BC MAGAZINE BRITISH CANNABIST ISSUE 02

news - bio-science - marketing - industry - compliance



Q&A with
Dr Christian

Your User Guide

7 Start your CBD journey today!



Your CannDr Card is almost ready!



Welcome

Tom Whettem - CEC

We're excited to share with you the second issue of The BRITISH CANNABIS™ Magazine. As a leader in the rapidly evolving CBD products industry for the past 7 years, we are thrilled to

share with you the exciting developments and changes taking place.

With the recent shifts towards using cannabis as a medicine and new legislation that allows for its use in select countries, BRITISH CANNABISTM is ideally positioned to take advantage of this growing market. We are the largest CBD manufacturer in the UK, and our mission is to provide our customers with the finest legal CBD products they can trust.

For the past seven years, we have been dedicated to building our expertise and knowledge in the production of cannabis, from seed to shelf. Our passion for every aspect of the process ensures that our products are of the highest quality, safety, and efficacy. We are proud to have changed so many lives, which excites us about the future.

The shift towards using cannabis as medicine represents a significant opportunity for us to continue to strive in our mission of improving lives through cannabis. With our expertise, passion, and commitment to excellence, BRITISH CANNABISTM is poised to take full advantage of this exciting new market.

As you read this magazine, we hope that you will share in our excitement about the work being carried out by BRITISH CANNABIS™ and find fulfilment in the stories of how we are making a difference.

"People from all walks of life use cannabis to improve their lives. It's time to drop the unnecessary stigma and utilise this incredible plant."

05MEETING ALFIE

A family's battle to get cannabis oil to treat their toddler on the NHS.



SUPPORTING ATHLETES

Finding mental strength through incredible athletic achievements.



We'd like to hear from you!

Please do not hesitate to reach out to us.

Our team are always ready to engage with experts and professionals, hobbyists or people who are just curious about cannabis.

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Our phone lines are open Monday to Friday from 09:00am to 04:30pm, except Bank Holidays.

info@britishcannabis.org

Send us your feedback or questions and we'll aim to respond within 48 hours.



@Britishcanna



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How cannabis products are changing lives.



INSIDE

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CannDr begins its mission to join the dots of medicinal cannabis in the UK; between product advice, prescribing clinics, dispensing pharmacies and the patients who need them.

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Little known fact: medicinal cannabis prescriptions have been permitted in the UK since 2018. We explore the process that people need to consider if going down this route in an informative and stigma-free way.

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Benefiting local economies, health care systems, and offsetting carbon emissions – cannabis crops are a 'field of dreams'.

25CBD STORIES – REAL CUSTOMER EXPERIENCES

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Why is cannabis considered by many as one of nature's biggest sources of beneficial compounds? What happens when you take CBD? Find out about all this and more.

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Find out where you can go to access medicinal cannabis in your area.



Steve Batchelor - Marketing Director

Surveys show that over 1 in 10 UK adults has tried a CBD consumer product, for both general health and wellbeing and to help tackle a variety of pain, sleep, and anxiety issues. CBD products can be found on the shelves and websites of almost all major UK retailers.

"This industry has and will go on to change the lives of people for the better"

There is still another change anticipated in cannabis consumer product growth around the corner, a change that will help many more people. In spite of challenging economic and post-COVID times, BRITISH CANNABIS™ alone continues to build on an industry record-setting 5000+ 5-star reviews on Trustpilot. Campaigns, such as our work with TV's Dr. Christian Jessen and by our industry partners at the

ACI, look to bring consideration by health and wellness seeking people to these products. In this issue, we have something of interest to everyone, no matter where you may be on your journey. From science-based guides, CBD for new and considering users, to innovative new products and insights from industry leaders for more established fans.



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Articles and features written by our leading science team.











The headline that caught the attention of our CEO and Founder, Tom Whettem. Without hesitation, Tom reached out to the Brocklebank family and insisted he provide the family with a lifetime's supply of cannabis oil to help support their little boy.

Alfie Brocklebank was diagnosed with a rare condition that led to several tumours in his brain causing his two-year-old self to suffer from multiple seizures daily.

Unfortunately, the medication he was given on the NHS stopped working. The only supplement that seemed to control the fits was our CBD oil.

CBD oil, now a familiar food supplement in the UK, was denied on prescription from the NHS and the family were told they had to fund this themselves, costing classmates' day with his generosity them several hundred pounds a month.

