ENDOCANNABINOID SYSTEM & CANNABIDIOL
HEMP/CBD EXTRACT AND MASSAGE OILS & TOPICALS

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COURSE OBJECTIVES

After completion of this course, the Massage Therapist (MT) students will be able to:

1. Discuss the Discovery & Science of the Endocannabinoid System (ECS)
2. Memorize Cannabis Terminology
3. Identify Hemp Industry Terminology
4. Review types of Phytocannabinoids
5. Summarize the Importance of NOT making any health claims
6. Describe the Benefits of Full Spectrum vs 0% THC
7. Review CBD for Health & Wellness
8. Explain the benefits and use of CBD & Recovery from Addiction
9. Describe the benefits and use of CBD & Oncology/Cancer
10. Discuss the benefits & use of CBD and Pregnancy Massage
11. Explain the use of CBD Topicals & Employment Drug Tests
12. Review Premier Body Massage Oil & Topicals
13. Describe the application & use of Premier Body Hemp/CBD Extracts
14. Review the Current Legal status of Hemp derived CBD products
15. Identify the Safety & Side Effects of CBD
16. Review the process of consent to receive CBD Massage

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ENDOCANNABINOID SYSTEM (ECS)

1980s - W. A. Devane and A.C. Howlett, St. Louis University, discover endogenous cannabinoid receptors

- **CB1**
- **CB2**

1990s - W.A. Devane, L.A. Hanus, R. Mechoulam, Hebrew University in Jerusalem discover endogenous cannabinoids

- **Anandamide** (N-arachidonoylethanolamine)
- **2AG** (2-arachidonoylglycerol

*"The endogenous cannabinoid system—named for the plant that led to its discovery—is **one of the most important physiologic systems involved in establishing and maintaining human health**."*

ENDOCANNABINOID RECEPTORS

CB1 receptors are located throughout the central nervous system, and some peripheral organs and tissues.

- Brain, spinal cord, connective tissue
- White Blood Cells, Spleen
- Endocrine Glands
- Parts of the Reproductive, Gastrointestinal and Urinary Tracts

CB2 receptors are located throughout the immune system and related organs.

- White blood cells
- Spleen, Tonsils, Thymus gland
- Gastrointestinal tract
- Brain

§ The expression of CB1 and CB2 receptors is unique to every individual, much like a fingerprint

§ There can be a range of responses to any given cannabis therapy

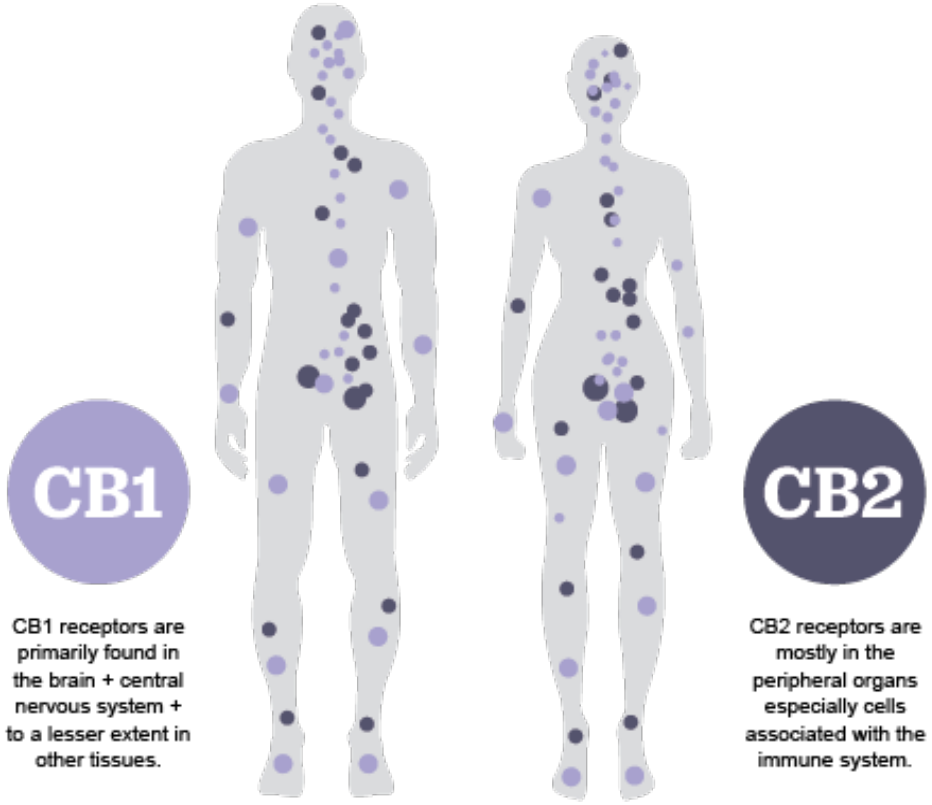
§ An individual could have more CB1 receptors than average and be super sensitive to THC

