

DOES THE SOURCE OF TERPENES MATTER?

Terpenes and terpenoids — also called isoprenoids — are ubiquitous throughout the botanical world. They are biosynthetic building blocks and messengers that also form the foundation of the characteristic flavors and aromas of plants and herbs. Yet, it is the presence of terpenes in cannabis that has put them at the center of heated debate.

The key issue is whether cannabis-derived terpenes are better than terpenes from other sources. Implicit are questions of both safety and fidelity to the cannabis plant itself. This debate takes many forms and can be heard from farm to dispensary throughout the cannabis world. At The Werc Shop®, we strive to provide scientific information to all cannabis users so informed choices can be made.

TERPENE MYTHS & FACTS	
CANNABIS-DERIVED TERPENES ARE	TERPENE FORMULATIONS NOT DERIVED FROM CANNABIS ARE
✗ Superior because they are natural	✗ Fake
✗ Identical to that in the plant	✓ Often natural
✓ Prone to geographic and seasonal variation	✗ Identical to that in the plant
? Free from THC, allowing for legal shipping	✓ Typically more consistent

No matter how delicate the extraction process, changes occur when converting plant to extract. Sometimes these changes are desirable (e.g. decarboxylation of THCA to THC), but often the changes are unwanted and can distort flavor and aroma. Many have experienced vaping an extract called Super Lemon Haze, only to have their taste buds respond with distaste. Changes to the terpene fraction may even impact the Ensemble Effects associated with those terpenes, causing the physiological activity of an extract to differ from that of the whole plant.

Two types of changes can occur to the terpene fraction in the course of extraction: 1) physical and 2) chemical. Physical changes alter the amounts of specific terpenes relative to one another and to cannabinoids. The same plant compounds are still present, but the true-to-plant harmony is off. It's like your favorite song playing in a different key. Chemical changes alter the terpenes themselves, with one terpene turning into another or even something else entirely. Some compounds appear (that may or may not be native to cannabis) and others disappear. This is less like your favorite song playing in a different key and more like mangling the lyrics.

The word “natural” is often used to green wash cannabis products. The same is true for food and other consumer products, in which preservative chemicals without a natural source, ingredients derived from genetically engineered organisms, and highfructose corn syrup can be found in products carrying the “natural” label. **At The Werc Shop all of our flavors, including Strain Native®, Native®, Inspired®, and Emboldened™ and flavor blends are 100% real. Never fake. In most cases, they are also more true-to-plant than terpenes extracted from cannabis and added back into concentrates and vape carts.**

The truth is that professional production methods are necessary before either crafted or cannabis-derived terpenes can be considered a quality option. Purveyors of cannabis-derived terpenes commonly lack the tools or sophistication to produce blends that are safe, desirable, or even similar to the plant from which they come. As a result, cannabis-derived terpene blends can end up tasting all the same.

The Werc Shop has dedicated the last six years to building a deep understanding of the cannabis plant. In the process, countless cultivars have been profiled and many new components identified. The result is an extensive library of award-winning, cannabis-based flavor formulations. Patients and adult consumers alike rave about the taste, smell and accompanying physiological effects of our blends. True, consistent flavor and effects live here—from cannabis.

For more information about why terpene sources matter, check out our whitepaper or contact your representative to learn more.

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