller and have thin leaves with a lighter green color. Sativa plants are native to more tropical regions in Central and Southeast

Asia. Varieties that are native to a certain area are called landraces and are the building blocks for the different varieties seen today. In last few decades, both amateur and professional horticulturalists have been selectively cross breeding varieties of cannabis, which has led to an enormous amount of available unique strains. Many of these strains contain a combination of sativas and indicas, creating what is known as a “hybrid”.

CANNABIS CULTIVATION

At Theory, we cultivate cannabis in very controlled environments to create the ideal conditions that allow our plants to thrive. By controlling the humidity, temperature, lighting, CO2 levels, nutrients, airflow, and pruning techniques, Theory is able to allow each strain of cannabis to reach its maximum genetic potential. Additionally, we implement strict and extensive sanitation protocols to ensure that no potential contaminants ever enter our facility.



GUIDE TO STRAINS

Theory carries a wide variety of marijuana strains – at our Marijuana Retailer, each strain is labeled on the spectrum from Sativa to Indica. We also carry CBD rich strains. Many strains are hybrids, meaning they are a combination of the three main types of strains explained below. See below for information on marijuana strains:

SATIVA

Sativa strains of cannabis are naturally occurring in tropical, equatorial areas of the world such as southeast Asia and Africa. They may provide an increase in energy and focus or an elevated mood, and are generally recommended for daytime use.

INDICA

Indica strains are naturally occurring in mountainous, colder climates. They may provide a calming sense of relaxation in the body and are generally recommended for evening use.

CBD RICH STRAINS

CBD is a non-psychoactive compound that may offer increased relaxation in the body.



ROUTES OF ADMINISTRATION AND PROPER DOSING

A route of administration is the way in which you intake a marijuana product into your body. Common routes of administration, and their benefits, are explained below.

SMOKING

Onset: 5-10 minutes, Duration: 1-3 hours

Smoking is a common form of consumption and is defined as the inhalation of combusted plant material or marijuana concentrate. The effects of smoking are immediate, with peak effects occurring within ten minutes.

When smoking, always consider the potency of the marijuana or marijuana concentrate you are inhaling – this will display a % of cannabinoids on the label. Higher potency products have a higher potential for misuse and may cause increased side effects such as anxiety.

VAPORIZING

Onset: 5-10 minutes, Duration: 1-3 hours

Vaporizing cannabis is a route of administration with effects similar to smoking, however without the potential harms caused by inhaling

combusted plant material. Vaporizers use hot air to activate the cannabinoids in the plant material, allowing a user to inhale the therapeutic compounds without combusting the plant material.

When vaporizing, always consider the potency of the marijuana or marijuana concentrate you are inhaling – this will display a % of cannabinoids on the label. Higher potency products have a higher potential for misuse and may cause increased side effects such as anxiety.

EDIBLE PRODUCTS

Onset: 1-3 hours, Duration: 3-4 hours

Edible products include capsules and cannabis chews. Ingesting infused products produces longer lasting, potentially stronger effects. Always start with a low dose when using edible products. Edible products may be particularly helpful in relieving nighttime symptoms.

When ingesting marijuana infused products, always consider the potency of the product – this will be displayed as the milligram (mg.)



of cannabinoids present on the label. Higher potency products have a higher potential for misuse and may cause increased side effects such as anxiety.

TINCTURES

Onset: 7-15 minutes, Duration: 3-4 hours

Tinctures are an infused product that is taken orally. To use a tincture, place drops under your tongue, and hold the drops there for up to 30 seconds. This allows a user to absorb the medicine quicker than taking an edible product. Tinctures are a great place to start using cannabis. When ingesting marijuana infused products, always consider the potency

of the product – this will be displayed as the milligram (mg.) of cannabinoids present on the label. Higher potency products have a higher potential for misuse and may cause increased side effects such as anxiety.

Dosing: Start Low and Go Slow! With all the above routes of administration, start using the products with the smallest dose possible to achieve an effect. Start low and go slow! Infused products such as capsules, tinctures, and edibles may take 3 hours for their full effects to impact your body. Theory recommends starting with a 5 mg. dose of cannabinoids for infused products.

MISUSE OF CANNABIS

Some customers may find that they become, or are becoming, dependent on the use of marijuana.