§ An individual could have fewer CB2 receptors which would require higher concentrations of CBD and possibly more cannabinoids, terpenes and flavonoids

ENDOCANNABINOID SYSTEM (ECS)

- Lipid derived signaling system
- A set of receptors acted on by a set of ligands
- **Responsible for maintaining homeostasis**
- Helps to regulate mood/anxiety, immune function, sleep, motor control, pain, memory, appetite/metabolism and more

> *Homeostasis - The tendency of the body or a cell to seek and maintain a condition of stability within its internal environment despite external changes.*

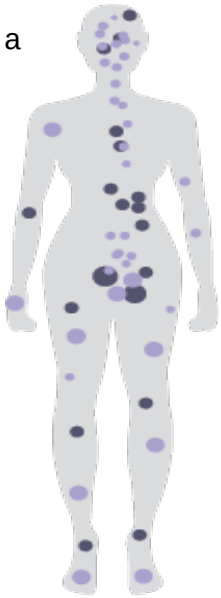


Responsibilities

- Modulate pleasure, energy and well-being
- Slowly nudge the body back to health in the face of injury and disease

Michael H. Moskowitz, MD, CBD: A Patient's Guide to Medicinal Cannabis Healing without the High, by Leonard Leinow and Juliana Birnbaum

ENDOCANNABINOID SYSTEM (ECS)



...modulating the activity of the Endocannabinoid System holds therapeutic promise for a broad range of diseases, including:

- Neurodegenerative
- Cardiovascular and
- Inflammatory disorders;
- Obesity/metabolic syndrome;
- Cachexia;
- Chemotherapy-induced nausea and vomiting;
- Tissue injury and pain
- Amongst others

CANNABIS TERMINOLOGY

Plant Classifications

I. Class
II. Subclass
III. Order
IV. Family - **Cannabaceae**
V. Sub -Family
VI. Tribe
VII. Sub-Tribe
VIII. Genus - **Cannabis**
IX. Species -

- **<u>Cannabis sativa L.</u>**
- **Cannabis indica**
- **Cannabis ruderalis**

I. Variety -

CANNABIS TERMINOLOGY (CONTINUED)

Cannabis sativa L.

- Indica
  - “Drug form”
  - > 0.3 % THC
- **Sativa**
  - “Non-drug form”
  - <0.3 % THC
  - Hemp/Industrial Hemp

CANNABIS

Marijuana	Hemp
Recreational	Contains <0.3 % THC on a dry weight basis
Psychoactive	Non psychoactive
Schedule 1 Drug	Fiber - textiles, paper, rope, construction materials, bioplastics
Medicine - Licensed Medical Marijuana MD’s can prescribe different strains	Food - Hemp oil (seed), hemp flour
Supplements (human) - CBD oil (most have higher THC content, available in recreational dispensaries)	Supplements - Humans and Pets

INDUSTRY TERMINOLOGY

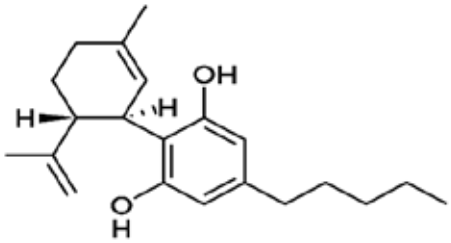
Hemp Oil

- Not CBD oil!
- From seeds
- Nutritional value
- Only contains trace amounts of CBD or other cannabinoids
- Less than 25 ppm
- No therapeutic value

