



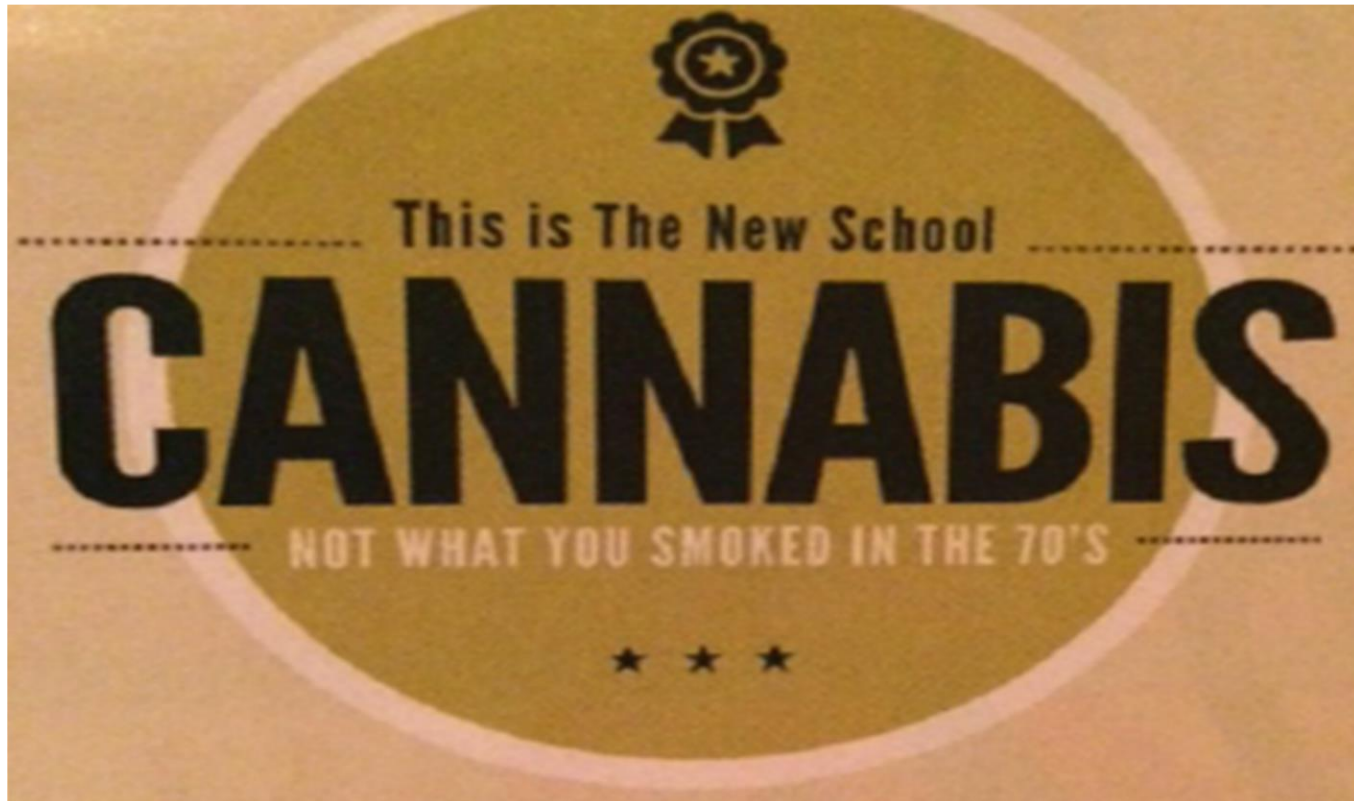
What You'll Need to Know

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



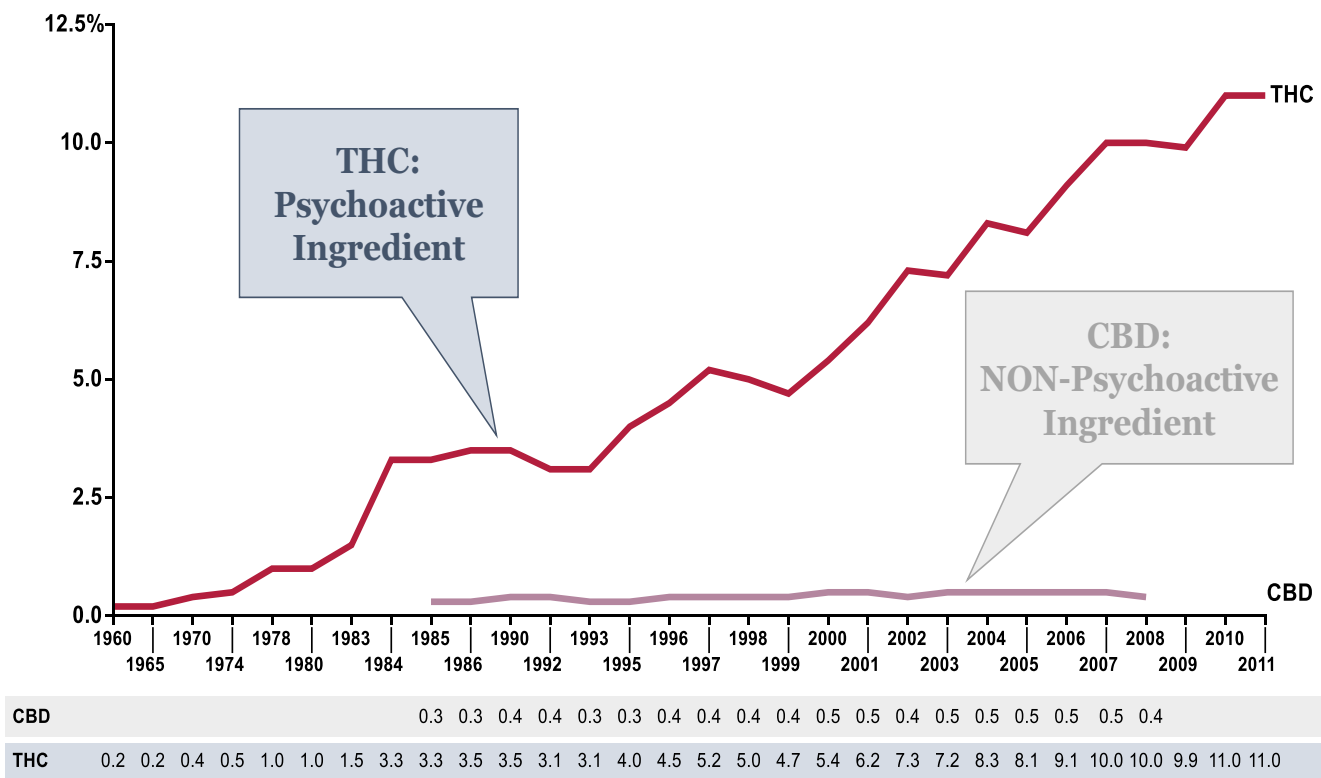
The Times They Are A Changin'