Five years on and we're still in regular contact with the Brocklebank family

as well as supplying them with the all-important, all natural 100% cannabis oil that has given their little boy his childhood back.

Alfie is now attending school, making friends, swimming, and getting outstanding reports of lighting up his

Updates we'll never tire of hearing.

The positive effect of CBD in his life is incredibly inspiring.



This moment reinforces the purpose behind our work. Our team has tirelessly strived to bring the finest quality CBD products to the market and it's heartening to see their impact first-hand. We are grateful to have played a role in giving Alfie his childhood back and will remain dedicated to aiding those in need.

Alfie's family expresses their boundless gratitude for our support, but it's us who should be thankful for the privilege of being a part of their journey. Changing lives is the reason we do what we do, and it's an honour to reflect on the positive impact we've made.

Tom Whettem - CEO



We caught up with Ellen, Alfie's mum, earlier on this year to see how they're getting on...

Talk me through your day-to-day then, and now.

When I think back to what life was before we made the decision to give Alfie CBD oil, my first thoughts are how soul destroying it was to see Alfie deteriorate. Initially as a baby the conventional medication prescribed by the specialist neurologist via the NHS controlled the devastating seizures.

He was happy, developing normally, and keeping up with his sisters and

friends. Then suddenly at the age of two everything changed for Alfie and our little family. Alfie started having seizures again, not just one or two a day but up to twenty. His development stopped, he regressed and simple daily tasks such as walking, talking, and feeding himself he could not do. He was having lots of seizures and when he wasn't, he was very distressed and crying.

Family life became difficult, stressful, and heart-breaking. We could not leave the house - how could we? We were in and out of hospital just trying to get

through the next seizure. His sisters were anxious as they did not know when we would next be rushed off in an ambulance for another seizure. We always had a hospital bag packed ready to go by the front door and every day we hoped we would not need it, but it was a constant reminder that Alfie was suffering.

We attended lots of appointments with specialist consultants and tried different medication. Nothing helped; we were losing our precious little boy.

"Family life became difficult, stressful, and heart-breaking."

What made you try CBD oil in the first place?

The doctors couldn't help anymore, they had nothing to make it stop. Soon after, we received consultation letters reporting that Alfie was now a palliative case. He was two years old. Just imagine being told by people who have years of medical experience that they could not give you any hope.

At this point, we started our own research. I am a nurse; how could I possibly let this terrible condition take my child away? I spent hours reading medical literature, taking notes, and asking colleagues questions. One common concern was the seizures. We had to stop them. If we could regain control of them, we'd have a fighting chance to give Alfie some quality of life.

The medical literature from other countries would keep referring to cannabis oil. At first, we ignored this, I had been taught in my medical training that cannabis was bad, gave people mental health problems, caused psychosis, broke families apart, and cost the NHS thousands of pounds to help



someone you know can relate to Ellen's experiance you can find support at facebook.com/ medcansupport/

people rehabilitate from drug abuse. This was a substance not to be considered.

After yet another distressing appointment, we made a leap of faith. We had explored all available options with the NHS, tried different medication, listened to the specialists. It was now time to try something unknown.

We went to our local pharmacy and purchased CBD oil. We chose this brand as it was available in reputable pharmacies and provided a certificate of analysis. We brought it home and debated for several days if this was the right course of action to take. Alfie's dad decided that he would try the oil first, check that it wasn't going to cause any

harm. We were living in a constant state of panic, what did we have to lose.

Alife's dad took the oil every day for a week. No side effects, in fact he was telling me he felt like all the pressure we were under was easier to cope with. He could think clearer and sleep better.

So, we gave our precious boy the CBD oil. First day no seizures. I was still very sceptical. 'It's a coincidence' I told my husband; I just couldn't believe that something so simple could stop Alfie's seizures. The days went on and still no seizures, Alfie started to give us eye contact again, started to talk and walk. The distressed and uncontrollable crying stopped. 'What was happening here?!'

What was Alfie's doctors' response to seeing the improvements of Alfie's condition when you told them you'd started giving Alfie cannabis oil?

Soon after it was clear CBD was improving Alfie's health, it was time to contact the specialist neurologist and discuss what was presenting like a miracle. The consultant listened, made notes and told us if we think we can see a difference then there is no harm using the CBD oil as a supplement.

Days, weeks, months passed by, and Alfie was changing, developing, and engaging in the world around him. Life was improving and no more emergency hospital admissions! During this time Alfie's consultant had been keeping records of the significant progress, all was going well. Despite that, we really needed help with funding. We fundraised, worked harder, and cut back on anything that wasn't necessary.