INDUSTRY TERMINOLOGY (CONTINUED)

CBD (Cannabidiol - Isolate)

- Molecule only
- Higher doses required
- Increased risk of drug interactions
- Epidiolex (Cannabidiol)



Hemp Extract (CBD Oil)

- Full Spectrum/Whole Plant
- Entourage effect
- Potential increased efficacy
- Potentially fewer side effects
- Broad Spectrum

PHYTOCANNABINOIDS

There are over 100 cannabinoids, chemical compounds, found naturally in cannabis

- **THC**(Δ9–tetrahydrocannabinol)
- **CBD**(Cannabidiol)
- **CBD-A**(Cannabidiolic acid)
- **CBG**(Cannabigerol)
- **CBC**(Cannabichromene)
- **CBN**(Cannabinol)

Conditions and Diseases in Which Activation of The ECS has Shown Benefit

- Emesis
- **Pain**
- **Inflammation**
- Multiple Sclerosis
- Autism
- **PTSD**
- Obsessive Compulsive Behavior
- Epilepsy
- Glaucoma
- Schizophrenia
- Cardiovascular Disorders
- Stroke (Ischemia)
- Cancer
- Amyotrophic Lateral Sclerosis
- Obesity
- Anorexia
- Parkinson's Disease
- Huntington's Disease
- **Insomnia**
- Alzheimer's Disease
- Metabolic Syndrome Related Diseases
- Tourette's Syndrome
- **Anxiety**
- Depression
- Panic
- Prion Diseases
- Psychosis

PHYTOCANNABINOIDS (CONTINUED)

THC	Anti-cancer, anti-proliferative, anti- and pro- inflammatory, anti-oxidant, analgesic, anxiolytic and anxiogenic, anti-epileptic, anti-emetic (nausea and vomiting), neuroprotective, euphoriant, hedonic, sleep promoting.
CBD	Anti-cancer, anti-proliferative, anti-emetic (nausea and vomiting), **anti-inflammatory,** antibacterial, anti-diabetic, anti-psoriatic, anti-diarrheal, **analgesic,** bone stimulant, **immunosuppressive**, anti-ischemic, antispasmodic, vasorelaxant, neuroprotective, anti-epileptic, antipsychotic, **anxiolytic,** transforms white fat into brown fat, **increases anandamide activation of CB1 and CB2 receptors.**
CBD-A	Anti-cancer, anti-proliferative, anti-emetic (nausea and vomiting), anti-inflammatory
CBG	Anti-inflammatory, antibacterial
CBC	Anti-inflammatory, analgesic, bone stimulant, anti-microbial, anti-proliferative, anti-fungal
CBN	Analgesic, anti-inflammatory, anti-cancer

CBD - AVOIDING HEALTH CLAIMS

It is important to emphasize, although Hemp/CBD Extracts are showing promise of helping many of the previously listed conditions, **WE NEVER** make any Health Claims.

For example; we would avoid saying CBD "CURES" disease.

Rather we would say **"Premier Body Hemp/CBD products helps to restore the body's natural balance"**

SYNERGISTIC EFFECT

*"Endogenous cannabinoids and their inactive metabolite combine to boost physiological responses (the **"entourage effect"**).*[25]

Given the likely contributions of cannabis flavonoids and essential oils to therapeutic effects on mood, inflammation and pain,....one can easily see support for Mechoulam's quotation:

"This type of synergism may play a role in the widely held (but not experimentally based) view that in some cases plants are better drugs than the natural products isolated from them."

Benefits of Full Spectrum

Cannabinoids

- Work synergistically

Flavonoids

- Plant pigments known for their antioxidant and anti-inflammatory health benefits, as well as their contribution of vibrant color to many of the foods we eat

Terpenes

- Aromatic organic compounds that act on receptors and neurotransmitters; prone to combine with or dissolve in lipids or fats

Chlorophyll

- Pigment in green plants with strong antioxidant capacity and anti-inflammatory properties along with a significant amount of essential vitamins

CBD - For Health & Wellness

A member/guest may ask; "Why Should I get a Massage with CBD Massage Oil"?

