What You’ll Need to Know
What I’ve Been Up To

➢ Kids and Colorado
➢ Recovery
➢ Phoenix Multisport 2007-12
➢ UCH 2012-17
➢ Book “Weed Inc”
➢ Cannabis in Medicine: An Evidence Based Approach
➢ TED Talk 2017
➢ Consulting (Treatment, Athletics, Labor)
➢ US States, Canada, New Zealand
➢ Foundry
➢ Other Affiliations
   - NALGAP
   - NMI
   - University of Florida
   - SAM
Marijuana has become significantly more potent since the 1960s

• Source: Mehmedic et al., 2010

CBD:
NON-Psychoactive Ingredient

THC:
Psychoactive Ingredient

<table>
<thead>
<tr>
<th>Year</th>
<th>THC</th>
<th>CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>0.2</td>
<td>0.3</td>
</tr>
<tr>
<td>1970</td>
<td>0.4</td>
<td>0.3</td>
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<tr>
<td>1975</td>
<td>0.5</td>
<td>0.4</td>
</tr>
<tr>
<td>1980</td>
<td>0.6</td>
<td>0.4</td>
</tr>
<tr>
<td>1985</td>
<td>0.7</td>
<td>0.4</td>
</tr>
<tr>
<td>1990</td>
<td>0.8</td>
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<td>0.4</td>
</tr>
<tr>
<td>2010</td>
<td>1.2</td>
<td>0.4</td>
</tr>
</tbody>
</table>

* Source: Mehmedic et al., 2010
Cannabis: % THC Over Time

- THC Nationally
- THC Colorado
- CBD Nationally
- CBD Charlotte's web

THC: Psychoactive Ingredient

CBD: NON-Psychoactive Ingredient ~0.4%

Year

% Dry Weight

0 5 10 15 20 25 30 35 40 45


Slide use with permission from Sarah Urfer
What is Substance Use Disorder (Addiction)

2–3 criteria indicate a mild disorder, 4–5 a moderate disorder, 6 or more, a severe disorder

1. Taking the substance in larger amounts or for longer than the you meant to
2. Wanting to cut down or stop using the substance but not managing to
3. Spending a lot of time getting, using, or recovering from use of the substance
4. Cravings and urges to use the substance
5. Not managing to do what you should at work, home or school, because of substance use
6. Continuing to use, even when it causes problems in relationships
7. Giving up important social, occupational or recreational activities because of substance use
8. Using substances again and again, even when it puts the you in danger
9. Continuing to use, even when the you know you have a physical or psychological problem that could have been caused or made worse by the substance
10. Needing more of the substance to get the effect you want (tolerance)
11. Development of withdrawal symptoms, which can be relieved by taking more of the substance.

DSM 5
The DSM-5 clearly spells out the **objective** criteria for addiction, and for the first time “**cannabis withdrawal**” is listed as a diagnosis.
THC and Addiction

- This is very real and not easy to treat
- Often requires long stays in treatment and anti-psychotic medications
- Traditional rates were around 10%
- Rates today are reaching up to 30% as a result of increased potency  
  (Janni Leungn et al 10/20)
- Many of these addicted patients require physical detox and medical intervention
Less than 300 cannabis facilities in 2014
1,190 Cannabis facilities exist in Colorado in 2017
2,709 in 2019
How can Colorado support this amount of retail?
How does this growth continue?
Why does the old 80/20 rule matter here?

(6.1% of MJ users in CO purchase 75.7% of the THC products)
Contributing Factors to Marijuana Dependence

Age of Onset

Frequency of Use

THC Potency
Concentration Trends – Beyond Smoking

Concentrates

Edibles

Vape
Crack is Back

Crack is whack. Crack kills. Say no to crack. Sound familiar? Well, kids, I’m here to tell you that not all crack is bad. Some crack is actually really, really good. I’m not talking about the stuff that Shawn Carter cooked in his kitchen and sold in G-packs before he became Jay Z. I’m talking about Green Crack — the classic energetic strain formerly known as Cush, only to be allegedly rebranded “Green Crack” by Snoop Dogg because of the uplifting high that made the rapper and his crew fiend for more.