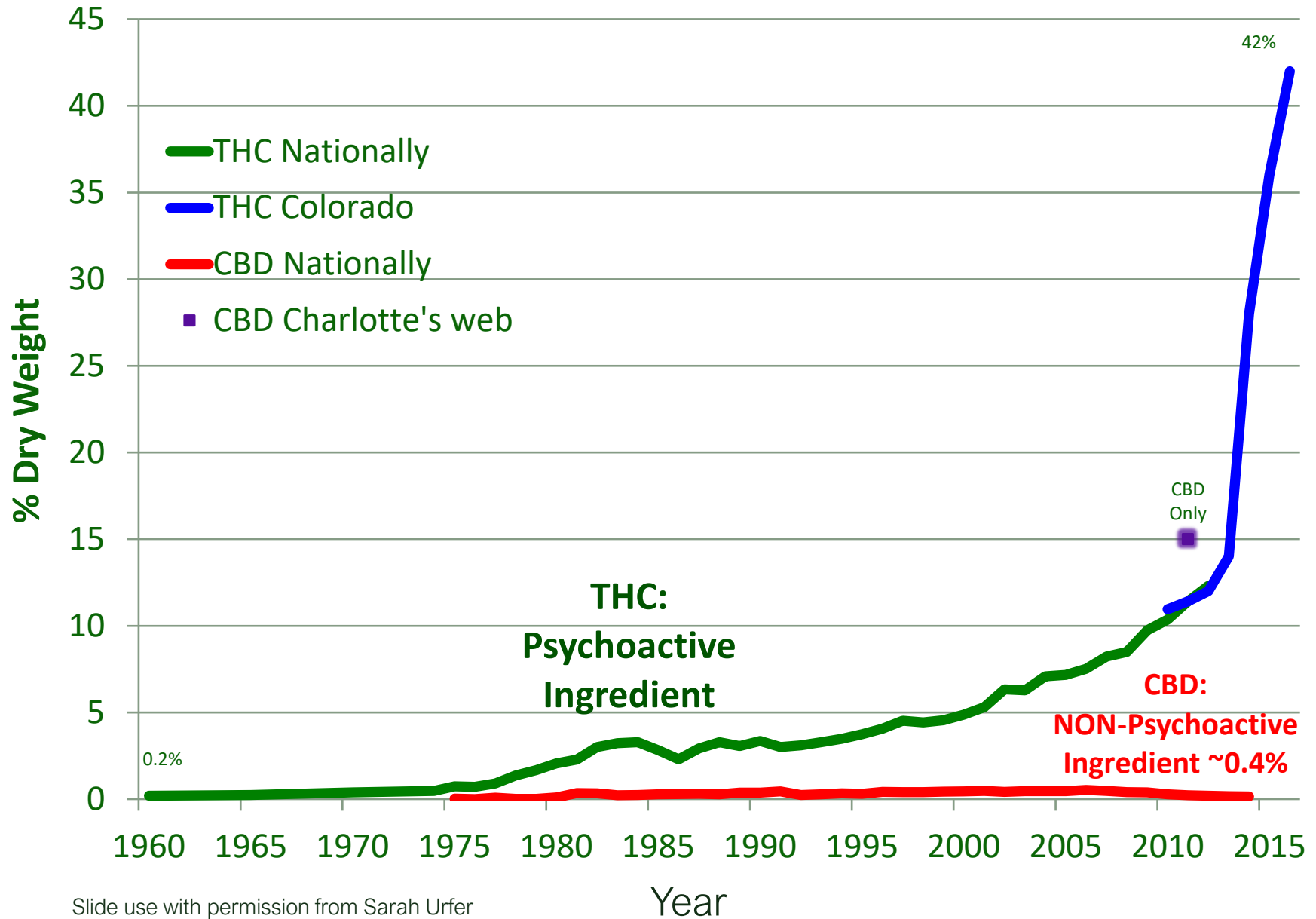


Marijuana has become significantly more potent since the 1960s

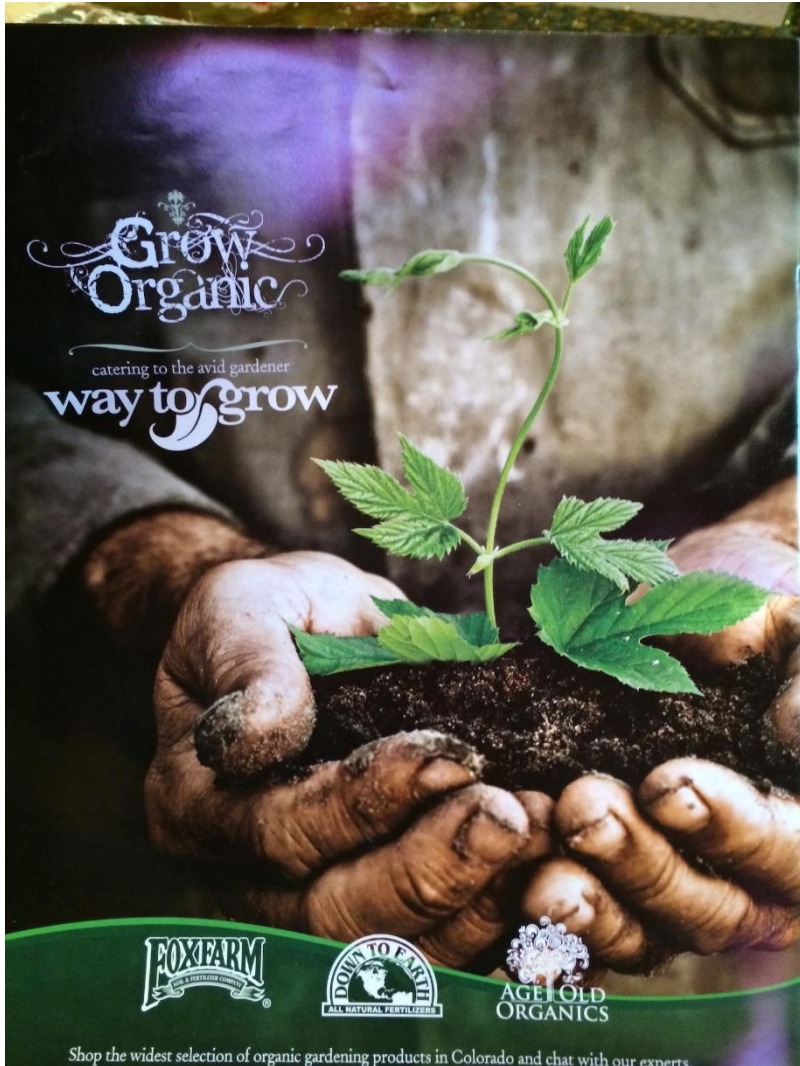
Average THC and CBD levels
in the United States



Cannabis: % THC Over Time



Gardening vs. Chemistry



Grow Organic
catering to the avid gardener
way to grow

FOX FARM
SEEDS & FERTILIZERS

DOWN TO EARTH
ALL NATURAL FERTILIZERS

AGE OLD ORGANICS

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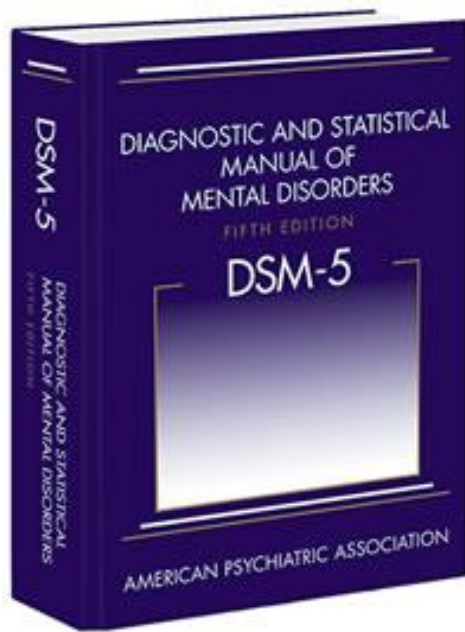
BRAND NEW @ OUTFRONTONLINE.COM | JUNE 18, 2014 |

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.