- Helps Fight Pain
- Helps Decrease Inflammation
- Helps Protect & Heal the Skin
- Helps to Decrease Stress & Anxiety
- Helps Improve Sleep & Decrease Insomnia

CBD - For Addiction Recovery

A member/guest may state; "I am in recovery for addiction. can I get a Massage with CBD Massage Oil"?

- The use of Cannabidiol (CBD) in drug treatment and recovery is very well documented
- As an option SA and MTs may suggest the use of the 0% THC products

Because CBD is not addictive and non-psychoactive, it may serve as the panacea for reducing the cravings and anxiety experienced by individuals suffering from addiction.

CBD's capacity to regulate the body's dopamine receptors is the key to providing relief for the following withdrawal symptoms:

- Excessive hunger
- Sleep issues
- Lethargy
- Muscle pain
- Disorientation and mental confusion
- Nausea
- Agitation and mood swings
- Cold and sweaty outbreaks

CBD - For Addiction Recovery (continued)

- A recent study with animals by the Scripps Research Institute in San Diego discovered that the brain's serotonin receptors are ignited by CBD. This was found to be directly related to a reduction in drug-seeking behavior. In this study, CBD oil was administered to rats after they were given alcohol and cocaine. **The results indicated that even five months after CBD had left their systems, the rats did not engage in drug-seeking behaviors.**
- CBD oil has also proven effective in breaking the smoking habit. The University of London conducted a study that found a relationship between cannabinoids and the addiction to nicotine. In this study, habitual smokers were given an inhaler filled with CBD and a placebo. **The participants who used the CBD inhaler showed a radical reduction in tobacco consumption, and their craving for nicotine decreased.**

CBD - For Oncology Massage

A member/guest may share; "I am a cancer survivor or may share they are currently being treated for cancer and ask, will a Massage with CBD Massage Oil help me"?

- Antitumor effect
- Antiemetic (nausea and vomiting)
- Appetite Stimulation
- Analgesia
- Anxiety and Sleep

CBD, in particular, is thought to have significant analgesic, anti-inflammatory, and anxiolytic activity without the psychoactive effect (high) of THC.

Some studies have investigated the role of CBD in preventing cancer cell growth, but research is still in its early stages.

The National Cancer Institute (NCI) says that **CBD may help alleviate cancer symptoms and cancer treatment side effects.** However, the NCI doesn't fully endorse any form of cannabis as a cancer treatment.

The action of CBD that's promising for cancer treatment is its ability to moderate inflammation and change how cell reproduce.

CBD has the effect of reducing the ability of some types of tumor cells to reproduce.

CBD - Pregnancy Massage

- **A member/guest may share; "I am pregnant or am considering pregnancy, is a Massage with CBD Massage Oil safe for me"?**
- SA and MT should advise the member/guest who may be pregnant to consult with physician prior to a CBD enhancement
- CBD use may alleviate the sometimes devastating symptoms of morning sickness and other pregnancy related issues.
- The endocannabinoid system is essential to the growth of the fetus and survival of a newborn.
- There is limited evidence for pregnancy complications caused by CBD and insufficient evidence for adverse neonatal outcomes.

CBD - Topicals & Drug Tests

A member/guest may ask; "Will I fail a drug test if I get a massage with CBD Massage Oil"?

- The use of CBD Topicals & Effect on Employment Drug Tests

  "**With topicals unable to get users high, it would stand to reason that it's not possible to fail a drug screening as a result of their use**. In principle, this is true; but there are some caveats. This study from 2017 confirmed that topicals containing THC did not cause a positive test in both blood and urine. The caveat is transdermal patches. These work in the same way as a nicotine patch, providing patients with a strong dose of the active ingredient that is absorbed into the bloodstream through the skin. As such, use of THC rich cannabis patches is likely to result in a failed drug test."
- As an option SA and MTs may suggest the use of the 0% THC products

Industry Challenges

"Hemp food consumers and companies have raised concerns regarding extracts of CBD...being marketed as "hemp oil." Hemp oil is the common term for hemp seed oil..., obtained by pressing hemp seeds that contain low levels of CBD. Like THC..., CBD is not produced or pressed from hemp seeds.

