



English Style and Writing Guide

Guide to writing plain English
for print and web

| | |
|---|----|
| Writing principles | 5 |
| Writing for web | 6 |
| 1. Use Yoast SEO | 6 |
| 2. Headings | 6 |
| 3. Use of subheadings..... | 6 |
| 4. Page summaries..... | 7 |
| 5. Metadescription..... | 7 |
| 6. Writing paragraphs and sentences..... | 7 |
| 7. Use of transition words..... | 7 |
| 8. Passive voice | 8 |
| 9. Writing numbers..... | 9 |
| 10. Lists – numbered and bulleted..... | 9 |
| 11. Tables..... | 9 |
| 12. Anchor links..... | 9 |
| 13. Images, infographics or diagrams..... | 9 |
| Style Guide..... | 11 |
| 1. Acronyms..... | 11 |
| 2. Apostrophes..... | 12 |
| 3. Brackets | 13 |
| 4. Bullet points..... | 13 |
| 5. Capitalisation..... | 14 |
| Nouns | 14 |
| Job titles..... | 14 |
| Organisations..... | 14 |
| Titles and headings..... | 15 |
| 6. Commas..... | 15 |
| 7. Contractions | 18 |
| 8. Dashes | 18 |
| 9. Dates..... | 18 |
| 10. Ellipses | 19 |
| 11. Footnotes and references..... | 19 |
| 12. Full stops..... | 19 |
| 13. Gender | 20 |
| 14. Hyphens..... | 20 |
| 15. Latin forms (e.g., i.e., etc.)..... | 21 |
| 16. Legal term abbreviations..... | 21 |
| 17. Measurements..... | 22 |
| 18. Nominalisations – avoid them..... | 22 |
| 19. Numbers..... | 23 |
| 20. Organisation and company names..... | 24 |
| 21. Page number references..... | 24 |
| 22. Phone numbers..... | 25 |
| 23. Quotation marks..... | 25 |
| 24. Semicolons | 26 |
| 25. Spacing..... | 27 |
| 26. Spellcheck..... | 27 |
| 27. Time..... | 28 |
| 28. Web Addresses and Emails | 28 |
| Visual design and page layout..... | 29 |
| 1. Visual design..... | 29 |

| | | |
|---|----------------------|-----------|
| 2. | Logos | 29 |
| 3. | Word templates | 29 |
| Appendix 1 Glossary of terminology..... | | 30 |
| The benefits of a glossary | | 30 |
| Contents | | 30 |
| Section 1: Cannabinoid specific terms | | 31 |
| Section 2: Medical terms..... | | 33 |
| Section 3: Therapeutic product terms..... | | 36 |
| Section 4: Regulatory and manufacturing terms | | 39 |
| Section 5: Legislative and policy terms..... | | 41 |
| Disclaimer..... | | 42 |

Writing principles

There are five principles of writing approved by Bedrocan.

1. Be clear about who you write for. Put your audience first, and write in a way that they can relate to.
2. Use short sentences and simple words.
3. Avoid using jargons unless it is utterly important to use them.
4. Write as if you are talking to your reader.
5. Always proofread.

The Bedrocan's style is to write in plain English.

Plain English means that something can be instantly understood and meets the needs of its audience. It is achieved by using language, structure and design so clearly and effectively that the audience has the best possible chance of readily finding what they need, understanding it and using it.

Add the [Word Readability Index](#) to your Word and Outlook ribbons.

Use language that our readers will understand. Where relevant, avoid language that is bureaucratic, academic, wordy or imprecise. Use everyday terms instead.

Writing for web

If we want our audience to read more, we should create readable copy.

People do not read content on the web the same way they read print; they scan and skim read. On average, our audience reads only a quarter of the words on a web page – if they stop to read it at all.

1. Use Yoast SEO

To assist you in writing readable copy our CMS (content management system) has a readability check called Yoast SEO. It checks the length of your sentences and paragraphs, and whether you use transition words or sub headings. Moreover it assesses if you don't use passive voice too often. On top of that it calculates the Flesch Reading Ease score, a score that indicates how easy to understand your text is.

2. Headings

Headings are important for SEO purposes. Google uses your headings to determine the topic of the content on your website. Your headings thus should be used to optimise your post. However, headings are of great importance for your readers as well. Headers allow your readers to quickly scan through your text and to decide whether or not they would like to read your article. Headings thus should be attractive and should cover the content of the paragraph.

- Make page names unique – the meaning of the page name must be clear to people with no knowledge of the subject.
- Make page names 4 to 10 words
- Don't use short words in names and titles. For example, international should be spelt out in full, rather than intl.
- Use plain English in page names – don't use jargon, initials, acronyms, or abbreviations.

3. Use of subheadings

Subheadings structure content for readers, helping them find what they need. You can put a header above each paragraph, or above a number of paragraphs which contain similar topics.

- Make subheadings specific and unique
- Each subheading occurs only once on a page
- Make subheadings meaningful to readers

4. Page summaries

Summaries immediately tell readers who the content is for and what they can do with it. Write a page summary that can double up as the metadescription (see below).

5. Metadescription

Search engines (e.g. Google) sometimes use the metadescription to provide information snippets about a site that they can match with search queries. Only the first 100 characters including spaces will be displayed in the search result, so your description or summary needs to be concise and understandable.

6. Writing paragraphs and sentences

- Give each topic its own paragraph
- Create short paragraphs (stick to less than 6 or 7 sentences)
- Start your paragraph with the most important sentence
- Explain or elaborate on that sentence
- A paragraph should be made visible (by using whitespace)
- Aim for no more than 7 paragraphs on a page
- Make sentences about 12 to 15 words

7. Use of transition words

In order to guide your reader, you should use plenty transition words. Transition words (also known as signal words) give direction to your readers. These words show the reader that you are summarizing (and, too), comparing (less than, rather) or concluding something (thus, consequently, hence).

| Type of relation | Examples of transition words |
|------------------|---|
| enumerate | and, first of all, also, another, furthermore, finally, in addition |

| | |
|----------------------|--|
| cause | because, so, due to, while, since, therefore |
| comparison/ contrast | same, less, rather, while, yet, opposite, much as, either |
| conclusion | as a result, hence, consequently, therefore, in conclusion |
| fuzzy signals | seems like, maybe, probably, almost |
| emphasis | most of all, most noteworthy, especially relevant |

Using transition words will be like putting cement between your sentences. Transition words show your readers the connection between sentences and paragraphs.