Marijuana & Addiction



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 Leung et al 10/20)
- Many of these addicted patients require physical detox and medical intervention

Econ 101

- 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



Coming Attractions

Consumption Trends – Beyond Smoking



Concentrates



Edibles



Vape



strain gang

BY HERBERT FUEGO

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

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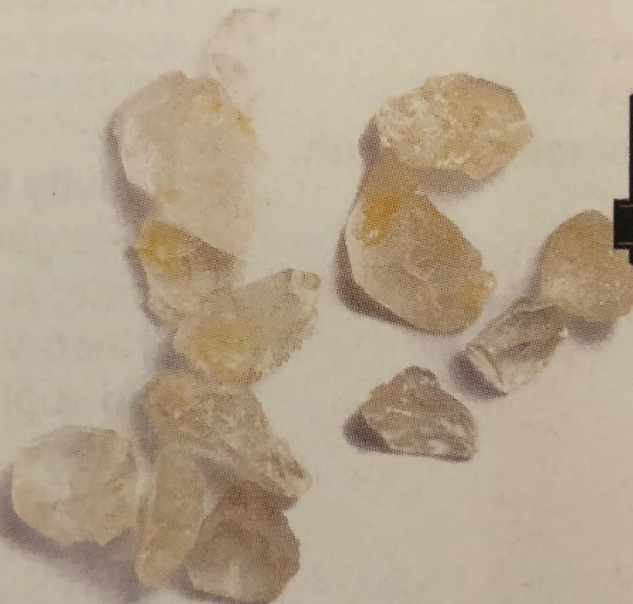


THCA CRYSTALS

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WHOLESALE
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AROMA

DISPENSARY

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30

CLUB!

12+

STRAINS
OVER

30

% THC

UP TO 39.5% THC! WOW!

HOME OF THE 90 CLUB!

THCA CONCENTRATES OVER 90% THC!

UP TO 99.99 %THC! WOW!

THCA DIAMONDS

90%+ THC!

STRAIN OF THE DAY

520
3

BE
C

\$10

Consumption Trends

2 videos to watch on consumption of concentrates:

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

<https://www.youtube.com/watch?v=SIPMFpKBBmY&t=191s>



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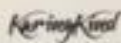
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NYCD Shatter
Boulder Botanics
1750 30th St., Boulder
When known as East Coast OG, NYC is a sativa dominant diesel phenol that provides a soaring euphoric yet clear high accompanied by lemon and spicy flavors and a long duration. All shatters are vacuum purged for 72 hours to ensure potency and purity.



Co2 Wax
Karing Kind
5854 Rawhide Ct.,
Unit C, Boulder
This is the purest form of cannabis extract averaging 90% THC. No butane or any other chemicals are used in our organic, pesticide- and chemical-free Karing Kind Labs Co2 Wax.



Tangerine Haze
Bolder Extracts at
The Greenest Green
5290 Anapahoe Ave., Boulder
Tangerine Haze is an incredible G-13 Haze and NYC Diesel cross. This sativa dominant hybrid boasts intensely mouthwatering and pungent citrus terpenes.



East Coast Alien
Native Roots
1146 Pearl St., Boulder
The Native Roots East Coast Alien is a hybrid cross between East Coast Diesel and Alien OG that hits with an immediate diesel high, followed by heady relaxing OG New stress. Always a shop favorite!



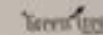
Standawg
Green Dot Labs
Visit greendotlabs.com
This full plant run Standawg concentrate was green and extracted by Green Dot Labs. Its high potency and mouth-coating, savory flavor have made it a flagship strain at Boulder-based Green Dot Labs.



Kush Da God x G-13
North Boulder Wellness Center
1495 Yarmouth Ave., Boulder
The first is heavy with this one. This is a head-banging indica dominant mix featuring the well known G-13 and our very own Kush Da God. Dank, some munchies and mind-blowing a pillow because this shatter is heady!



Co2 Wax
Boulder Wellness Center
5420 Anapahoe Ave., Boulder
Our co2 wax is a deliciously sticky wax that has the flavor and aroma of a delicious Puff-Puff. It is a fantastic indica that will keep your body and spirit in good mood.