"A new study by a Penn Medicine researcher, published this week in JAMA, found that **nearly 70 percent of all cannabidiol products sold online are either over or under labeled, causing potential serious harm to its consumers.**"

"Only 30 percent of CBD products purchased contained an actual CBD content that was within 10% of the amount listed on the product label."

"While studies have not shown that too much CBD can be harmful, products containing either too little or too much CBD than labeled could negate potential clinical benefit to patients."

PREMIER BODY HEMP EXTRACTS

- Premier Body uses plants grown on **family-owned farms in Colorado.**
- Only organic farming practices are implemented. **No pesticides, fungicides or herbicides are ever used.**
- We use **multiple cultivars of hemp to create the widest spectrum of phytonutrients possible**.

THIRD PARTY TESTING

Colorado Dept. of Agricultural, directed by U. S. Dept. of Agriculture

- THC content must be less than 0.3% by weight.

Hemp Plants

Hemp Extract

- Certificate of Analysis (COA)

Final Products

- Massage Oils
- Topical Balms
- Body Crème

CRAFTSMANSHIP

- Processed using **Cold Ethanol Extraction** to retain the maximum amount of cannabinoids, flavonoids, terpenes and some chlorophyll to **provide a synergistic effect.**
- The hemp flower is washed in food grade ethanol **(the same process used to create vanilla extract)** and then the mixture is evaporated until only hemp extract left.
- Keeping this process at **lower temperatures** prevents the degradation of the beneficial compounds.
- This process produces a **Full Spectrum, Pure Hemp Extract** with a ratio of about **35:1, CBD: THC**.

PREMIER BODY - CBD MASSAGE OIL

- Available in Full Spectrum & 0% THC
- Formulated with Organic Coconut Oil, Infused with Premium Organically Grown Full Spectrum Hemp/CBD Extract cultivated in Colorado
- Camphor and Arnica Oil to reduce pain and inflammation. Camphor dilates blood vessels for maximum absorption of the CBD
- Vitamin E Oil to revitalize and nourish skin
- Exclusively for Hand & Stone Massage & Facial Spas, Lemongrass Oil has been added as an anti-inflammatory, antioxidant, antifungal
- ½ Gallon size contains 3200mg of Full Spectrum Hemp/CBD Extract
- 1 Gallon size contains 6400mg of Full Spectrum Hemp/CBD Extract

- **NOTE: using just 1 oz will deliver approx. 50mg of Full Spectrum Hemp/CBD Extract**
- **1 oz is equal to pumping approx. 2 full pumps or pouring this product into ⅛ of a standard 8 oz massage oil bottle**

PREMIER BODY TOPICALS

FULL SPECTRUM FORMULA

Topical Relief

- #1 selling product
- Preferred by chiropractors, massage therapists and physical therapists
- Targets pain, muscle and joint irritation

Body Creme - *SEASONAL PRODUCT!*

- Whipped product
- Contains essential oils including frankincense
- Calms skin irritation and reduces minor blemishes and bruises.

Topical Relief - Available in 400mg & 800mg Hemp/CBD Extract
Body Crème - Available in 400+mg Hemp/CBD Extract

PREMIER BODY TOPICALS

0% THC Formula

It's not isolate!

- We've stripped out any trace amounts of THC and left all of the cannabinoids, terpenes, and flavonoids you love.

Perfect for:

- First responders
- Teachers
- Athletes
- Government employees
- Truck drivers
- Heavy equipment operators

PREMIER BODY - TOPICAL RELIEF

PRODUCT DESCRIPTION

§ Premier Body "Topical Relief" is your #1 natural defense against joint and muscle irritation. Thoughtfully formulated to target irritated areas of your body helping to speed recovery and keep you engaged with your active lifestyle. Physically demanding lifestyles put our bodies through daily stress that can limit performance during all stages of exercise.