If you are not used to using transition words yourself, it can be hard to correct texts you have already written. Make sure to use transition words whenever you are summarizing or enumerating. Also, use signal words in your conclusion. Help people to grasp the main message of your text.

8. Passive voice

If you want to write an article which is nice and easy to read, you should try to avoid passive voice. Passive voice occurs if the noun or noun phrase that would be the object an active sentence (such as *Bedrocan produces medicinal cannabis*) appears as the subject a sentence with passive voice (*Medicinal cannabis is produced by Bedrocan*).

| Passive voice | Better alternative |
|--|---|
| This product can be bought in our shop. | Customers can buy this product in our shop. |
| The bags are checked by a security employee. | A security employee checks the bags. |
| The employees are informed about their financial contribution. | The manager informs his employees about their financial contribution. |
| All our posts are checked by a colleague. | A colleague checks all our posts. |

9. Writing numbers

Write 0 to and 10 as numerals.

If a sentence starts with a number then it needs to be written as a word.

10. Lists – numbered and bulleted

- Bulleted lists can make content easier to understand
- Bulleted lists summarise points that don't have a necessary order
- Numbered lists order points in a sequence, like steps in a process
- Use an opening statement before a list
- More on bullet points can be found on page 9 ('Bullet points')

11. Tables

- Tables display information in 2 or more columns and rows
- Make tables no more than 7 rows
- If a table has more than 7 rows, chunk the information in to separate tables
- Give each column a heading and use correct table heading styles

12. Anchor links

Anchor, or “jump” links act like a table of contents at the top of a webpage. They link to the subheadings on the page and help our audience work out if the content they want is on the page.

13. Images, infographics or diagrams

Use meaningful images

Images should include useful information and enhance understanding of the surrounding text, rather than be used simply for decoration.

Provide “alt text” (a short text description) for each image to enable accessibility. The text should stand alone as a description of the image.

Get permission to use every photo

We must have permission to publish a photo on the web, especially if it is in regards to a third party.

Bedrocan has a photo and infographic library for you to choose from, which can be accessed at the corporate portal <http://bedrocan.com/corporate-portal>.

Links

- Link only to content that is directly relevant to the page's content
- Using too many links is distracting and weakens the page's message
- An external link should always open in a new tab
- Try to avoid "click here" or "find out more" where possible
- Use meaningful and instructive links at the start of the sentence

Example:

- [Download the application form](#) and contact us with any questions

When linking to another page or document use "webpage name" or the "name of a document"

Example:

- For privacy legislation, go to Medicines Act 1984 (then provide a relevant legislation website).

Use email addresses as link text for email links

Example:

- info@bedrocan.com

Style Guide

1. Acronyms

Avoid using initials and acronyms

Don't assume that our customers understand our acronyms. Always explain it in plain English.

Examples:

- Our GMP (good manufacturing practice) certification was achieved in 2017.
- The cultivation of medicinal cannabis follows good agricultural practice (GAP).

Use a term in full instead of its initials or acronym

Use part of the full term after its first use.

Example:

- There is a wide range of food choices in the United States of America. The States is where you can find great burgers as well as exotic ethnic food.

Shortened words

Always use words in full in sentences, headings, captions, etc.

Exceptions include for tables, graphs and charts (e.g., Mon, Tue, Nov, Dec).

| Correct | Incorrect |
|----------------------------------|---------------------------|
| For more information, contact... | For more info, contact... |

2. Apostrophes

Apostrophes have two main uses:

- to indicate a missing letter or letters, for example: *you're, they're*.
- to indicate ownership; the apostrophe is placed after the person or group who owns the object, for example: *Jane's desk, analysts' desks, the army's provisions, the armies' provisions*.

There is a common error in which apostrophes are wrongly inserted in plurals after vowels, for example: *tomatoe's* (or *tomato's* or *tomatoes'*). Just don't add an apostrophe to the plural form of a noun, unless in circumstances listed below.

There are a few examples in which the use of an apostrophe outside these guidelines might be justified, for example: *do's and don'ts, in's and out's*. However, if you do so you are likely to distract people who notice apostrophes. So even here, it is best to not use apostrophes, or avoid the troublesome words altogether.

Where a word ends in s it has an apostrophe and no additional s unless the additional s is pronounced when the word is spoken: *Ulysses' voyage; the Jones's Bible*

Possessive apostrophes – something belongs to someone or something. If something belongs to one person, then put the apostrophe before the “s”.

| Correct | Incorrect |
|-------------------------|---|
| The director's workload | The directors workload The directors' workload |

Contraction apostrophes – shows letters are missing

The apostrophe replaces the missing letters when two words are written as one word, e.g. I'm, you've, he'll, she'd, hasn't

Don't use an apostrophe in plurals, unless something belongs to that plural

- Plurals that aren't owners, like FAQs
- Decades that aren't owners, like the 1990s
- Made up words, like ifs and buts, and Ps and Qs

Acronyms with plural apostrophes

The same rules apply as to normal words

3. Brackets

Round brackets

Use round brackets () to add definition, clarification or comment. They also help to break up a long sentence and minimise overusing commas. Don't use brackets within brackets – use commas or en dashes (–), not hyphens (-). You can type an en dash by holding the Ctrl button and the minus key on the number pad on the right hand side of your keyboard.

Square brackets

Only use in quotations to add clarity to somebody's quote or to avoid confusion:

- “Though I live in Sydney, I am originally from Melbourne [Victoria]”
- Do not use angle < > or curly brackets { }

4. Bullet points

When we're writing a list, we:

- Start with a stem sentence that all the list items have in common
- Use capital letters, with no full stops, colons or semicolons at the end
- Sometimes use “and” or “or” on the second-to-last item
- Check that each list item makes a full sentence with the stem

Example:

I recommend that you:

- Note the arising issue
- Discuss the matter with your colleagues, and
- Confirm your preferred approach

If a list has no stem sentence, each step should start with a capital letter with no full stop at the end.

5. Capitalisation

Nouns

Capitalise proper nouns only. Proper nouns are people and place names. If a noun is plural or preceded by “a” or “an”, it is not a proper noun.

Job titles

There’s no single, universally agreed upon standard for capitalising job titles. In this case, we agreed the following style for Bedrocan.

