

Terpenes are naturally occurring aromatic compounds found in cannabis that give each strain its distinct smell and flavour profile. Beyond aroma, they also shape the consumer experience by interacting with cannabinoids and influencing how the effects feel. In a retail setting, they're a useful way to help guide customers in a sensory way to understand differences between products beyond THC or CBD.

## THREE MAIN TERPENES FOUND IN CANNABIS PLANTS



### AROMA PROFILE

Earth | Herbal | Pungent

### OCCURS NATURALLY IN

Hops | Ginseng  
Lemongrass | Mango

Myrcene is one of the most common terpenes in cannabis and a key driver of that classic “cannabis” aroma.

It’s often associated with more calming, full-body experiences, making it a popular profile for evening use or for customers looking for something that feels more laid-back and grounding.

Vapourizes at 167 C | 334 F



### AROMA PROFILE

Citrus | Lemon | Fresh

### OCCURS NATURALLY IN

Citrus rinds | Lemon  
Orange | Grapefruit

Limonene can take slightly different forms, giving cannabis distinct citrus aromas like orange, lemon, lime, or grapefruit.

It’s often associated with brighter, more uplifting experiences, making it a popular choice for customers seeking something fresh, vibrant, and daytime-friendly.

Vapourizes at 176 C | 349 F



### AROMA PROFILE

Peppery | Spicy | Musky

### OCCURS NATURALLY IN

Black Pepper | Cloves  
Rosemary

Caryophyllene is a distinctive terpene known for its bold, spicy aroma and its unusual ability to also interact with cannabinoid receptors.

It’s commonly associated with full-bodied flavour. In cannabis discussions, it’s frequently highlighted for its role in shaping a more balanced, steady experience.

Vapourizes at 130 C | 266 F

### Terpene Basics: What You Should Know

- Found within the plant's trichomes
- Degrade when exposed to oxygen or heat
- Activated at different temperatures
- Unique to each cultivar or strain

### Botanical Terpenes

In cannabis products, “natural” terpenes usually come from other botanical sources used to match specific aroma profiles.



Terpenes are produced in the plant's trichomes and vary widely by cultivar. Their presence and balance are influenced by genetics, growing conditions, and post-harvest handling. Monoterpenes and sesquiterpenes make up the majority of cannabis terpene profiles, alongside other aromatic compounds like VSCs or Esters.

## Monoterpenes

Light, volatile terpenes that evaporate more easily at lower temperatures. They're largely responsible for bright, fresh aromas and are often the first compounds noticed when a product is opened or heated.

## Sesquiterpenes

Heavier, less volatile terpenes that remain stable at higher temperatures. They tend to contribute deeper, more complex aroma notes and linger longer during consumption.

## Terpene Profiles

~2% is the average baseline for most products.

~3%+ will have more pronounced aroma and flavour expression.



### AROMA PROFILE

Pine | Woody | Earth

### OCCURS NATURALLY IN

Pine Needles | Conifers | Rosemary

It's often highlighted for its role in contributing to bright, crisp flavour profiles and is associated with more alert, clear-headed sensory experiences.



### AROMA PROFILE

Earthy | Woody | Herbaceous

### OCCURS NATURALLY IN

Sage | Coriander | Cloves

Contributes to more grounded, herbal flavour profiles and is commonly present in strains with a deeper, more natural scent character. It adds complexity to aroma.



### AROMA PROFILE

Floral | Sweet | Fresh

### OCCURS NATURALLY IN

Lavender | Bergamot | Basil

In cannabis, it contributes to softer, more aromatic profiles and is often associated with calming, body-focused sensory experiences that feel smooth and rounded.



### AROMA PROFILE

Herbal | Floral | Sweet

### OCCURS NATURALLY IN

Parsley | Mint | Orchids

Sweet, herbal, and slightly citrus-like, Ocimene is found in many aromatic plants. In cannabis, it brings a bright, fresh top-note to terpene profiles.



### AROMA PROFILE

Herbal | Citrus | Slightly Sweet

### OCCURS NATURALLY IN

Nutmeg | Tea Tree | Cumin

In cannabis, it contributes bright, airy top notes and is often present in cultivars with more complex, layered aroma profiles.