§ With Premier Body "Topical Relief", you can instantly fend off joint and muscular irritation to keep up with your active lifestyle. Instantly targets joint and muscular irritation. Calms and relaxes your mind & body with the Natural and soothing scent of Jasmine and Ylang Ylang. Non-toxic, non-addictive and non-psychoactive

HOW TO USE

§ For best results: Apply to irritated joint and muscle areas. Massage into dry, clean skin as needed.

For external use only.

INGREDIENTS

§ Premier Body Topical Relief Ingredients: Shea Butter, Shorea Butter, Coconut Oil, Mango Butter, Beeswax, Emulsifying Wax, Jojoba Oil Infused with Hemp Extract, Camphor, Vitamin E Oil, Arnica Oil, Jasmine, Ylang-Ylang.

PREMIER BODY - BODY CREME

PRODUCT DESCRIPTION

- Premier Body “Body Crème” naturally moisturizes and restores your skin’s youthful radiant look and feel. Premier Body Crème is a cannabinoid-rich treat for skin craving antioxidants and essential nutrients. It’s soothing natural and therapeutic scent of jasmine and camphor provide relaxation to the mind and body throughout the day, after bathing or relaxing before bed. Premier Body “Body Crème” calms dry irritated skin, helps to reduce minor blemishes and adds a restorative boost to your skin.
- Premier Body “Body Crème” was thoughtfully formulated to appeal to your skin’s needs. It not only delivers moisture to your skin, but its Vitamin E also helps prevent free radicals from causing your skin to look aged and weathered. If you are looking for a light moisturizing option for skin health, Premier Body Crème is best for you. Treat your skin to natural health and wellness with Premier Body “Body Crème”.

HOW TO USE

- For best results: Liberally apply and massage into clean dry, skin daily or as needed. For external use only. To extend shelf life, keep in cool, dry area. Product may be refrigerated after opening. Stir to blend product before application.

INGREDIENTS

- Aloe Vera Juice, Shea Butter, Golden Jojoba Oil, Emulsifying Wax, Cetyl Stearyl Alcohol, Grapeseed Oil, MCT Oil infused with Hemp Extract, Coconut Oil, Shorea Butter, Mango Butter, Beeswax, St. John’s Wort Oil, Vitamin E Oil, Germal Plus (TM), Camphor, Tangerine Oil, Jasmine Oil, Frankincense, Lemon Oil, Ylang-Ylang.

PREMIER BODY - CBD MASSAGE OIL

PRODUCT DESCRIPTION

- Premier Body Coconut Massage Oil is formulated with Fractionated Coconut Oil, Infused with Premium Organically Grown Full Spectrum Hemp/CBD Extract cultivated in Colorado. Additional ingredients include Camphor and Arnica Oil to reduce pain and inflammation. Camphor dilates blood vessels for maximum absorption of the CBD. Vitamin E Oil revitalizes and nourishes the skin. Lemongrass Oil has been added as an anti-inflammatory, antioxidant and antifungal.
- It’s soothing natural and therapeutic scent of Lemongrass provides relaxation to the mind and body throughout the day. Premier Body Coconut Massage Oil with Lemongrass naturally moisturizes and helps to reduce minor joint and muscular irritation while adding a restorative boost to your skin.
- Premier Body Coconut Massage Oil with Lemongrass was thoughtfully formulated to appeal to your skin’s needs. It not only delivers moisture to your skin, but its Vitamin E also helps prevent free radicals from causing your skin to look aged and weathered. Treat your body to natural health and wellness with a Premier Body “Coconut Massage”.

PREMIER BODY - CBD MASSAGE OIL (CONTINUED)

INGREDIENTS

- Fractionated Organic Coconut Oil infused with Hemp Extract, Arnica Oil, Camphor, Vitamin E Oil and Lemongrass Essential Oil

FULL BODY MASSAGE

- Liberally apply oil to your hands. Begin with your introduction stroke, going from the neck down to the lower back. Re-apply massage oil as needed to entire body.