Bubba Kush
Green Tree
5565 Anapahoe Ave., Boulder
1090 N 2nd St., Berthoud
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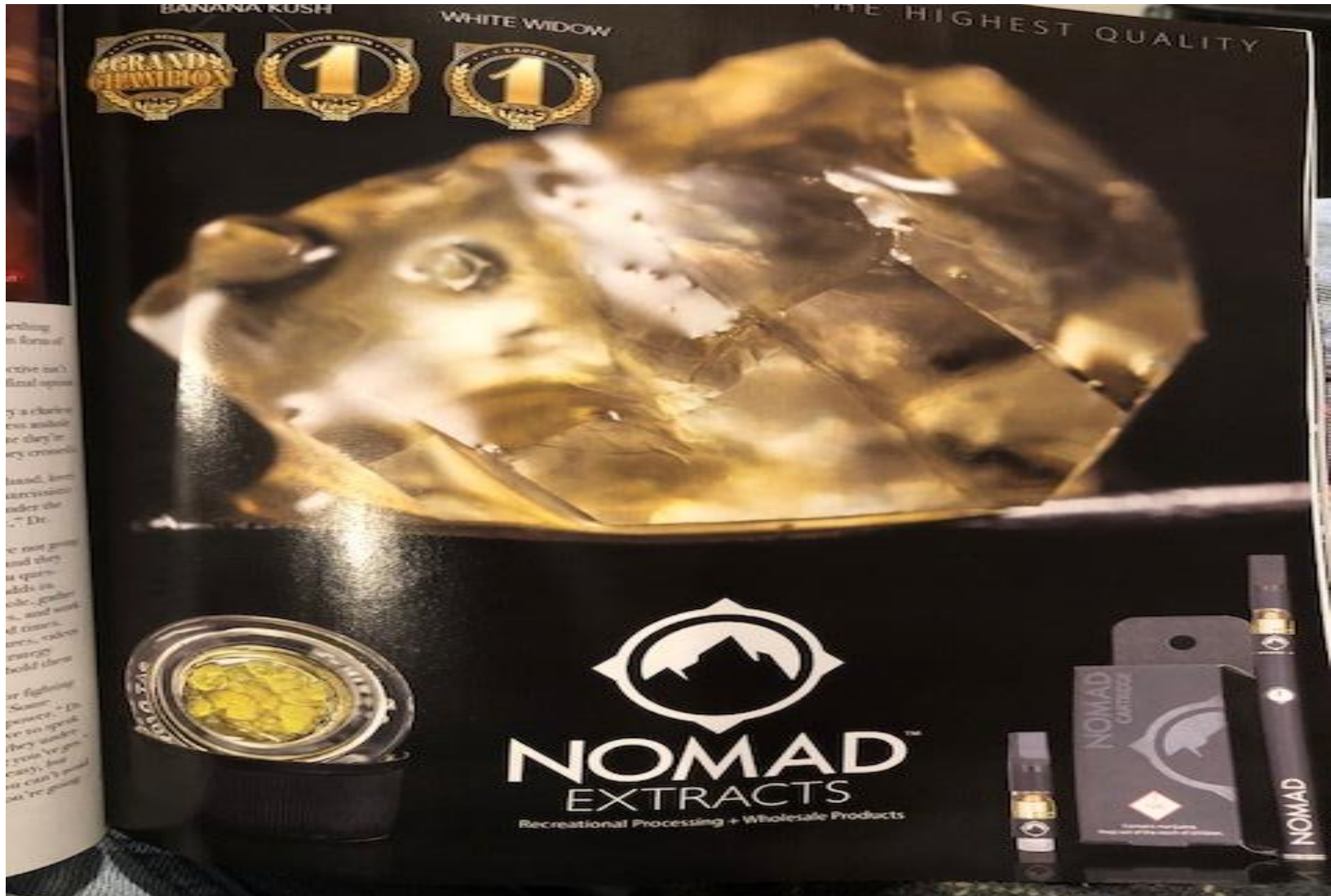
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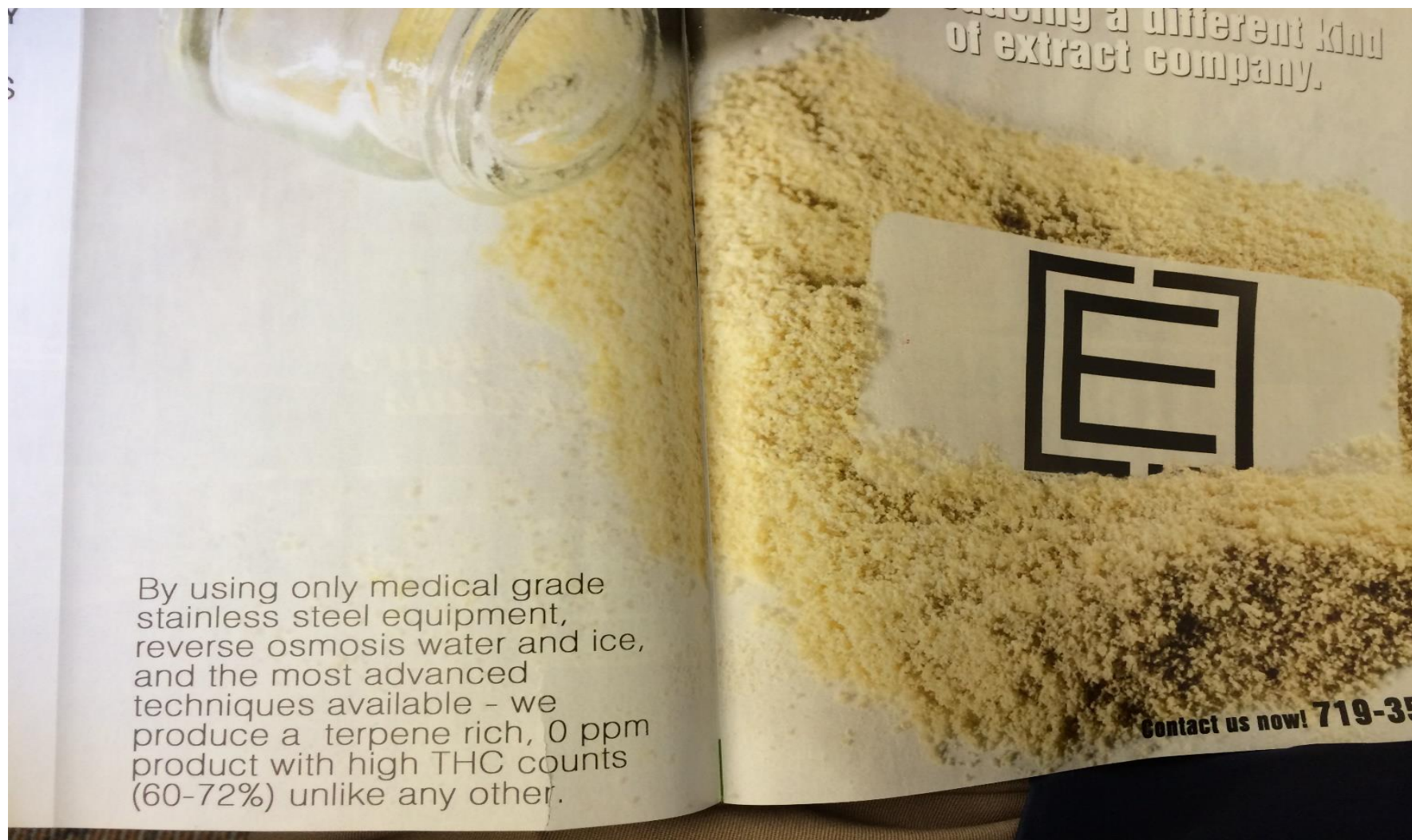


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4:19 4:20

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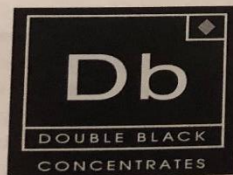
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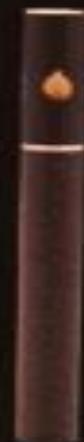
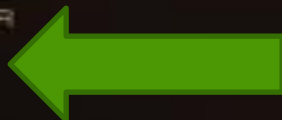
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Titanium Grasshopper leaps to next level of discretion, packs surprising power (review)

90
SHARES



PUBLISHED: NOV 30, 2016, 4:15 PM • UPDATED: NOV 30, 2016, 4:15 PM

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



the Cannabist

HOME » REVIEWS » PRODUCT REVIEWS



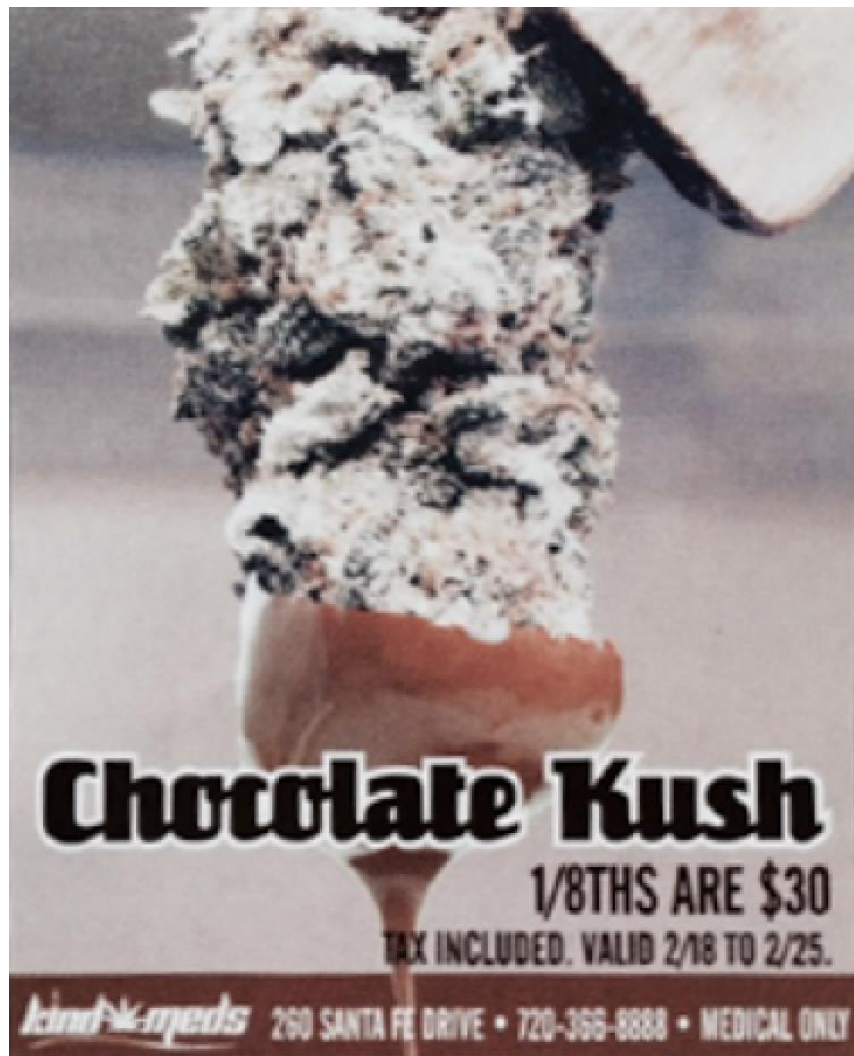
(Ben Livingston, The Cannabist)

