

# MEDICAL CANNABIS

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What is Real and What is “Memorex”?

John Malanca

# *Our Non-Profit Group - Beginnings*

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- **How and why we began** – Stan's Journey though Stage 4 Lung Cancer with a Brain Tumor on the Brain stem.
- **What we wish we had at our finger tips** – Guidance, Studies, Support
- **Realizing the Pitfalls** – How to avoid
- **How can we best help others** – Education from the top down
- **501c3 for Medical Education**

# We are Here to Dispel the Myths and Shine Light on The Truth!

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- “Any form of medical cannabis can help me”

# *Cannabis is NOT A ONE SIZE FITS ALL*

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- Patient Care is individual
- Medical History
- Current Meds
- Age, Weight, Current Health
- Stage of disease
- Drug to Drug Interactions

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- "Hemp is a good form of medical cannabis and it's *affordable!*"

# *Hemp – Memorex?*

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- Hemp is Grown for seeds and stalk – Thick Stalk and Seeds
- HEMP Has smaller flowers than Cannabis
- Takes more plant matter to make a CBD product than Cannabis
- Concern: Majority of Hemp is imported – no regulations.
- HEMP is a Healthy product – Anti-inflammatory

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## *Cannabis*

- Entourage Effect
- Trichomes, cannabinoids, flavonoids, Terpenes.
- FECO – Full Extract Cannabis Oil
- What is Rick Simpson Oil? *Memorex?*
- Formulations

# *Applications*

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- Tinctures
- Oils
- Topicals
- Sublingual Sprays
- Nasal Sprays
- Suppositories



# *Why Dispensaries are a challenge:*

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- Lack of basic medical knowledge.
- Pain – neuropathic Pain? Injury? Cancer Bone Pain?
- Cancers are not treated with Rick Simpson Oil
- New Patient Goodies – Cookies, Brownies, edibles.
- Age of the patient. Do they live alone?
- Pre-existing conditions? Diabetes, Heart Arrhythmia
- Many products, Many Growers and Product Providers

# *Private Product Companies* *Fully Compliant and Licensed*

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- 12-15 Different Formulations
- At least 6 different application
- Test raw plant matter
- Test again after product is formulated
- Regular Testing
- Private Growers for Consistency
- Referral or Word of Mouth

# *Issues in Testing Today*

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- Testing Labs today
- Playing Favorites
- Lack of Consistent Protocols
- Recent Report

# *Strains Names*

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- Soil, Water, Nutrients
- Atmosphere, Weather
- Selling to Dispensaries – Looks good? We'll change the name
- One lot to the next – Testing Varies...

# *Patient Medical Guidance*

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- Gravely and Chronically Ill –
- Full Patients Intake
- Current Medications
- Adverse Side Effects
- Written protocol
- The first 2 weeks
- After a few months
- Follow up

# *Our Non-Profit Group - Medical*

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- **Medical Education** - Leader in Cannabinoid Science. Curriculum adopted by medical/nursing schools.
- **Educational Events** – Once per month
- **Quarterly CNE Nurses Ed** -Training/Education
- **Medical Consults Globally** - Medical Team
- **Physicians Registry**
- **Global Ambassador's Program**

# *Our Non-Profit Group – Patients*

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- **Virtual Hand for Patients** – To avoid the pitfalls, mis-information, price gouging and more...
- **Medical Consults Globally** - Medical Team
- **Seal of Approval** – Specific Auditing system to hold Product Companies, Organizations, Laboratories, and services within the cannabis industry to the highest level of standards, ethics and safety.

# *Our Non-Profit Group – Business Support*

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- Business Consulting – For those seeking to expand in to the Medical Space
- Branding Marketing Advertising packages
- Strategic Partnerships



# Corinne Malanca – My Love

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