Our rules to remember are:

| Rule | Example |
|---|---|
| Only capitalise a job title that comes immediately before a person’s name or is replacing their first name. It then serves as an actual title. | <ul style="list-style-type: none"> The Head of Marketing Erica Waters will make an announcement today. Chairman of the Board Erkelens is residing in Veendam. |
| If the job title and the person’s name are separated by another word (e.g. a verb), then it is not capitalised. The title is then being used as a description. | The chief executive is Patricia Down and the associate director is Brian Woods. |
| If the job title comes after the person’s name, or is used instead of the person's name, then it is not capitalised. | <ul style="list-style-type: none"> Erkelens, Bedrocan’s chief executive officer, will attend the World Economic Forum. The chairman of the board will move to a temporary office. |
| If you’re referring to a job role in general, don’t use initial capitals. | All managing directors will have lunch together. |
| Do capitalise your job title on your business card and in your email signature. | |

Please note we write Dr, Mr, Mrs without a full stop.

Organisations

The **government**, the **administration** and the **cabinet** are always lower case.

Congress and **Parliament** are upper case, unless parliament is used not to describe the institution but the period of time for which it sits (so: **This bill will not be brought forward until the next parliament**).

Organisations, ministries, departments, treaties, acts, etc., generally take upper case when their full name is used.

The following guidelines will help you know when, in general, to capitalise and when to use lower case for business-related terms. When board of directors is used with the official name of

the entity it serves, capitalise it. When board is not used with the specific entity it serves, don't capitalise it.

| Lowercase | Uppercase |
|--|---------------------------------|
| board members | |
| board of directors | Bedrocan's Board of Directors |
| minutes from the board meeting | |
| parliamentary | the Parliament |
| congressional | Congress |
| the organisation | WHO (World Health Organization) |
| the Dutch health department, or the ministry | Ministry of Health |
| health minister, Brown, or the minister | Minister of Health Brown |
| the president | President Trump |
| federal law | Fed, Federal Reserve |

If in doubt, don't capitalise.

Titles and headings

There are two ways of using capital letters in titles and headings:

- **In title case** - the first and last words, proper nouns (name of people and places) and 'important' words have initial capitals.

An Introduction to Medicinal Cannabis

- **In sentence case** - the first word and proper nouns have initial capitals.

An introduction to medicinal cannabis

In our business documents we use the following standard:

- Titles are usually in title case
- Headings and subheadings are in sentence case

6. Commas

Commas group and separate words, phrases and clauses to make the meaning of their sentences clear.

Commas isolate a clause, for example: *the dog, a male collie, bit the girl*. Commas indicate pauses, for example: *I eat well, and drink well, too*. Commas separate the things considered in a list, for example: *I want you, I need you, I love you*.

If you want to use commas to completely isolate a part of a sentence, you will need two commas. So you say:

- *I take my cannabis, from Bedrocan, with my tea*

not

- *I take my cannabis, from Bedrocan with my tea*
- *I take cannabis from Bedrocan, with my tea*

Use commas only for clarity

If the meaning of a sentence would be clear without commas, don't use them.

Separate each item in a simple list with a comma, except the last two items

"And" does the work of a comma at the end of a list.

| Correct | Incorrect |
|--|---|
| Bedrocan cannabis flos is standardised and GMP-certified | Bedrocan cannabis flos is standardised, and GMP-certified |

Add a comma before the final "and" for clarity

This is the case of the Oxford comma, which is also called the serial comma.

An Oxford comma is one inserted before a conjunction following a list, especially when the items in the list are not single words.

Examples:

- *I want you, I need you, but there ain't no way I'm ever going to love you.*
- The shoes are available in black and white, red and black, and blue and orange.

An Oxford comma can also be used to avoid misunderstandings.

Examples:

- I love my parents, Elvis Presley and Tina Turner (without the Oxford comma, it may be understood that I love my parents, and my parents are Elvis Presley and Tina Turner)

- I love my parents, Elvis Presley, and Tina Turner (the Oxford comma in this case clarifies who I love).

When not to use a comma

If the list is too complex to make clear with commas, you should rewrite the list or turn it into a bulleted list.

| Correct | Incorrect |
|---|---|
| Bedrocan cannabis flos is: <ul style="list-style-type: none">• Fully standardised• GMP-certified, and• Available in 5 strains | Bedrocan cannabis flos is fully standardised, GMP-certified, and available in 5 strains |

Use commas to separate information that is not essential to the meaning

Separate a phrase or clause when the sentence would have the same meaning with or without that information.

Examples:

- Mary, who has two young children, has a part-time job
- Mary has a part-time job as a teacher's aide

7. Contractions

Its and it's

"It's" is a shortened form of "it is"

| Correct | Incorrect |
|-------------------------------------|------------------------------------|
| It's one of the remaining landmarks | Its one of the remaining landmarks |

"Its" is a possessive form and denotes something belonging to "it"

| Correct | Incorrect |
|--|---|
| The Board of Directors will vote at its next meeting | The Board of Directors will vote at it's next meeting |

8. Dashes

Use an en dash (–) when breaking up a sentence. Always leave a space before and after the en dash. Create an en dash by holding Ctrl and pressing the minus symbol of the number pad on the right hand side of your keyboard.

Don't use hyphens (-) in this context and don't use em dashes (—) (which is longer than an en dash) unless you communicate to an American audience.

9. Dates

Write dates in full and day, month and year order

| Correct | Incorrect |
|------------------------|------------------|
| 11 November 2011 | November 11 2011 |
| Wednesday 25 June 2014 | Wed 25 Jun 14 |
| 25 June | 25th of June |

Please note: The 25th of June is not really incorrect. It is just a bit longer, and less tidy.

Please note: Within official GMP records the correct format is 25-jun-2019.

Financial year vs calendar year

Use a forward slash for financial years (include the words "financial year"). Use a hyphen when writing about a period of two years.

| Correct | Incorrect |
|------------------------|--------------------------|
| 2014/15 financial year | 2014-2015 financial year |
| The years 2014-15 | The years 2014/15 |

10. Ellipsis

Ellipsis is a series of dots (typically three, such as "...") that indicate more information before or after a sentence:

| Correct | Incorrect |
|--|--|
| If indicating more information after a sentence, place the ellipses at the end of the sentence with no gap... Then have a space before starting the next sentence. | ... If indicating more information before a sentence, place the ellipses at the beginning of the sentence with no gap (have a space before the start of the ellipses). |

Don't ever place a full stop after an ellipsis.

11. Footnotes and references

Don't use footnotes in web content. Use links instead. Footnotes in print work in a similar way to links in web content.

Reference the sources of your information

Include enough information in each reference for our customers to identify and retrieve your source.

For more about references, see the American Psychological Association (APA) style for references (American Psychological Association website), [or this example](#) from Waikato University.