The consultant could not disagree that the CBD oil was saving Alfie's life. After a considerable period of time, Alfie's consultant decided now was the time to use the evidence we had been collecting and propose this to the NHS Trust to help fund the CBD oil Alfie so desperately needed.

Meeting after meeting the NHS kept refusing, even with all the supporting evidence and the consultant's support. We had found the miracle but could not afford to keep going.

"Meeting after meeting the NHS kept refusing."

This is where Tom, (CEO and Founder of BRITISH CANNABIS™) became Alfie's guardian angel. I didn't know such compassionate and caring people really and truly existed. He had seen the headline and reached out to us. I will never be able to thank Tom enough for all he has done for Alfie and our family. How do you thank someone who has pulled your little boy from the hands of death?

Do you have anything else you'd like to add?

We are many years on from that first dose and since then, Alfie is now at a mainstream school with his sisters. He's learning new things every day, happy, running around and climbing, just like his friends. He is such a kind and lovely little boy. His schoolteachers often remark that his development has surpassed what was expected of him. He is a joy to have in the classroom and shows others that anything is possible.

We practically have a normal family life now, apart from attending routine appointments, we have not had a single emergency hospital admission since giving Alfie his first dose of CBD oil. We have normal family days out

with Alfie and his sisters, all enjoying the feeling of security, knowing that Alfie is well and can be a cheeky little boy - playing and teasing them.



things every day,
happy, running around
and climbing, just like
his friends.

Voted for by pharmacists as best CBD supplement for Sleep & Insomnia*. Try yours now **from only £12.99!**







In recent months, promising research has been published on the potential of cannabis as a tool to improve sleep and decrease anxiety. One increasingly popular solution in the UK is cannabidiol (CBD), a legal cannabinoid derived from cannabis.

A good night's sleep is essential to your overall health and wellbeing, ensuring you feel well-rested and have energy for the next day. The ability to fall asleep or stay asleep can be challenging for some people. Whilst more research is needed, studies link CBD use to improved sleep due to its ability to decrease anxiety.

"CBD's well-established use by those looking to reduce their anxiety – without causing the lethargy that can accompany THC products – makes it an ideal tool to calm intrusive thoughts before laying down to sleep", said BRITISH CANNABIS™ Marketing Director, Steve Batchelor.

A number of studies – including several Randomised Control Trials (RCTs) widely thought to be the 'gold standard' of science – have been published lately, providing new insights into CBD's effects on insomnia.

WHAT IS INSOMNIA?

Insomnia is a common sleep problem affecting 10% - 30% of adults. The disorder is characterised by difficulty falling asleep or staying asleep, where sufferers often lie in bed wide awake. Unfortunately, chronic insomnia can have a significant adverse impact on energy levels, concentration, mood, memory, and physical wellbeing.

Medicinal cannabis has shown promise in alleviating sleep dysfunction. The two main cannabis components with

Insomnia is a common sleep problem affecting 10%–30% of adults.

therapeutic benefits are delta-9-tetrahydrocannabinol (THC) and cannabidiol (CBD). Sleep studies suggest THC produces a sedative effect, and low-dose CBD has an energising effect. However, higher doses of CBD seem to induce sedative effects. "There are many options available to treat sleep disorders – from various medications to talking therapy," commented BRITISH CANNABIS™ CEO and Founder, Tom Whettem. "But if you've tried both of these with no success, you may want to consider medical cannabis which can be prescribed by a specialist doctor," he added.

You should consult your doctor before trying CBD to determine the cause of your insomnia. It's important to remember that episodes of insomnia can be caused by an underlying health issue - the most common being chronic pain and anxiety – and these causes need to be treated rather than prescribing sleeping pills. A good night's rest is the ideal outcome.

Medical cannabis was legalised in the UK in 2018, and can only be prescribed by a specialist doctor. Family doctors/ General Practitioners can refer patients to a specialist doctor or patients can self-refer themselves to a specialist clinic. Cannabis Based Medicinal Products (CBMPs) and CBN (cannabinol) oils can be prescribed if licensed treatments have previously been tried but have failed to provide adequate symptom relief.



For me, it was not something that's been in my life a long time. I got into cycling much later in life when I was in my mid 20s and I came in from quite a dark place, to be honest. I was, a bit depressed, going through a bad time my life and I was just looking for something that would help me feel better. I'd be drinking a lot of the time, which is just something I grew up doing in Scotland and something that kind of helped me manage how I was feeling when I was going through that bad time. But I knew I had to stop drinking and wanted to be a bit healthier, but fitter.