Stealth PUFFiT vaporizer mimics asthma inhaler (review)

Vapes



The Incredible, Edible Weed

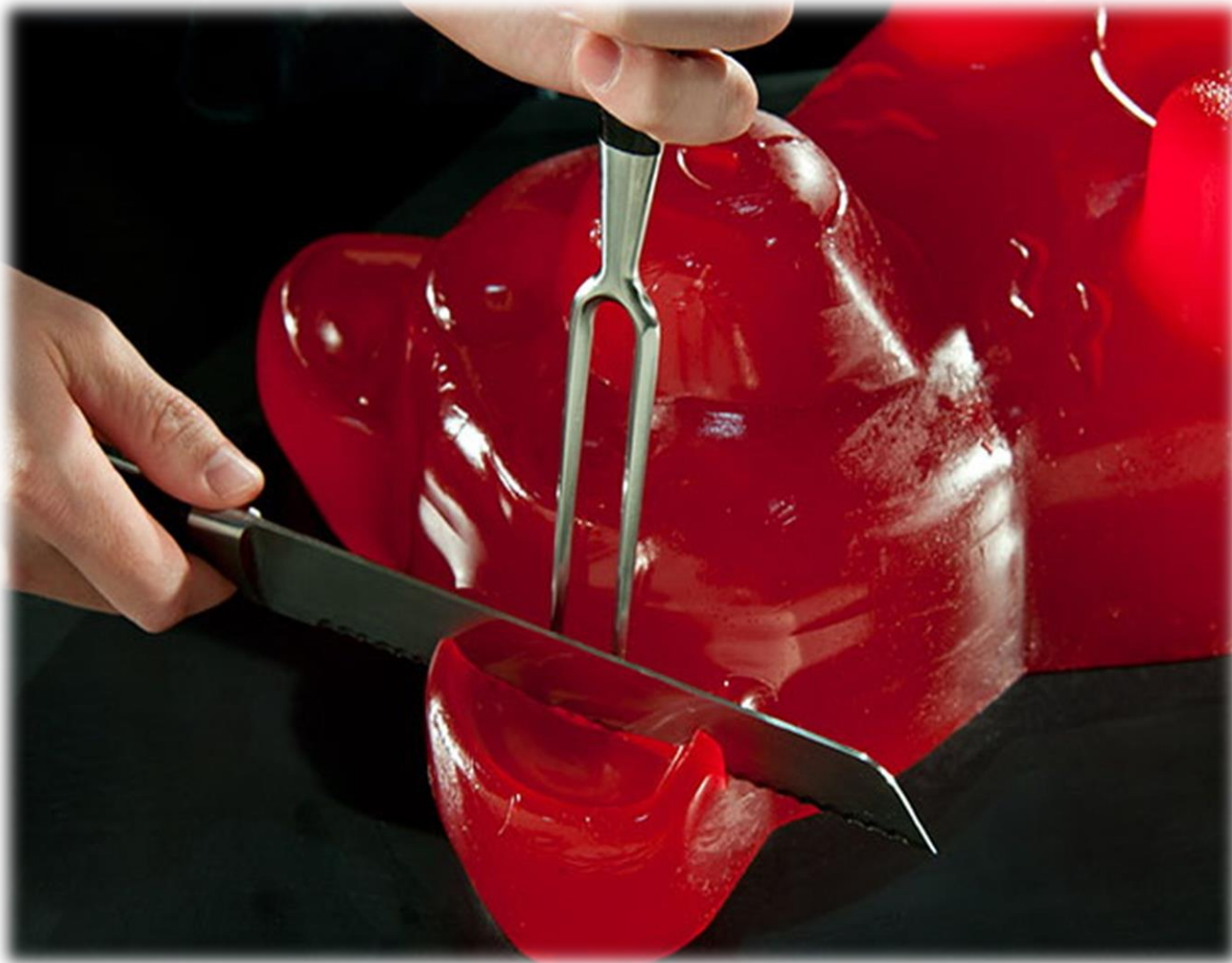


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ideas in the wrong place, she says. Then she adds, "Idea, too." Your first assignment in the coming weeks, my dear Pisces, is to make sure that nothing gets planted in the wrong place. Your second assignment is to focus all your intelligence and love on locating the right places for new seeds to be planted.



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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?'



PUBLISHED: JUN 24, 2016, 7:27 PM • UPDATED: 7 DAYS AGO

[ADD A COMMENT](#)



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

Edibles

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.

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66 SEPTEMBER 2016 Denver & Boulder

7 ENERGIZING CANNABIS COFFEES

By Elise McDonough January 27, 2017



PHOTO BY DAMION LLOYD

Making a “hippie speedball” is easier than ever before with these blends of THC and caffeine.



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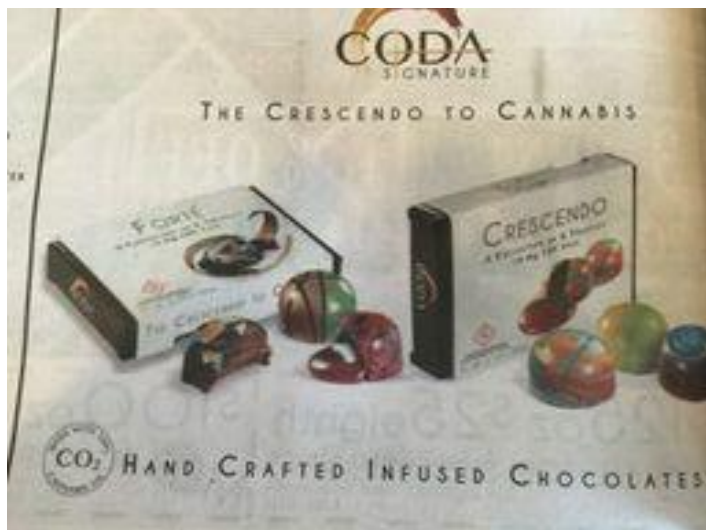
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VERRA