Signs and symptoms of misuse of marijuana:

- You're neglecting your responsibilities at school, work, or home (e.g. flunking classes, skipping work, neglecting your children) because of your marijuana use.
- You're using marijuana under dangerous conditions or taking risks while under the influence
- Your marijuana use is getting you into legal trouble
- Your marijuana use is causing problems in your relationships



Information regarding marijuana tolerance, dependence, and withdrawal:

- Marijuana tolerance may be a sign that you are misusing marijuana. Tolerance is when you need to use more of the drug to experience the same affects you used to attain with smaller amounts.
- If you take marijuana to avoid or relieve withdrawal symptoms, it may be time to seek help. This occurs if you go too long without marijuana and then you experience symptoms such as nausea, restlessness, insomnia, depression, sweating, shaking, and anxiety.

Signs of marijuana dependence include:

- Your life revolves around marijuana use. You spend a lot of time using and thinking about drugs, figuring out how to get them, and recovering from the drug's effects.
- You've abandoned activities you used to enjoy, such as hobbies, sports, and socializing, because of your drug use.
- You continue to use marijuana, despite knowing it's hurting you. It's causing major problems in your life—blackouts, infections, mood swings, depression, paranoia—but you use anyway.

TREATMENT SERVICES

If you are seeking help with drug misuse, please find a treatment center using the following link:

<https://findtreatment.samhsa.gov/locator>

INFORMATIONAL RESOURCES

If you need more information around drug addiction, emotional or mental health, visit www.helpguide.com and search "addiction".



RISKS AND WARNING OF MARIJUANA USE

Theory Wellness aims to provide pharmaceutical grade therapeutic cannabis products to our customers. When using marijuana, please be aware of the following information:

HEALTH WARNING

Marijuana has not been analyzed or approved by the FDA. There is limited information on the side effects of using marijuana and, as a result, there may be health risks associated with using marijuana. Please keep marijuana and marijuana infused products away from children and stored in locked areas.

DRIVING

Driving under the influence of marijuana is dangerous and a crime. The use of heavy machinery when under the influence of marijuana must also be avoided.

SUBSTANCE ABUSE

Marijuana, like any substance, has the potential to be misused. Please see our “Misuse of Marijuana” informational section above for more information regarding the potential misuse of marijuana.

DISTRIBUTION

Customers may not distribute marijuana to any other individual. All unused, excess, or contaminated product must be returned to the Theory location from which the product was purchased for proper disposal.



LEGAL FAQs

WHERE CAN I USE MY CANNABIS?

Consumption of recreational marijuana may only occur in privately designated areas where smoking and/or vaping is allowed. This does not include Theory Wellness dispensaries. Please keep in mind that public consumption of marijuana may result in fines.

AM I ALLOWED TO DRIVE AFTER USING CANNABIS?

No, it is prohibited and dangerous. Driving under the influence is a crime in the state of Maine. This also includes the use of heavy machinery when under the influence of marijuana (which must be avoided).

WHAT ARE THE RULES FOR TRANSPORTING CANNABIS PRODUCTS?

Transporting cannabis is similar to transporting alcohol wherein you cannot have an open container of adult-use cannabis or cannabis products in the passenger area. An "open container" is defined as having a package with a broken seal or a package from which contents have been partially removed.

AM I ALLOWED TO TRAVEL OUT OF STATE WITH CANNABIS?

No, cannabis purchased in Maine must stay in Maine. Violations will leave you subject to the laws of outside states where adult use is still illegal. This may result in prosecution from a misdemeanor to a felony depending on the quantity.

HOW MUCH AM I ALLOWED TO PURCHASE?

Recreational marijuana customers may legally purchase up to 2.5 ounces of cannabis that includes no more than 5 grams of concentrate, whether sold alone, contained in an inhalant delivery system, or contained in edible marijuana products.

AM I ALLOWED TO SHARE MY CANNABIS?

The act of gifting cannabis to other adults who are 21+ is within legal limits (up to 1 oz. of flower or 5 grams of concentrate is legal). However, the act of selling or re-selling cannabis is illegal. A first-time offense (less than 50lbs.) can be subjected to up to 2 years in prison or a \$5,000 fine. Additional offense can result in 2.5 years of imprisonment or a \$10,000 fine.

ABOUT

THEORY WELLNESS



1. SOUTH PORTLAND | RECREATIONAL

198 Maine Mall Road, South Portland, ME

Text or Call: (207) 707-1626

2. WATERVILLE | RECREATIONAL

20 Industrial Street, Waterville, ME

Text or Call: (207) 606 7175