I was inspired by Sir Chris Hoy who had obviously done a lot of things in the Olympics and became Olympic champion. And I just thought "what if I did something on the bike?" and set myself the challenge of trying to cycle around the world. So that was how I got started, really. And since then I've managed to get to quite a high level and it became my job, my passion. And yeah, it's my whole life.

What drove you forward in development?

I was really just trying to feel better. I was on a bit of an adventure, so I wasn't really thinking about how far or how fast I was going. It was just about trying to sort out my own head and eventually through doing that I just started to get fitter and fitter and then started to get to the point where I thought "right, I'm starting to really get into this now".



In 2019, whilst attempting to complete a leg of an around-the-world ride challenge, a collision with a car left Josh in a Texas hospital for several weeks. He would go on to recover and later set the World Record in 2021 for the longest cycling distance in one week.

The demands on you physically at those times must have been intense.

Yeah, When I was doing the world record attempt, then the seven day distance record, my mindset going into that was "This is probably going to be the worst week of my life! I'm just going to suffer for a week, but at the end, I'll have a new world record that's gonna change my life" and that ended up happening.

There were moments that were obviously good (seeing the world, etc.) but for most of it, it was just suffering and you're just wanting to get to the end of it! That's just the nature of riding on your bike for 19 to 20 hours a day, getting 2 to 3 hours of sleep. But when you go for a world record, that's the mindset you've got. You're not doing it because you want to look at the scenery or to enjoy it. You're trying to do something that's never been done before; to become a champion and to make history, essentially.

With CBD and legal cannabinoidbased supplements and products, did you start that journey at a particular point?

It was when I did my round the world cycle in 2019. That was sponsored and supported by Elixinol; they backed and supported it financially and also supplied me with their CBD products which allowed me, essentially, to feel better on the road and help me recover, help my body and help my mind whilst I was doing that achievement.



"You're trying to do something that's never been done before, to become a champion and to make history."

So there's a mental aspect and a physical recovery aspect. Did you use anything in particular?



I found for me that CBD oil was helping physically. I was doing maybe 100 miles to 150 miles a day when I first started off around the world and those are big days on the bike. Elixinol CBD was giving me an extra bit of faster recovery, allowing me to go again the following day. You're on the bike pretty much every day.

Mentally speaking, I've always had my own mental and emotional struggles and keeping my head in the right place is usually the biggest battle in life. I am pretty good at managing it these days, but I still have my moments and things like CBD can help. I definitely find that when I'm taking CBD, I just feel a little bit more relaxed, a little bit more chilled and better rounded.

Is there anything a cyclist faces that a CBD product or any other product doesn't currently have an answer for?

Yeah, some guys struggle with saddle sores and stuff like that. The contact points on the saddle, that's like definitely a big thing. There are bars and creams for this kind of thing but nothing perfect yet.

We can always make sure that athletes are supported with THCfree products. Is testing going to be more prevalent as you develop your Pro career?

It's not something I've had to encounter yet because of the level that I'm at.

But as I get to higher levels, once I start getting on the performance testing programs and the like, it's going to be something I have to think about a lot more, so any support from CBD brands to assure THC-free versions for athletes is a good thing, yes.

We've got your back in that area! What are the things you think cycling is giving you back over the years?

Probably first and foremost is giving me a reason to live, to be honest. Like when I was really depressed

I've got an amazing lifestyle now as a professional athlete. How many people in the world would love to wake up each day and do the sport they love as a job? I feel it's such a blessing and it's just given me so much. I'm grateful to have all this in my life.

"I definitely find that when
I'm taking CBD, I just feel
a little bit more relaxed,
a little bit more chilled
and better rounded."

and suicidal, at times to you can't imagine being happy again. So cycling gave me a purpose. It gave me a profession, a passion and it's giving me an incredible standard of living.

Thank you for your time Josh and we wish you all the best in reaching new heights in the road bike race circuit!





How to Access Medicinal **Cannabis**







canndr.com

Utilising the latest technology to now reach more people than ever

If you are someone that has thought about trying medical cannabis in the UK, you may be surprised to hear that medical cannabis has been legal in the UK since November 2018.

It does, however, need to be prescribed by a specialist doctor. With around 20,000 patients at time of publication thought to hold prescriptions, we set out to demystify the process of how you too can get medical cannabis on prescription.