Trin

mo—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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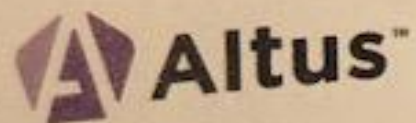
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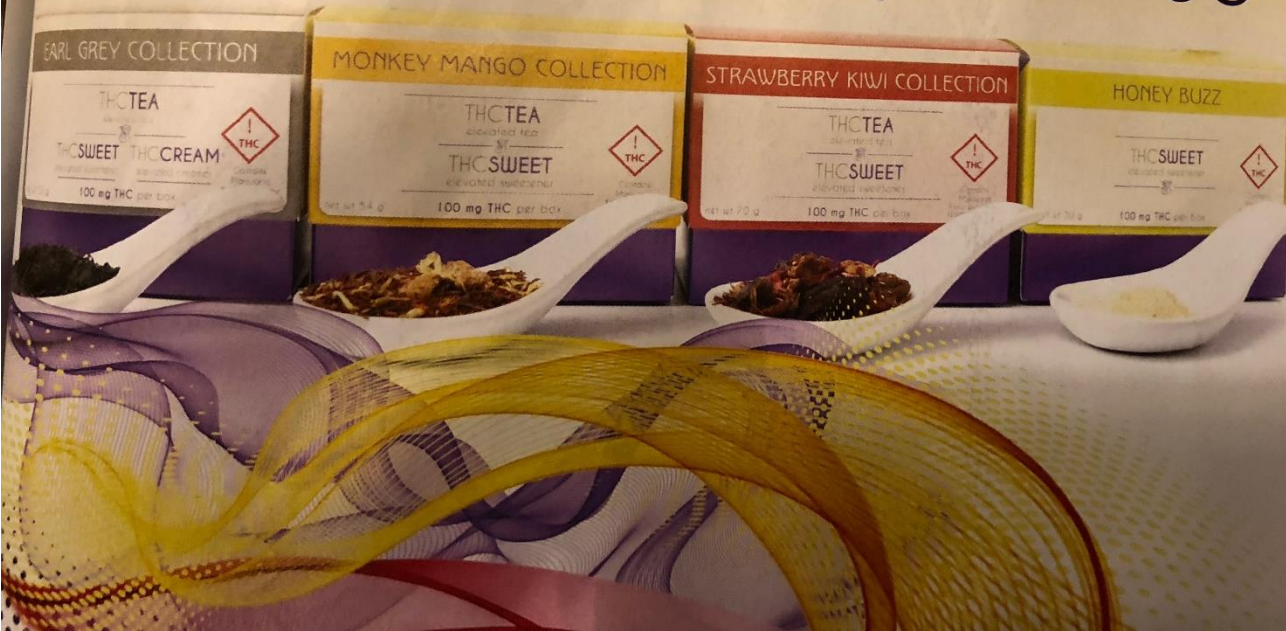
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WE INVENTED A HAPPY PILL



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
20 MG THC / 20 MG CBD (FOR MEDICAL PATIENTS)

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.



Edibles

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 per beer will be in the 1 the full-bodied offering range. And in ever, the drinks will be similar to ski slopes: a blue leaf for inexperienced users and a red leaf for experienced users. The ultimate experience

To be clear, Ceria's beers will exist, so this is not a new thing. Brewing previously existed, but it on high, because active cannabis is a thing that n





...NG CLEANOUT



BUDS

8ths \$20

1/4 Oz \$40

Oz \$99

(First time patients)

CONCENTRATES

1st Gram \$20

\$25 After

Oz \$600 & Up

CLONES

Buy 5

Get 1 Free

Or \$10 Each

FREE STUFF

2 FREE JOINTS

Any Purchase

(First time patient)

3 JOINTS \$10

10 JOINTS \$25

Keef Cola

225 MG \$8

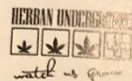
350 MG \$10



Valid for recreational only. Tax not included. Availability and strains may vary. While supplies last. See store for details.

LIGHTSHADE.COM

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info@indicacreative.com // 303.225.7317
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FROSTED LEAF

Peak



HIGHGRADE™

THC SYRUP



SIMPLE
SYRUP

GRAPE
SYRUP

WATERMELON
SYRUP

PINEAPPLE
SYRUP

CHERRY
SYRUP

H I G H G R A D E B R A N D S . C O M



cannaPunch

100% Weed Fed

+ Highly Refreshing

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.



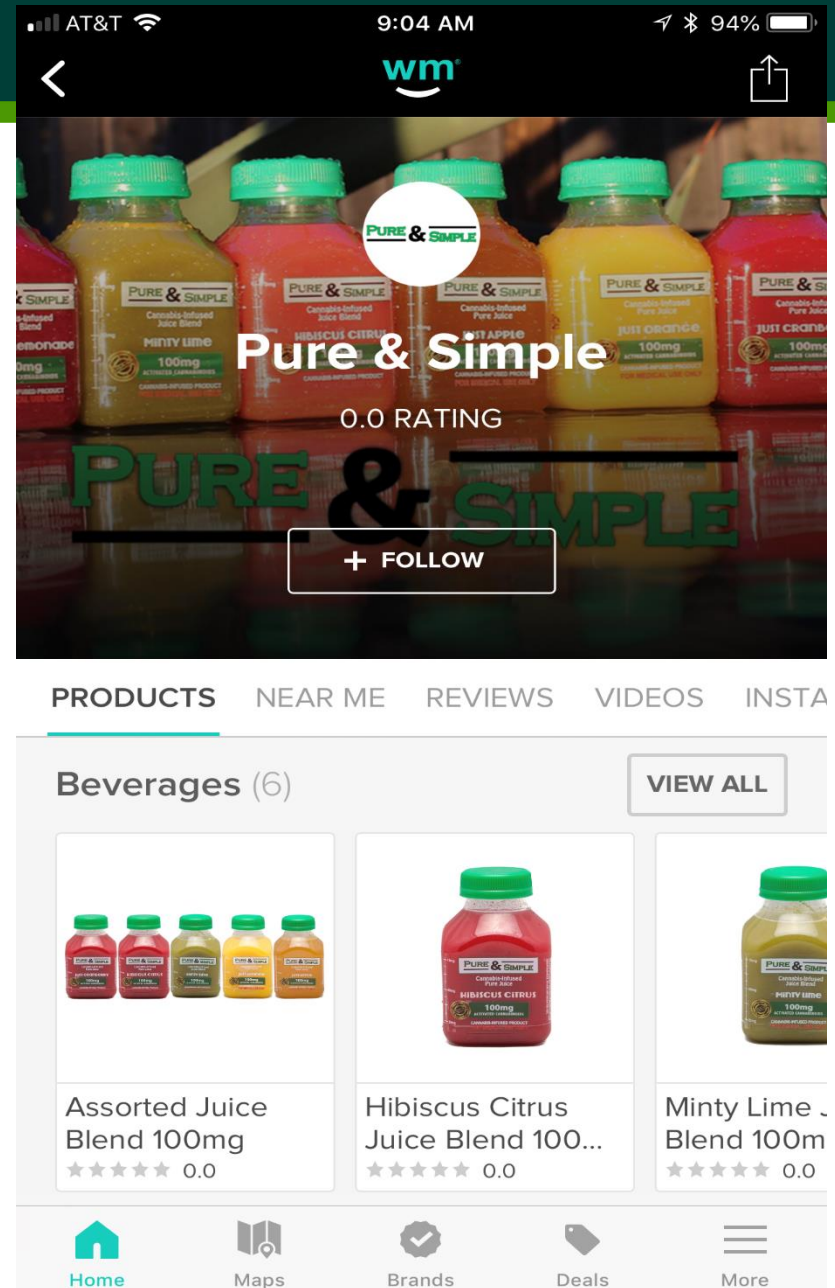
LEMON
BLOOD ORANGE



New from Keef - Oil Stix leading technology extract.