Acknowledge your source in the main content

Acknowledge your source whether you are paraphrasing or quoting directly.

Examples:

- "... can be viewed as the catalyst for an emerging analysis of practices" (Smith 2016, p288)
- Smith says that the events can be viewed as the catalyst for an emerging analysis of practices (Smith 2016, p288)

12. Full stops

Use full stops at the end of sentences in the main content only. Don't use full stops in page names, photo captions, headings, subheadings, bullet points or initials. Use full stops after web addresses if they are at the end of a sentence.

13. Gender

Use terms that are gender neutral.

| Correct | Incorrect |
|------------------|---------------------------|
| They | He or she |
| Artificial | Manmade |
| Staff the phones | Man the phones |
| Workforce | Workmen |
| Humankind | Mankind |
| Chairperson | Chairman/chairwoman |
| Business person | Businessman/businesswoman |

14. Hyphens

There is no firm rule to help you decide which words are run together, hyphenated or left separate. In general, try to avoid putting hyphens into words formed of one word and a short prefix. Only use hyphens if the meaning would be unclear without them.

If a compound word can't be written as one word, try writing it as separate words without a hyphen.

| One word | Exceptions |
|----------------------------|---|
| bicultural / multicultural | e-newsletter |
| cashflow | e-learning |
| Childlike | socio-economic |
| Email | e-government |
| helpdesk | opt in / opt out |
| nevertheless | 3 dimensional |
| multilingual | full time |
| nonetheless | long service |
| online / offline | long term |
| subheading | up to date |
| videoconference | vice-president |
| webpage / website | 70-year-old patient |
| workplace | co-operate (separating identical letters) |
| workforce | pay-off |

Exceptions:

Use a hyphen to separate a prefix from a name used as an adjective, or from a numeral.

Example:

- post-Freudian, pre-1990

Use a hyphen to combine a noun with an adjective to turn it into an adjective

Examples:

- GMP-certified
- But it is: You'll need to provide a copy of our GMP certificate.

15. Latin forms (e.g., i.e., etc..)

Place a comma before and after a Latin form without using use full stops. Don't use "etc." if there's an "e.g." before it in the sentence

| Correct | Incorrect |
|--|--|
| The prescription should state what type of cannabis flos, e.g., Bediol or Bedrolite, would be. | The prescription should state what type of cannabis flos e.g. Bediol or Bedrolite, would be etc. |

16. Legal term abbreviations

| Long form | Abbreviation |
|--------------|-----------------------------|
| section | s 1, s 9(2)(a) |
| subsection | subs (1) |
| paragraph | para (a), paras (a) and (b) |
| subparagraph | subpara (i) |
| clause | clause 1 |
| regulations | reg 234, regs 65-7 |

17. Measurements

Generally abbreviate commonly used measurements, with a space between number and measurement, but you do NOT use a space when a symbol is used:

| Correct | Incorrect |
|-----------------------------|---------------|
| 100 km, 100 kilometres | 100km |
| 10 cm, 10 centimetres | 10cm |
| 100 ft, 100 feet | 100ft, 100ft. |
| 80%, 80 percent | 80 % |
| 10°C, 10 degrees Celsius | 10 °C |
| 4'5", four feet five inches | |

Generally don't abbreviate less common measurements:

| Correct | Incorrect |
|----------------------|-----------|
| 66 hectares, 66 ha | 66ha |
| 13 kilojoules, 13 kJ | 13kJ |

18. Nominalisations – avoid them

A nominalisation is a type of abstract noun. In other words, it is the name of something that isn't a physical object, such as a process, technique or emotion. Nominalisations are formed from verbs.

Examples:

| Verb | Nominalisation |
|-------------|----------------|
| Complete | Completion |
| Introduce | Introduction |
| Provide | Provision |
| Fail | Failure |
| Prepare | Preparation |
| Investigate | Investigation |

So what's wrong with them? The problem is that often they are used instead of the verbs they come from. And because they are merely the names of things, they sound as if nothing is actually happening in the sentence. Like passive verbs, too many of them make writing very dull and heavy-going.

Examples:

| Use | Avoid |
|-----------------------------------|--|
| We discussed the matter | We had a discussion about the matter |
| Drivers will stop the trains | There will be a stoppage of trains by drivers |
| A team has implemented the method | The implementation of the method has been done by a team |

19. Numbers

Numerals can be used in graphs, tables and infographics. Also, if a number begins a sentence, page name, image title, or subheading, write the number out in full. Or try to reword the text so it doesn't begin with a number.

Writing number ranges

| Correct | Incorrect |
|--|------------|
| From 14 to 21 (in sentences) | From 14-21 |
| 14-21 (in graphs, tables and infographics) | |

Units and currency

| In main text | In graphs, tables and infographics |
|---------------------------------------|------------------------------------|
| \$43 million (in full) | \$43m |
| \$43m (when using often in main text) | |
| \$5,000 | \$5k |

International currencies

€100, AU\$100, US\$100, etc.

Use a comma to separate thousands

\$1,012.65

Age

Reference people by their age range, not age group.

| Correct | Incorrect |
|------------------------------------|--------------|
| Children aged 5 and younger | The under 5s |
| People aged from 13 to 19 | Teenagers |
| People aged 20 and older | The over 20s |
| Older people, people in later life | The over 60s |

20. Organisation and company names

Organisations should always be spelled as they want to be spelled.

Organisation names can be written in full first, with the accepted abbreviation in brackets. The abbreviation is used from then on, for example “Bedrocan International (BI)”, then “BI”.

Write from the Bedrocan’s viewpoint

Use the first person plural. You are representing the Bedrocan, not yourself.

| Correct | Incorrect |
|---|---|
| Bedrocan believes its purpose is to “strive to develop and deliver the full medical potential of the cannabis plant to those in need worldwide” | I believe our purpose is to “strive to develop and deliver the full medical potential of the cannabis plant to those in need worldwide” |
| We believe our purpose is to “strive to develop and deliver the full medical potential of the cannabis plant to those in need worldwide” | |

21. Page number references

| Correct | Incorrect |
|-----------------------|-----------|
| p43, page 43 | p 43 |
| p43-44, page 42 to 44 | pp 43-44 |

22. Phone numbers

- Use the word 'phone' for landlines and 'mobile' for cell phone numbers
- Don't use the word 'cell' or 'cell phone'
- Don't use a colon after 'phone' or 'mobile'
- Do not use dashes to separate numbers
- We are an international company so always use the international format
- Make sure to add space between numbers and the country code, as well as to make it easier to read numbers

Examples:

- Phone +31 41 23 45 67
- Mobile +31 2 12 34 56 78

23. Quotation marks

- Use "double quotation" marks in real quotes
- Use 'single quotation' for quotes within quotes
- Don't use quotation marks for the titles of publications. Use *italics* instead
- Use colons (:) before a quoted speech
- Words with a particular meaning are often enclosed in single quotation marks. Do not confuse our readers by including too many quotation marks

| Correct | Incorrect |
|--|--|
| "Obtaining an online application was 'super' easy," says John Smith. | 'Students love becoming "data detectives". It helps them engage with statistics,' says John Smith. |
| The study <i>Thinking High</i> by Dr Kowal is an excellent example. | The study "Thinking High" by Dr Kowal is an excellent example. |
| She said: "I will be there with you very soon." | |
| Use the word 'phone' for landlines and 'mobile' for cell phone numbers | Many people do not realise that cultivar is synonymous with clone. |

Alternatively, a comma before the first quotation or after the second quotation marks introduces quoted speech.

Examples:

- He said, “Tomorrow we’ll go to Australia.”
- “I’ll be there at one,” said the cannabis grower.

Don’t use a comma after direct speech that ends with an exclamation or question mark

Example:

- “Did you see that?” he asked.

24. Semicolons

Do not separate sentences with semicolons (–) rewrite the sentences using full stops, commas or en dashes:

| Correct | Incorrect |
|---|--|
| Do not separate sentences with semicolons – rewrite them to include full stops or en dashes. Do not separate sentences with semicolons. It’s better to rewrite them to include full stops or en dashes. Do not separate sentences with semicolons, as it’s better to rewrite them to include full stops or en dashes. | Do not separate sentences with semicolons; rewrite them to include full stops commas or en dashes. |

Use a bulleted list to differentiate items in a complex sentence instead of using semicolons.

25. Spacing

Use single spaces between sentences. Don't use double spaces.

Double spacing was a necessary practice based on the limitations of typewriters, specifically typewriter fonts.

Bedrocan's preferred font is Proxima Nova. Line spacing is 1.5. Refer to the Brand Manual for more information.

26. Spellcheck

Set your spellcheck in Word to British English: English (United Kingdom).

Sometimes the spellchecker may not recognise certain words spelt in American English.

Make sure to keep an eye for the following words and change them to British English.

| British English | American English |
|-----------------|------------------|
| Standardisation | Standardization |
| Centre | Center |
| Colour | Color |
| Vapour | Vapor |
| Randomise | Randomize |
| Vaporizer * | Vaporizer |
| Vaporization | Vaporization |
| Vaporize | Vaporize |

*) The UK spelling – vaporiser – is not the most internationally recognised, that's why we are using the spelling vaporizer etc..

27. Time

Use the 12 hour clock

Write “am” and “pm” in lower case, with a space after the hour.

Use a full stop, not a colon, between the hour and minutes.

Don’t include minutes when they aren’t needed.

Do not use the word o’clock as it does not indicate morning or afternoon.

| Correct | Incorrect |
|-------------------|------------------------------|
| 5 pm | 5.00pm , 5:pm, 5 P.M., 17:00 |
| 12 noon | 12.00pm |
| 12.45 pm | 12:45pm; 12.45 P.M.; 12:45 |
| From 3 pm to 9 pm | From 15.00 to 21.00 hours |

Show start and end times in full

Use “to” to separate date ranges in proper sentences.

Use a dash in tables, graphs, infographics or incomplete sentence.

| Sentences | Graphs, tables, etc. |
|-----------------|----------------------|
| 6 am to 9 am | 6-9am |
| 6 am to 7.30 pm | 6am-7.30pm |

28. Web Addresses and Emails

- If a website or email address ends a sentence, use a full stop as normal
- Don’t use http:// if there is a www in the website address

| Correct | Incorrect |
|------------------|---|
| www.bedrocan.com | http://www.bedrocan.com |
| bedrocan.com | |

Visual design and page layout

Bedrocan's Brand Manual covers everything from visual design, to logos, and templates. The Brand Manual can be found on the Corporate Portal www.bedrocan.com/corporate-portal/. To get access please send an email to press@bedrocan.com.

1. Visual design

The Brand Manual is a manual for graphic designers and a resource for staff to create Bedrocan material that is visually consistent. The guide is updated periodically, so please refer only to the latest online version.

2. Logos

Bedrocan logos are provided online within the corporate portal. Please refer to the Brand Manual which discusses appropriate usage.

3. Word templates

To ensure consistency between Bedrocan's documents created in Word, please use these templates, which include our logo, font styles and colours already set up. Further information is provided in the Brand Manual.

Appendix 1 Glossary of terminology

The benefits of a glossary

Appendix 1 lists a range of terminology particular to the medicinal cannabis industry. In this Appendix you will find explanations and suggestions for medical, legal and regulatory aspects related to medicinal cannabis.

Familiarity with these terms should help improve the accuracy of your writing relating to medicinal cannabis.

Contents

This glossary of terminology is composed of five sections:

- Cannabinoid pharmacology terms
- Medical terms
- Therapeutic product terms
- Regulatory terms
- Legislative and policy terms

While the terms have been categorised into five sections, there are places where terms cross-over. In such cases, they are only mentioned within one section. For example, 'medicinal cannabis' and 'medicine' are relevant to all five sections. However, they are only mentioned in the section most relevant.

Section 1: Cannabinoid specific terms

Cannabis: *Cannabis sativa* L., a member of the Cannabaceae family.

Cannabinoids: the chief active ingredients that deliver the therapeutic effects of cannabis. Cannabis contains a number of active elements. The main active constituents of cannabis that have proven medicinal properties are THC (delta-9-tetrahydrocannabinol) and CBD (cannabidiol). The composition determines the effects, and side effects, of the cannabis.

Cannabinoid receptors: several distinct regions in the brain, the peripheral nervous system, many organs and tissues contain specific protein receptors that recognise THC, CBD and other cannabinoids. The discovery of specific cannabinoid receptors prompted the search for putative naturally-occurring chemicals that interact with the receptors, the endocannabinoids.

CB1 receptors: found mostly in the central nervous system. Once activated, these receptors are chiefly responsible for the modulation of pain. The receptors have an anti-emetic effect, and influence memory and the motor system.

CB2 receptors: found mostly in the peripheral tissues and organs, and found primarily in tissues of the immune system (in the spleen in particular). Once activated, these receptors are chiefly responsible for the immunomodulatory effects of cannabinoids.

