



## CARTA

### Charting the Course to Tailored Cannabis Therapeutics

#### Our Origin

Patients were already using cannabis for pain, sleep, mood, and stress—often without guidance. Two questions shaped CARTA:

- 1) What does a clinician need to responsibly counsel self-medication?
- 2) What would improve on traditionally smoked flower for consumers?

Answer: measurable outcomes, predictable dosing, easy-to-use delivery, and clear guardrails for starting, titrating, and avoiding interactions. CARTA sits at the intersection of medical rigor and real-world usability so patients can use cannabis intentionally and confidently.

#### The Phytologic System™

A simple, science-forward way to match products to goals:

- Cannabinoids – THC, CBD, and minors that drive effect
- Terpenes – aromatic molecules shaping mood, focus, relaxation
- Botanicals & Nutrients – supportive herbs and vitamins

These layers power effect-based formulations (e.g., calm, relief, sleep, focus) that patients can understand and track.

#### Chemotype Guided Dosing (CGD)

CGD uses each product's chemotype (its cannabinoid + terpene profile) to define clear dose bands and predictable effects.

- Reduces trial-and-error by aligning chemotypes with outcome profiles
- Turns dosing into a repeatable protocol instead of guesswork
- Integrates with simple symptom check-ins to refine fit over time

#### CARTA Design Principles

- Measured, not vague — outcomes tracked with brief app check-ins
- Predictable dosing & formats — labeled, repeatable doses across capsules/softgels, patches, and microdrops
- Baseline + Relief architecture — steady daily coverage plus on-demand options
- Flower-congruent effects — chemotypes mapped to outcome profiles
- Simple, safe guidance — clear starting doses, titration steps, interaction cautions

## **Why It Works**

- Bridges clinical needs with patient reality
- Limits overconsumption and guesswork
- Empowers patients with steady baseline support and flexible relief
- Uses real-world data to continuously tighten dose ranges

**CARTA — Cannabis, reimagined as personalized medicine.**