The rapid heating, gives the user a truly consistent performance finish. Oil Stix offers cannabis extract via super high quality steam agents, no "plant" that you are getting flavor that nature

The goal at Keef and all of the ingredients batch of cannabis selected to ensure potency. Expect Visit www.oilstix.com



Edibles



“Infused Everything”



Edibles



Edibles

Medicinal Cannabis Center

**DECEMBER
PRICING**

Salted Caramels
\$8 | 100mg

Hot Cocoa
\$11 | 200mg

A small, dark bowl filled with a thick, brown liquid, likely hot cocoa, is positioned on the left side of the menu. The bowl is dark and the liquid has a smooth, glossy texture.

WWW.NKMMJ.COM



MT. MEDBAR

350mg \$10

225mg \$8

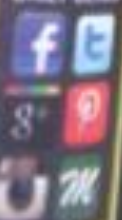
WANNA SOUR

Buy One Get One Free!
Wide Range of Products

*Sale Ends 1/31/13. Valid at Best Buy and 2000+ Participating Stores Only.



Two hours free Downtown parking with Purchase!



HELPING HANDS HERBALS

When I was a child
I was like a bird
I was like a bird
I was like a bird

1025 Fourth St., Boulder, CO 80502



Experience the layered effect of functionally enhanced cannabis, extract teas and herbal infusions, all sweetened with agave and monk fruit.



Indica • Sativa • Hybrid • Hybrid Dec-Light

Single 2oz Serving

10mg Consistent, Measured Dose

**Infused with Organa Labs certified oil creating
a pure, balanced and consistent product**



All-Natural
Easy To Apply
Mess-Free

Check out our full product line
at www.patpenproducts.com.

For wholesale inquiries, contact
sales@patpenproducts.com.



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APOTHECANNA SEXY TIME

www.apothecanna.com

Plant-based glide for your pleasure plus a jasmine-cannabis-coconut combination to awaken your body, mind and spirit.

The ultimate aphrodisiac.

APC
STREN

Extra potent
you
Our



EVERYTHING!



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.

MANUFACTURED BY CODA SIGNATURE, TRINIDAD, CO
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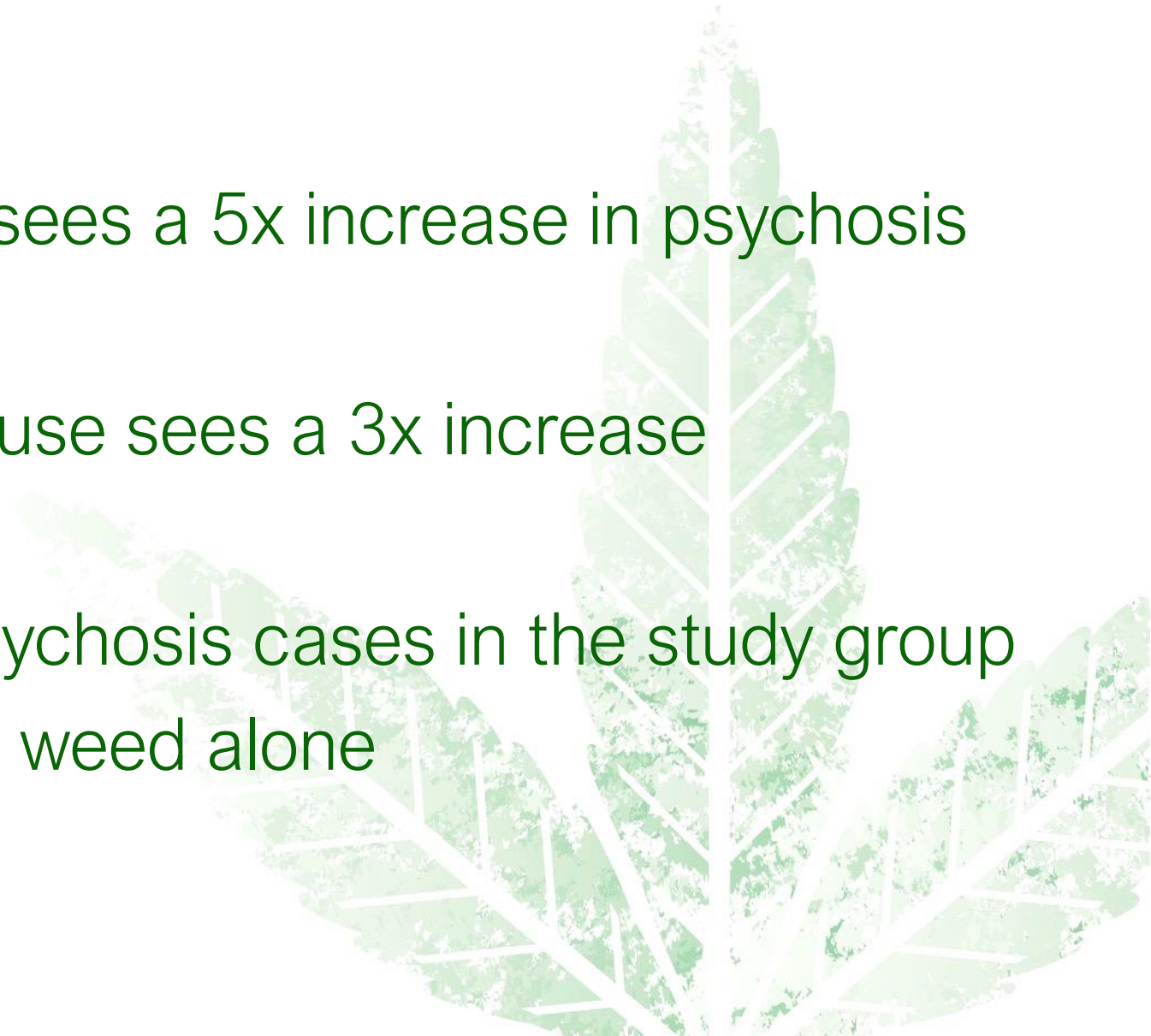
Why The Lancet Study Really Matters