After bumping some 213 on the way to Herbs4You, 20 East Ninth Avenue, I was already in a West Coast state of mind and ready to enjoy some sunshine with a sativa on a Friday afternoon. Since this was my first time at the dispensary, I asked the budtender to show me almost everything she had in stock — but my choice wasn’t difficult. While the Pineapple Express and Chem #4 were both moderately intriguing, with their firm buds and distinct aromas, a few friends have grown these strains to near perfection, and I didn’t
THCA CRYSTALS
HARMONY EXTRACTS
GROWN BY: HARMONY EXTRACTS GARDENS
PROCESSED IN-HOUSE
WHOLESALE
HARMONYDENEVER.COM

PURE THCA
SUMMIT CONCENTRATES
WHOLESALE
GROWN AND PROCESSED IN-HOUSE
SUMMITCONCENTRATES.COM
AROMA DISPENSARY

HOME OF THE 30 STRAINS OVER 30% THC CLUB!

UP TO 39.5% THC! WOW!

HOME OF THE 90 CLUB!

TOP CONCENTRATES OVER 90% THC!

UP TO 99.99% THC! WOW!

THCA DIAMONDS

90% + THC!

THE CLUB STRAIN OF THE DAY
Consumption Trends

2 videos to watch on consumption of concentrates:

https://www.youtube.com/watch?v=uxan2qvNlls

https://www.youtube.com/watch?v=SlPMFpKBBmY&t=191s
“Weed” Redefined
“Weed” Redefined
“Weed” Redefined

CANNABIS. NEAT.
Sweet Summer Deals

GOOD MEDS EXCLUSIVE LIVE RESIN DEALS

$495 (oz) & $134.10 (7g): Member
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THROUGH SUNDAY, JUNE 24
LIMIT 56 GRAMS, WHILE SUPPLIES LAST

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Lakewood, Colorado
“Weed” Redefined

[Image of Nomad Extracts product]

Nomad Extracts
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Introducing

#1.1ASI.1

$25/GM #WAX
$45/GM #LIVERESIN

Using scientific best practices and innovative techniques, we proudly offer the cleanest and best-tasting concentrates at affordable prices.

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By using only medical grade stainless steel equipment, reverse osmosis water and ice, and the most advanced techniques available - we produce a terpene rich, 0 ppm product with high THC counts (60-72%) unlike any other.
CONCENTRATES

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A WHOLE NEW GALAXY OF LIVE RESINS

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4:19 4:20

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Experts inquire at your favorite dispensary.

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Quality Medical & Recreational Cannabis with prices starting at
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Any One Res

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- Free Dab
- BOGO Pipes
- Joe Blow Glass Smoke Shop
- BOGO Free Whip-Its
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TRY OUR HEALING TOPICAL LINE!
YOUR NUMBER ONE FAN

EASY SLEEK DISCREET

NO CARTRIDGE
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NO MESS
NO PROBLEM

IT'S WHAT'S INSIDE THAT COUNTS
OPENVAPE.COM

The OpenVAPE O.ne comes pre-loaded and pre-charged with 100mg of premium cannabis oil - meaning the device is ready to deliver the perfect puff right out of the box.
AMAZING FUN FLAVORS
NO CANNABIS SMELL
Titanium Grasshopper leaps to next level of discretion, packs surprising power (review)

By Chris Thomas, The Cannabist Staff

The days of Tim “Tool Man” Taylor have long passed, but I’m still a sucker for more power.

There’s something oddly satisfying about using a well-made, powerful tool. There’s a reason people buy muscle cars, iPhones and power drills. Not
Stealth PUFFiT vaporizer mimics asthma inhaler (review)
Vapes
The Incredible, Edible Weed

Chocolate Kush
1/8THS ARE $30
TAX INCLUDED. VALID 2/18 TO 2/25.