Cannabinoid therapeutics: a treatment, therapy, or drug derived from cannabis.

Cannabidiol (CBD): the principal non-psychoactive constituent (or cannabinoid) of cannabis.

Delta-9-Tetrahydrocannabinol (THC): the principal psychoactive constituent (or cannabinoid) of cannabis.

Endocannabinoids: the endocannabinoids system is critical to the body's overall homeostasis, and influences all of our main organ and tissues systems. This is a unique biological system; its mechanisms are responsive and capable of adaptation and thus allows for a biological response aligned to system demand or environmental conditions.

Endogenous: produced by the body, not delivered from external sources. The endogenous cannabinoids are called endocannabinoids.

Endogenous cannabinoids: cannabinoids produced naturally in the bodies of humans and animals.

GC analysis: Gas Chromatography Mass Spectrometry (GC-MS) is a technique for the analysis and quantitation of organic volatile and semi-volatile compounds. Gas chromatography (GC) is used to separate mixtures into individual components using a temperature-controlled capillary column.

HPLC analysis: High-performance liquid chromatography (HPLC; formerly referred to as high-pressure liquid chromatography), is a technique in analytical chemistry used to separate, identify, and quantify each component in a mixture.

Ligand: a ligand which binds to a specific receptor. The ligands of the cannabinoid receptor are called cannabinoids. The endogenous ligands of the cannabinoid receptor are called endocannabinoids.

Medicinal cannabis: a medicinal substance (*of pharmaceutical quality*) derived from the cannabis plant, having therapeutic properties and that is intended for medicinal use. Also, it is likely to be prescribed (i) by a trained medical professional; (ii) for a known medical condition or a set of conditions where it has proven to be an effective treatment.

Phyto-cannabinoids: derived from cannabis; cannabinoids that occur naturally in cannabis.

Terpenes: the aromatic compounds that give cannabis varieties their distinctive smells and taste. To date more than 120 different terpenes have been identified in cannabis. Unlike cannabinoids, all major terpenes present in cannabis (e.g. myrcene, alpha-pinene, and beta-caryophyllene) can be found abundantly in nature. These terpenes are suspected to be involved in different interactions with cannabinoids. They may work synergistically with cannabinoids, to modify or enhance their therapeutic effects in specific ways.

Section 2: Medical terms

Best practice: the generally-accepted, (in)formally-standardised techniques, methods or processes that have proven themselves over time to accomplish given tasks accurately. Often based upon common sense, these practices are commonly used where no specific formal methodology is in place or the existing methodology does not sufficiently address the issue.

Cachexia (wasting): general ill health with emaciation, usually occurring in association with cancer or a chronic infectious disease.

Clinical significance: the quality of a study's outcome that convinces physicians to modify or maintain their current practice of medicine. The assessment of clinical significance is usually based on the size of the effect observed, the quality of the study that yielded the data, and the probability that the effect is a true one.

Clinical trial: research study that tests how well new medical approaches work in people. Each study answers scientific questions and tries to find better ways to prevent, screen for, diagnose, or treat a disease. Clinical trials may also compare a new treatment to a treatment that is already available.

Dependence (on drugs): being in a state of periodic or chronic intoxication, produced by the repeated consumption, smoking, or other use of a drug that is detrimental, and involving a compulsive desire to continue consuming, smoking, or otherwise using the drug or a tendency to increase the dose of the drug.

Disease: any deviation or interruption of the normal structure or function of any part, organ or system (or combination thereof) of the body that is manifested by a characteristic set of symptoms and signs and whose aetiology, pathology and prognosis may be known or unknown.

Diversion and misuse (of pharmaceuticals): a pharmaceutical that is sourced and then used in a manner or for a purpose not initially intended (as a prescription medicine). The redirection of medications obtained legally to illicit use. Use with the intention of achieving an intoxicating effect.

Dosage regimen: the number of doses per given time period, the time that elapses between doses or the quantity of a medicine that is given at each specific time of dosing.

Double-blinded, randomised, placebo/active-controlled: In a randomized double-blind, placebo/active-controlled trial of a medical treatment, some of the participants are given the treatment, others are given fake treatment (placebo-controlled) or the currently best available treatment (active-controlled), and neither the researchers nor the participants know which is which until the study ends (they are thus both “blind”).

Good clinical practice: a standard for the design, conduct, performance, monitoring, auditing, recording, analysis and reporting of clinical trials that provides assurance that the data and reported results are credible and accurate, and that the rights, integrity and confidentiality of trial subjects are protected.

Healthcare services:

- primary health services: health services found in the community and designed to be the first point of contact with the health systems.
- secondary health services: specialised consultative care provided by medical specialists – oncology services, palliative care services, etc.
- tertiary health services: hospital level care/teaching hospitals.

Health promotion: defined by WHO as "the process of enabling people to increase control over their health and its determinants, and thereby improve their health". Health promotion is not just about health education and social marketing focused on changing behavioural risk factors. It is more extensive and includes social policy targeting lifestyle and environment.

Iatrogenic addiction: induced inadvertently as a result of medical treatment of patients with no such prior history. May be the result of aberrant prescribing and the result of self-escalating dosing.

Illicit/illegal use (of pharmaceuticals): use of illicitly obtained pharmaceuticals, i.e. the use of those obtained from a prescription in someone else's name, purchased on the black market or stolen, or through any other route – including use of another's prescription pharmaceuticals.

Illegal: not according to or authorised by law (unlawful and illicit); not permitted.

Misuse (of pharmaceuticals): to use a pharmaceutical incorrectly; taking medication where the dose is increased or used with the intention of achieving an intoxicating effect.

Neurology: the branch of medicine or biology that deals with the anatomy, functions, and organic disorders of nerves and the nervous system.

Oncology: the branch of medical science dealing with tumors, including the origin, development, diagnosis, and treatment of malignant neoplasms. The study of cancer.

Pain: physical suffering or distress, as due to injury, or illness; a distressing sensation in a particular part of the body; mental or emotional suffering or torment.

Palliative care: care for the terminally ill and their families, especially that provided by an organised health service.

Placebo:

Simple definition: substances disguised as active medication, but with no pharmacological effect on the treated condition.

Broader definition (in accordance with the status of our cannabis placebo): a substance or procedure that has no inherent power to produce an effect that is desired or expected.

Primary healthcare (PHC): the essential health care based on practical, scientifically sound, culturally appropriate and socially acceptable methods. It is universally accessible to people in their communities, involves community participation; is integral to, and a central function of, the country's health system; and is the first level of contact with the health system.