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

Cannabis & Psychosis

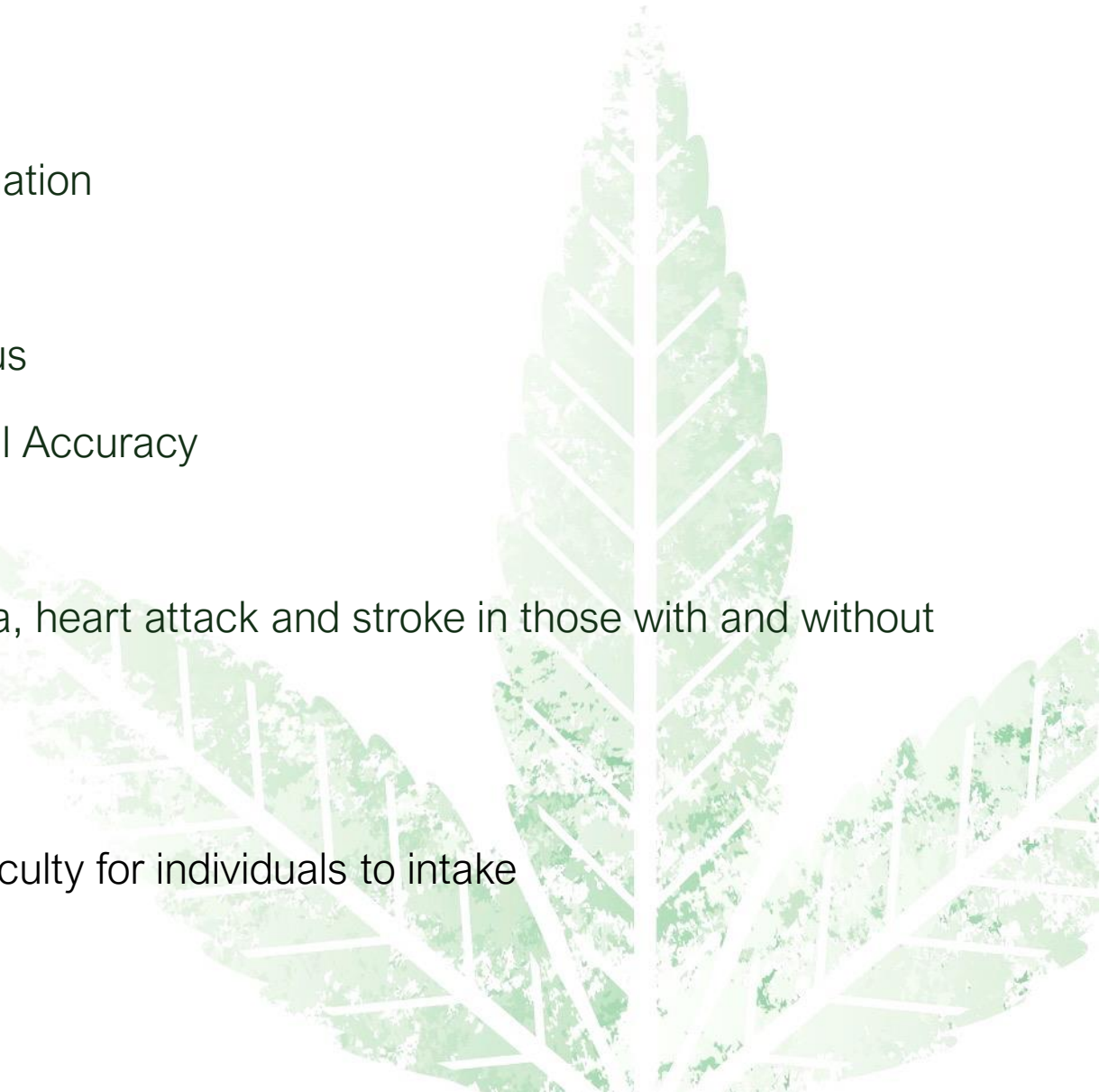
- Use of cannabis associated with 1.4x increased risk of psychosis
- Regular associated with a 2x risk of psychosis
- High potency cannabis, more frequent use, and genetic susceptibility (slc, comt, akt1) can increase risk to 8x
- Use before age 18 has 2.4x risk of dx of schizophrenia (dose response)

Reviewed in Hall, 2014; Di Forti et al 2014, Giordano et al 2014

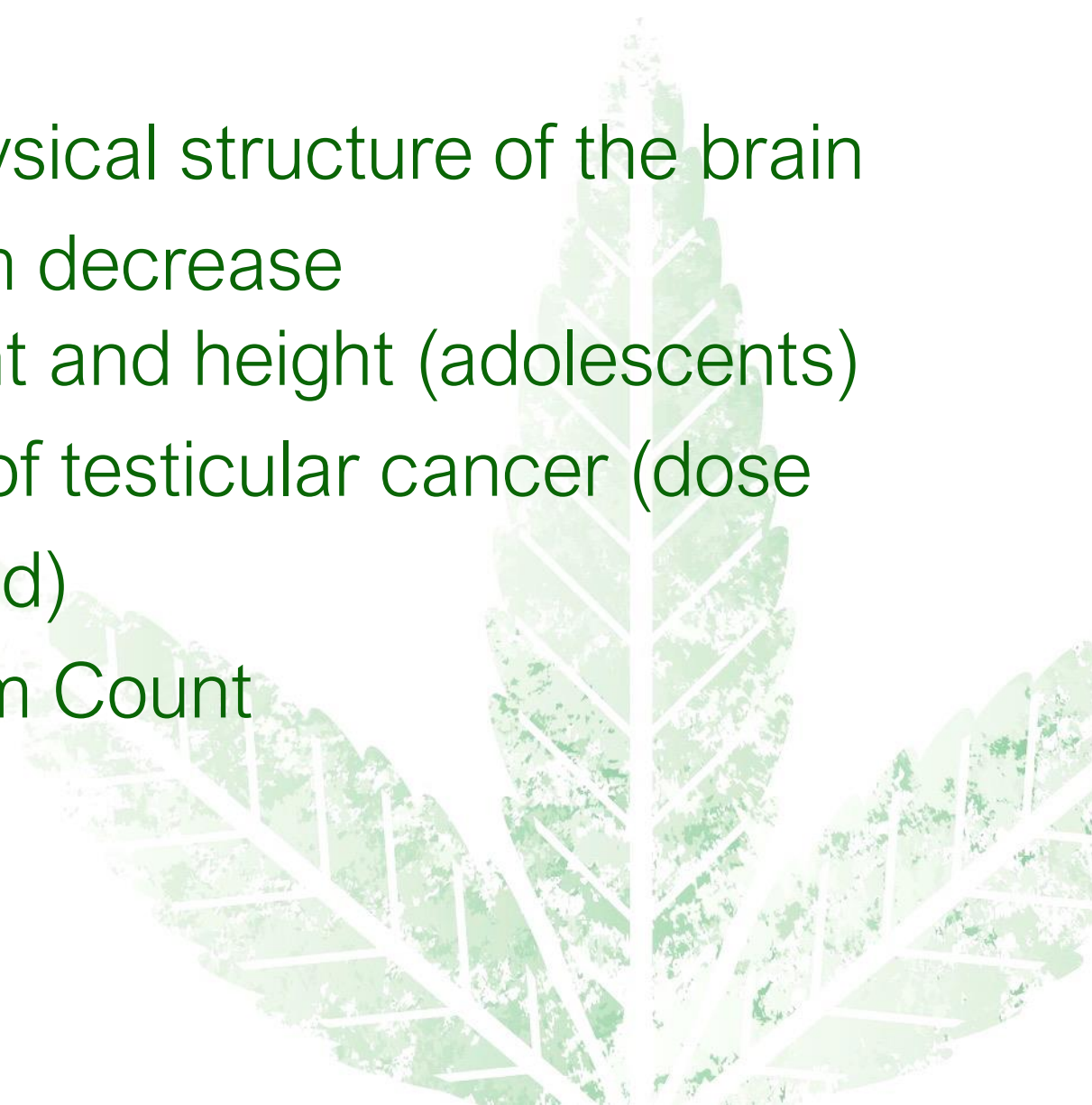
Radhakrishnan et al Gone to Pot – A review of the Association between Cannabis and Psychosis

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
- 

To Learn More...

- 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 —