MRWEED
Enhance your Life
Edibles

10 mg is a legal dose
So........
Edibles
Korova Black Bar 1000mg $35!

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Get $10 off each Korova Black Bar while available!
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SCH GARLIC BREATH POONTANG PIE
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720-328-4372
399 S. HARRISON ST DENVER, CO 80209
303-593-0266
Available on the App Store
Available on the Google Play
Infused everything: These cannabis products might surprise you

Coffee. Post-tattoo ointment. Toothpaste. Um, vaginal suppositories? The staggering variety begs the question, 'What can't we infuse?'

By Katie Shapiro, The Cannabist Staff

Move over edibles, lotions and tincture potions — there’s an entire new realm of cannabis-infused products hitting the shelves of dispensaries and recreational shops as marijuana moves even further into the mainstream.
7 COOL CANNABIS CONDIMENTS

By Elise McDonough  June 24, 2016

Turn any dish into a medicated meal with versatile, cannabis-infused condiments. Using medicated sauces lends valuable flexibility to menu planning while making correct THC dosing very easy.
Making a “hippie speedball” is easier than ever before with these blends of THC and caffeine.
Marijuana Infused Ice Cream

Embark on a never ending munchies loop as you indulge in a sweet bowl of marijuana infused ice cream. This sugary treat comes laced with grade-A funk that'll leave you feeling like your brain and body have melted into a carefree nirvana.

$15.00
INTRODUCING THE FIRST EVER
CANNABIS NASAL MIST
FAST AND EXACT

CANNABIS DOWN TO A SCIENCE
With unmatched quality, consistency and purity, our scientifically formulated wellness product line has the power to change the way the world thinks about cannabis. Find Verra products and learn more at VerraWellness.com
My first obsession was the Kingston Trio—but the Fabs, Bob Dylan, and their contemporaries kicked it into the stratosphere. I started buying albums and subscribed to Rolling Stone, Creem, and Crawdaddy magazines to keep up with all the activity.

It wasn't until 1975 that my first piece—a review of Bob Dylan's Blood on the Tracks—was published in a local Kansas City monthly. I soon applied to the Kansas City Times (back then, the Times was the morning paper, the Star the evening), and by 1979 I was working full-time—first as a...
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BUY 3 B'S TREATS
70MG LOLLIPOPS
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$15

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Elevate your experience
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NANO BITES
BITE-SIZED GUMMIES INFUSED WITH THC & CBD NANOPARTICLES

What are THC/CBD nanoparticles?
Our NANO BITES provide more efficient absorption & a faster onset compared to traditional edibles. Made from our extensively refined distillate, NANO BITES contain cannabinoid nanoparticles which are utilized by the body much more efficiently than unrefined oils. Get more out of your dose...with far less waiting.

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info@dosdedibles.com
Wana
Enhance Your Life

SOUR GUMMIES

MANGO

sativa

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ALL NATURAL FLAVORS, VEGAN & GLUTEN FREE
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A HAPPY PILL

BLISS.

This peanut butter cup will make you very happy. Like, bubbly, euphoric, hot damn I’m fascinating and oh what a beautiful world and wait, did that barista just wink at me, yes they did. Introducing Bliss, thoughtfully engineered to give you a deep sense of wellbeing and enthusiasm for all the amazing things the day may bring.

Try it. You’ll really, really like it.

AVAILABLE IN DARK AND MILK CHOCOLATE
5 MG THC / 5 MG CBD
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Edibles (Look-a-likes)
Perfectly portable.

Pucker up for a refreshing burst of sweet and tart with our new assorted flavor pack. These tasty tarts won’t get squishy or melty like other edibles in the summer heat (or in your pocket). Find Dixie products at a dispensary near you at dixiebrands.com.
Have your pot and drink it too

Do you ever come home after a long day at work and feel torn between which substance you want to use to escape reality? It's OK, you're not alone. It's a tough choice, especially in Colorado where thriving microbreweries and marijuana dispensaries both

the keg? Well, back in January, Keith Villa, the guy who created Blue Moon Brewing Company and worked as the head brewmaster for 35 years, announced his retirement from Molson Coors.