Risk factor: an aspect of personal behaviour or lifestyle, an environmental exposure, or an inborn or inherited characteristic that is associated with an increased risk of a person developing a disease.

Psychosis: a severe mental disorder in which thought and emotions are so impaired that contact is lost with external reality. On rare occasions, cannabis use can induce a state of psychosis in those individuals that have a genetic disposition for it. Patients with a family history of psychotic disorders, particularly schizophrenia and bipolar disorder, should be under careful psychiatric monitoring when using cannabis.

Section 3: Therapeutic product terms

Active ingredient: the therapeutically active component in a medicine's final formulation that is responsible for its physiological action.

Active pharmaceutical ingredient (API): therapeutically active component in the final formulation of therapeutic goods.

Active raw material: the unformulated active chemical substance, usually a powder or a liquid, in the form in which it is used to manufacture a dosage form, usually in combination with excipients.

Adjuvant: a drug or other substance that enhances the activity of another.

Administration route (of a drug): A route of administration in pharmacology and toxicology is the path by which a drug, fluid, poison, or other substance is taken into the body. Routes of administration are generally classified by the location at which the substance is applied. Common examples include oral and intravenous administration. Any one of the body systems in which a drug may be administered, such as orally, rectally, sublingually, or by inhalation.

Administration (mode of drug use): describes the way in which a drug is taken or used, includes for example inhalation (smoking/vaporization), ingestion or taken orally. *Refer to vaporization.*

- vaporization: cannabis can be inhaled used a vaporizer (medical device), which works by vaporizing the active elements. Vaporizers work by passing hot air (185-230°C) over the granulated cannabis flos. The resulting vapour can be inhaled through a tube, or collected in a bag and then inhaled.¹
- smoking²: cannabis can be smoked, often in the form of a 'joint', or using a water pipe or pipe. Chronic use of cannabis, by smoking, can be harmful to the lung tissue and cardiovascular system, similar to that of smoking tobacco.

Adverse drug reaction (ADR): an appreciably harmful or unpleasant reaction, resulting from an intervention related to the use of a medicinal product, which predicts hazard from future administration and warrants prevention or specific treatment, or alteration of the dosage regimen, or withdrawal of the product.

Dose: the quantity to be administered at one time, as a specified amount of medication. Dosage varies from patient to patient. As with many medications, it is important that the dosage is titrated (built up slowly).

¹ www.cannabisbureau.nl/en/MedicinalCannabis/Patientinformation/Vaporiser

² Zhang LR, Morgenstern H, Greenland S, Chang S-C, Lazarus P, Teare MD, et al. (2015) Cannabis smoking and lung cancer risk: Pooled analysis in the International Lung Cancer Consortium. *International Journal of Cancer*, 136 (4):893-904.

Drug interaction: a drug interaction is a situation in which a substance (usually another drug) affects the activity of a drug when both are administered together.

Contra-indications: a specific situation in which a drug, procedure, or surgery should not be used because it may be harmful to the patient. Relative contraindication means that caution should be used when two drugs or procedures are used together (i.e. the benefits outweigh the risk). Absolute contraindication means that event or substance could cause a life-threatening situation (i.e. should be avoided).

Extending therapeutic option: the idea that expanding the number of viable medicines and treatments specific for an ailment, pathology or disease state will provide the clinician with options to investigate/find the most appropriate regimen for that patient under their care. With the view of reducing the number, frequency or severity of side-effects and also the total number of drugs taken by the patient in their daily regimen.

Medicine (pharmaceuticals): any drug or remedy; the treatment of disease by nonsurgical means. Therapeutic goods that are represented to achieve, or are likely to achieve, their principal intended action by pharmacological, chemical, immunological or metabolic means in or on the body of a human

Indications: a symptom that suggests certain medical treatment is necessary. Data currently available shows that cannabinoids exhibit therapeutic potential in the case of:

- chronic pain – mainly pain associated with the nervous system, for example pain caused by damaged nerves, phantom pain, facial neuralgia, or shingles
- multiple sclerosis – pain and muscle spasms or cramps associated with multiple sclerosis (MS) or spinal cord damage
- nausea, vomiting and appetite – associated with chemotherapy or radiotherapy used in the treatment of cancer. Appetite and weight loss and debilitation due to hepatitis C, cancer or HIV infection and AIDS
- Gilles de la Tourette syndrome – inability to control the making of repeated, quick movements or sounds
- glaucoma – uncontrolled eye pressure with therapy-resistant glaucoma
- other indications – cancer, epilepsy and psychiatric disorders

Opioids: opioids are synthetic or semi-synthetic drugs that have morphine-like properties, for instance pethadine, methadone, or oxycodone. Opiates – those derived from ‘opium poppy latex’, the resin extracted from the opium poppy seedpod – are the natural alkaloids including raw opium, morphine and codeine, for example. All are used in medicine primarily for the relief of pain. *Refer to WHO pain ladder at the end of this section.*

Pharmaceuticals: a substance or preparation used in treating disease or ailment that affects well-being, generally supplied from or dispensed in pharmacies.

Pharmaceutical-grade herbal cannabis: standardised, quality-controlled production of pharmaceutical-grade cannabis. Medical grade product with standardised content of the active constituents, presented as a pharmaceutical medication. A medicine that adheres to the requirements of the national regulators and as detailed within pharmacopeia (if applicable).

Pharmacy: a shop or hospital dispensary where medicinal drugs are prepared or sold; the science or practice of the preparation and dispensing of medicinal drugs.

Pharmacy only medicine: pharmacist only medicines (also known as restricted medicines) are a relatively small group of medicines that can be purchased from a pharmacist without a doctor's prescription, the sale must be made by a pharmacist.

Pharmacist: a health professional who is qualified to prepare and dispense medicinal drugs, and has knowledge of drug-drug interactions, therapeutic doses etc.

Poly-drug use: the use of two or more psychoactive drugs in combination, either legal or illegal, in order to achieve a particular effect or drug synergy. As defined in the WHO lexicon, poly drug use is the use of more than one drug or type of drug by an individual, consumed at the same time or sequentially. Poly-drug use is common in Australia and includes predominantly the use of alcohol, tobacco and cannabis along with other drugs substances (opioids or ATS).

Poly-pharmacy: the term used to describe the phenomenon of the prescription and use of multiple medications by a patient. The term is used when too many forms of medication are used, when more drugs are prescribed than is clinically warranted, or when all drugs are clinically indicated but there exists a pill burden. Poly-pharmacy complicates drug therapy and impacts further on compliance with treatment, it also increases the chance of a drug-drug interaction – especially where recreational drug use exists.