HOT STONE MASSAGE

- DO NOT APPLY oil directly on basalt stones.
- Liberally apply oil to your hands. Apply and massage the oil directly onto the client's entire neck and back. Pick up hot stone and begin with your introduction stroke with the edge of the stone between the shoulder blades, ensure the stone(s) are the right temperature. Turn stone(s) flat and continue to glide down from the neck to the lower back. Re-apply massage oil as needed. Follow standard cleaning guidelines.

HIMALAYAN SALT STONE MASSAGE

- DO NOT APPLY oil directly on salt stones.
- Liberally apply oil to your hands. Apply and massage the oil directly onto the client's entire neck and back. Pick up salt stone and begin with your introduction stroke as with the Hot Stone service, ensure the stone(s) are the right temperature. Glide down from the neck to the lower back. Re-apply massage oil as needed. Follow standard cleaning guidelines.

ONCOLOGY MASSAGE

- This oil can be used with a Light Swedish massage, Manual Lymphatic Drainage or Reflexology treatment. Liberally apply oil to your hands, warming the oil first then begin the session. Re-apply massage oil as needed to entire body.

AROMATHERAPY MASSAGE

- This oil can be also be used with an Aromatherapy treatment. Liberally apply massage oil to your hands, then add recommended amount of the essential oil into your hands. Begin with your introduction stroke, going from the neck down to the lower back. Re-apply massage oil as needed to entire body.
- NOTE: This service would be used with the “Natural Aroma” CBD Massage oil. This product will be available soon.

CBD - CURRENT LEGAL STATUS

- Farm Bill Signed Dec 13, 2018
- Congress federally legalized hemp with the December 12 passage of the 2018 Farm Bill. The agriculture law cleared the Senate December 11 with a 87-13 vote before gaining approval in the House December 12 with a 369 - 47 vote on December 13, 2018.
- **Laws are ever changing based on local conditions and ultimately it is the practitioner and franchisee that must assure themselves it is legal in their state and jurisdiction.**

CBD - Safety & Side Effects

§ Multiple studies have shown:

- **"CBD exhibits no effects indicative of any abuse or dependence potential."**
- **"To date there is no evidence of recreational use of CBD or any public health related problems associated with the use of pure CBD."**
- **"The range of conditions for which CBD has been assessed is diverse, consistent with its neuroprotective, antiepileptic, hypoxia-ischemia, anxiolytic, antipsychotic, analgesic, anti-inflammatory, anti-asthmatic, and antitumor properties."**
- SA and MT to advise member/guest of benefits and side effects prior to providing a CBD enhancement
- SA and MT should advise the member/guest taking prescription medications or who may be pregnant to consult with physician prior to a CBD enhancement
- Member/guest must sign consent/release of liability form prior to service

CBD Massage - Sample Consent

I _____consent to the use of Hemp based CBD being applied topically during my CBD massage. I understand that Hemp CBD has less than 0.3% THC and will not cause any psychoactive symptoms to occur. I acknowledge, however, that in some circumstances the use of CBD products may cause a positive reading on a drug test and CBD product should not be used if I am drug tested for employment or other purposes. I have discussed the use of topical Hemp based CBD with my health care provider and they have cleared me for use during my massage. I acknowledge and understand that the therapist must be fully aware of my existing medical conditions. I have completed my intake form as provided by my therapist and disclosed to the therapist all of those medical conditions affecting me. It is my responsibility to keep the massage therapist updated on my medical history. By signing this form, I confirm my consent and intend this consent to cover the service discussed with me and any additional services as proposed by my therapist from time to time, to deal with my physical condition for which I have sought relief.

Member/Guest Signature: _____

Date: _____

Contraindications

Dr. Note:

Oncology Massage

Prenatal Massage

Patients who have Epilepsy

Contraindications:

Minors (under 18)

Prescription Blood thinners like Warfarin / Coumadin.

Allergic to CBD, THC or any other ingredients in the product.

Because the majority of research on CBD has been done on sublingual and digestible applications, we might be over precautious. As new research is done we will review our policies and edit them if necessary.

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