Fortunately for us, retirement must have been hella boring for Keith 'cause he spent the entire time experimenting with craft beer and marijuana in preparation for his next venture. Now, he's teaming up with his wife, Jodie, to officially launch their new brand: Ceria Beverages. Actually, now that I think about it, three months of concocting drinks and researching how to get the masses lit sounds like the best retirement ever. Sign me up.

Based in Arvada, Ceria's company goals this

six milligrams of THC

beers will be in the 1

the full-bodied offer

gram range. And it

ever, the drinks will

lar to ski slopes; a

blue leaf for inter

experienced user

ultimate exper

To be clear, six milligrams of THC exist, so this is not

Brewing previ

IPA, but it or

high, because acti

active cannab

things that m
BUDS
8ths $20
1/4 Oz $40
1 Oz $99
(First time patients)

CONCENTRATES
1st Gram $20
$25 After
0z $600 & Up

CLONES
Buy 5
Get 1 Free
Or $10 Each

FREE STUFF
2 FREE JOIN
Any Purchase
(First time patient)

3 JOINTS $10
10 JOINTS $25

Keef Cola
225 MG $8
350 MG $10
HIGHGRADE™

THC SYRUP

SIMPLE SYRUP
GRAPE SYRUP
WATERMELON SYRUP
PINEAPPLE SYRUP
CHERRY SYRUP

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Our one of a kind extraction uses hydrocarbon solvent that is 99.5% pure and contains NO CHEMICAL ADDITIVES.

We use an organic preservative that keeps the medicine completely emulsified throughout the punch in addition to balancing the pH, making a Highly Refreshing beverage for any occasion. Every flavor in our line has gone through rigorous scientific testing to make sure we are offering the best infused drink product on the market.

A CannaPunch Company - www.Cannapunch.com
@Cannapunch - #Cannapunch
Keef - born in Boulder Colorado - is proud to announce the world’s first cannabis infused sparkling water - Keef Sparkling.

With over 7 years of experience in creating cannabis infused beverages - Keef has become the market leader. In 2015, the Keef Cola Bubba Kush Root Beer was named “Best Edible” at the U.S. High Times Cannabis Cup. As the market leader - Keef has met the demand for a zero calorie cannabis infused beverage that is the go-to social option for people looking for an alternative to sugary cannabis-infused edibles.

Keef Sparkling is sugar free, has zero calories and is naturally flavored - providing a guilt free social beverage experience. Unlike other edibles that can take up to two hours to fully activate, cannabis infused beverages offer their full effects in as little as 15 minutes after drinking - leading to a more real-time and responsible consumption experience.

Keef Sparkling is available in two flavors: Lemon and Blood Orange. Each 12 oz. bottle contains 10mg of activated THC. Visit www.keefcola.com to find your nearest retailer.
Edibles

PICK YOUR PLEASURE
MINTS ARE BACK
AND ARE BETTER THAN EVER

RELAXING MINTS
PEPPERMINT

AWAKENING MINTS
ORANGE SOFT

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Cannabis Infused Edibles
- Precise THC dosing
- Consistent effectivity
- No cannabis taste

For Adult 21+ and Medical Use. Keep out of reach from children. Medicate RESPONSIBLY.

Cherry Cola Bottles
Peach Tarts
Lemon Drops
“Infused Everything”
Edibles

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The Peppermint Bark Bar from BlueKudu
Layers of dark chocolate and white chocolate with real peppermint bits and 100mg THC

Feel extra jolly this holiday season!

native roots COLOrado

All Season Long: $3 single serve sweet grass cookies
Expires December 31st
Medicinal Cannabis Center

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**Salted Caramels**
$8 | 100mg