Prescription medicine: a prescription drug is a licensed medicine that is regulated by legislation to require a prescription from a registered prescriber, including controlled drug substances.

Therapeutics: the branch of medicine concerned with the treatment of disease and the action of remedial agents. A treatment, therapy or drug.

Tincture: a tincture is a type of herbal preparation in which the alkaloids, glycosides, minerals, and essential oils of a plant are extracted into a solvent. The liquids that are most often used as solvents are hot water, and high-proof alcohols (for human consumption).

WHO analgesic/pain ladder: originated by the World Health Organization (WHO) to describe its guideline for the use of drugs in the management of pain. It was originally applied to the management of cancer pain, but is now widely used by medical professionals for the management of all types of pain.

Section 4: Regulatory and manufacturing terms

Batch: a quantity of a product that is (i) uniform in composition, method of manufacture and probability of chemical or microbial contamination; and (ii) made in one cycle of manufacture and, in the case of a product that is sterilised or freeze dried, sterilised or freeze dried in one cycle.

BP (British Pharmacopoeia): is the national pharmacopoeia of the United Kingdom. A single reference work for the quality control of medicines. *Also see EP (European Pharmacopoeia) below.*

Consumer medicine information (CMI): the document required to be provided to patients with prescription medicines that gives a plain-English explanation of the product, its use and safety information.

Controlled substance: a drug or chemical whose manufacture, possession, or use is regulated by a government, such as illicitly used drugs or prescription medications that are designated a Controlled Drug.

Dosage form: the pharmaceutical form in which a product is presented for therapeutic administration, e.g. tablet, cream.

Efficacy: a relative concept referring to the ability of a medicine or treatment to achieve a beneficial clinical effect. This may be measured or evaluated using objective or subjective parameters.

EP (European Pharmacopoeia): a single reference work for the quality control of medicines in Europe. *Also see BP (British Pharmacopoeia).*

Good agricultural practice (GAP): broadly, is a collection of principles applying to cultivation, production and post-production processes, resulting in safe and healthy agricultural products, while taking into account economic, social and environmental sustainability.

Good manufacturing practice (GMP): the acronym GMP is used internationally to describe a set of principles and procedures which, when followed by manufacturers of therapeutic goods, helps ensure that the products manufactured will have the required quality of therapeutic goods.

Herbal substance: all or part of a plant or substance (other than a pure chemical or a substance of bacterial origin):

- that is obtained only by drying, crushing, distilling, extracting, expressing, mixing with an inert diluent substance or another herbal substance or mixing with water, ethanol, glycerol or aqueous ethanol; and;
- that is not subjected to any other treatment or process other than a treatment or process that is necessary for its presentation in a pharmaceutical form.

Monograph - Certificate of suitability of a Monograph of the European Pharmacopoeia (CEP): a certificate provided to the manufacturer by the European Directorate for the Quality of Medicines & HealthCare to certify that the relevant monograph in the European Pharmacopoeia adequately controls the substance as manufactured by the company at the time the certificate was granted.

ISO (9000:2008) certification: a set of international standards on quality management and quality assurance developed to help companies effectively document the quality system elements to be implemented to maintain an efficient quality system.

Strength: the quantity of an active pharmaceutical ingredient in a medicine or a formulated or medicated device (e.g., Bediol, Bedrocan, Bedrobinol).

Section 5: Legislative and policy terms

bFarm: The Federal Institute for Drugs and Medical Devices (Bundesinstitut für Arzneimittel und Medizinprodukte, BfArM) is an independent federal higher authority within the portfolio of the German Federal Ministry of Health.

DEA: The Drug Enforcement Administration is tasked with combating drug smuggling and use within the United States. The DEA is the lead agency for domestic enforcement of the Controlled Substances Act.

EMA: The European Medicines Agency is a European Union agency for the evaluation of medicinal products.

FDA: The Food and Drug Administration is responsible for protecting the public health in the United States by ensuring the safety, efficacy, and security of human and veterinary drugs, biological products, and medical devices.

Fimea: The Finnish Medicines Agency is the national competent authority for regulating pharmaceuticals.

Home Office: Companies and individuals in England, Wales or Scotland need to apply for Home Office licences if they wish to produce, supply, possess, import or export 'controlled drugs'.

HPRA: Health Products Regulatory Authority is the Irish State's medicine's watchdog.

IGJ: The Dutch Health and Youth Care Inspectorate (IGJ) promotes public health through effective enforcement of the quality of health services, prevention measures and medical products.

INCB: The International Narcotics Control Board is an independent, quasi-judicial expert body established by the Single Convention on Narcotic Drugs of 1961.

International Drug Control Conventions: international control measures to ensure the availability of narcotic drugs and psychotropic substances for medical and scientific purposes (only), to prevent their diversion into illicit channels, and to prevent trafficking and drug abuse. The United Nations Conventions on Drugs are derived of three main drug control conventions:

- the Single Convention on Narcotic Drugs of 1961
- the Convention on Psychotropic Substances of 1971
- the Convention against Illicit Traffic in Narcotic Drugs and Psychotropic Substances of 1988

IND application: An Investigational New Drug application is required before transport across state lines of an investigational drug to clinical investigators is allowed. The FDA assigns this exemption.

NDA: New Drug Application, every new drug has been the subject of an approved NDA before U.S. commercialization. The data gathered during the animal studies and human clinical trials of an IND become part of the NDA.

OMC: Bedrocan is the sole supplier of medicinal cannabis to the Office for Medicinal Cannabis (OMC), the government office with a monopoly on supply to Dutch pharmacies, and on its import and export.

Disclaimer

This document was prepared for Bedrocan staff as a resource to ensure consistency and quality in writing. Indicated rules are Bedrocan's preferred styles which may not be deemed correct elsewhere. Any reproduction of this material must be approved by Bedrocan.

The content of this document was developed based on a number of resources, including the Oxford Dictionary, the Style Guide from the NZ DIA, and the following websites:

- Plain English - www.plaingenglish.co.uk
- Capitalisation Job Titles - <http://grammar.yourdictionary.com/capitalization/capitalization-of-job-titles.html#DCfrJB1dQsRj3Sxb.99>
- Capitalisation Job Titles - <http://www.writing-skills.com/when-do-job-titles-need-capitals>
- Write clearly - www.writeclearlyblog.com
- Yoast - <https://yoast.com/cat/content-seo/>
- The Economist style guide - <http://www.economist.com/>