**Hot Cocoa**
$11 | 200mg
MT. MEDBAR

350mg $10

225mg $8

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Single 2oz Serving
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Plant-based glide for your pleasure plus a jasmine-cannabis-coconut combination to awaken your body, mind and spirit. The ultimate aphrodisiac.
WARNING: THERE MAY BE HEALTH RISKS ASSOCIATED WITH THE CONSUMPTION OF THIS PRODUCT. THIS PRODUCT CONTAINS MARIJUANA AND ITS POTENCY WAS TESTED WITH AN ALLOWABLE PLUS OR MINUS 15% VARIANCE PURSUANT TO 12-43.4-202(3)(A)(IV)(E), C.R.S. THIS PRODUCT WAS PRODUCED WITHOUT REGULATORY OVERSIGHT FOR HEALTH, SAFETY, OR EFFICACY. THE INTOXICATING EFFECTS OF THIS PRODUCT MAY BE DELAYED BY TWO OR MORE HOURS. THERE MAY BE ADDITIONAL HEALTH RISKS ASSOCIATED WITH THE CONSUMPTION OF THIS PRODUCT FOR WOMEN WHO ARE PREGNANT, BREASTFEEDING, OR PLANNING ON BECOMING PREGNANT. DO NOT DRIVE A MOTOR VEHICLE OR OPERATE HEAVY MACHINERY WHILE USING MARIJUANA.

THE RETAIL MARIJUANA PRODUCT CONTAINED WITHIN THIS PACKAGE COMPLIES WITH THE MANDATORY CONTAMINANT TESTING REQUIRED BY RULE R 1501.

THE SERVING SIZE OF ACTIVE THC IN THIS PRODUCT IS 10 MG, THIS PRODUCT CONTAINS 10 SERVING OF MARIJUANA, AND THE TOTAL AMOUNT OF ACTIVE THC IN THIS PRODUCT IS 100 MG.

THIS PRODUCT MAY CONTAIN MILK, TREE NUTS, PEANUTS, AND SOY.
STORE THIS PRODUCT IN A COOL, DRY PLACE.

THIS PACKAGE IS CHILD RESISTANT.

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Why The Lancet Study Really Matters

16%
Lancet Study of “Skunk Weed”

- Daily use sees a 5x increase in psychosis
- Weekend use sees a 3x increase
- 24% of psychosis cases in the study group caused by weed alone
Mental Health Consequences: Casual Use

- Risk of depression: 1.4x (Casual?)
- Acute Anxiety
- Increased risk of anxiety disorders (Casual?)
- Worsened outcomes in bipolar disorder (Casual?)
- Risk of attempted suicide requiring hospitalization: 2x (Casual?)

Reviewed in Hall, 2014; Di Forti et al 2014, Giordano et al 2014
Use of cannabis associated with 1.4x increased risk of psychosis

Regular associated with a 2x risk of psychosis

High potency cannabis, more frequent use, and genetic susceptibility (slc, comt, akt1) can increase risk to 8x

Use before age 18 has 2.4x risk of dx of schizophrenia (dose response)

Reviewed in Hall, 2014; Di Forti et al 2014, Giordano et al 2014
Radhakrishnan et al Gone to Pot – A review of the Association between Cannabis and Psychosis
Physical Health Consequences: Acute

- Impaired memory
- Impaired motor coordination
- Slowed Reaction Time
- Increased Singular Focus
- Reduction in Perceptual Accuracy
- Increased heart rate
- Increased risk of angina, heart attack and stroke in those with and without previous heart attack
- Electrolyte imbalances
- Respiratory issues (difficulty for individuals to intake oxygen)
Physical Effects of Chronic Use

- Changes in physical structure of the brain
- Immune system decrease
- Reduced weight and height (adolescents)
- Increased risk of testicular cancer (dose response related)
- Reduced Sperm Count
➢ Project SAM (Smart Approaches to Marijuana)
➢ NIDA
➢ SAMSHA
➢ SMART CO

➢ Lots of others, but use a critical eye

(I subscribe to lots of pro-cannabis and commercial cannabis sites and newsletters)
WEED, INC.
The Truth About THC, the Pot Lobby, and the Commercial Marijuana Industry

Ben Cort