So, how does one gain access to medical cannabis? A number of UK clinics are prescribing privately, both remotely and in person, for a variety of conditions. However, the process can be daunting; which medicines will suit you best? Then there are the issues of availability once you do acquire a prescription with only 20 pharmacies in the UK currently stocking Cannabis Based Prescription Medicines (CBPMs). Many of these prescriptions can take weeks, even months, to fulfil.

If you want to take the easy route, the new CannDr app, by BRITISH CANNABIS™, makes the process easy and as trouble-free as possible. For those that want to do it themselves, let's cover what the process entails.



Is medical cannabis legal in the UK?

Medical cannabis products are legal medicines that can be prescribed to people by specialist doctors in the UK. Various medical cannabis products are available to treat different conditions, however, cannabis products are not subsidised by the UK government, so you need to pay for them yourself.

What is medical cannabis?

Medical cannabis is derived from cannabis plants and can be used to treat the symptoms of certain medical conditions and the side effects associated with some treatments. There is a variety of products available to treat different conditions. The active ingredients in medical cannabis are called 'cannabinoids'. There are between 80 to 140 cannabinoids in medical cannabis, and researchers are still investigating how they all work.

What can medical cannabis be used for?

Medical cannabis is now legally prescribed for a range of conditions, the most common being chronic pain, Multiple Sclerosis (MS), and epilepsy. These also include psychiatric conditions such as Post Traumatic Stress Disorder (PTSD) and Attention Deficit Hyperactivity Disorder (ADHD).

Who can prescribe a cannabis-based product for medical use?

Due to the limited evidence base and their unlicensed nature, prescribing cannabis-based products for medical use is restricted to only those clinicians listed on the Specialist Register of the General Medical Council. If you want to get a cannabis prescription, you will need to speak to one of the few cannabis clinics in the UK.

How do I know if I'm eligible for a prescription?

The eligibility criteria will mean you will need to have tried at least two previous treatments without success. There may be other factors which affect your suitability such as previous history of psychosis, but this can be discussed with your doctor during an initial consultation.

How much will it cost?

The average monthly cost for flowerbased products is around £5-£10 per gram, or £200-£300, based on the average prescription of 30g, with oils being slightly more expensive. Patients are often prescribed more than one product at a time, so costs can add up. Consultation prices can vary significantly from clinic to clinic, from £49 to around £200, so it's worth looking around.

Follow-up consultation

Doctors are only allowed to issue one prescription per patient each month, so you'll need to book a follow-up consultation. During this appointment, your doctor will review your progress and may adjust the product or dose depending on how you have got on.

Arrange an initial consultation

If you are a suitable candidate for a prescription, you'll be advised to book an initial consultation with a doctor at the clinic. These can usually be booked online or by calling the clinic. If the doctor feels it's appropriate, they'll write your first prescription. They may prescribe flowers or oil, but if you're new to cannabis they'll often start with oil.

Choosing a clinic Around 15 private clinics

are currently prescribing cannabis in the UK. Some specialise in certain indications such as chronic pain, psychiatry or integrative medicine. You can find a full list of prescribing clinics on CannDr.com to see which one best suits your needs.

Choosing a pharmacy

Prescriptions need to be processed by an appropriate pharmacy. Most clinics have with them, although you do not have to use the pharmacy which is recommended by their clinic or doctor. Take a copy of your prescription to any pharmacy dispensing

medical cannabis products in the UK.

Eligibility assessment

Your chosen clinic will usually ask you to complete a free eligibility assessment to get an idea of your current health and medical history. At this point, clinics will usually ask for a copy of your Summary of Care records from your GP, so that the specialist has access to the relevant information before your initial consultation.



Medicinal Cannabis Made Easy

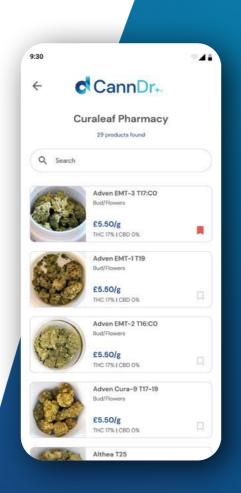
BRITISH CANNABIS™, the leading consumer cannabis company in the UK, has revolutionised the way medicinal cannabis is accessed in the country. Their newly-launched CannDr app – available at canndr. com - is making it simpler and faster than ever for patients to receive the cannabis medicine they need.

With the CannDr app, users can browse all available cannabis medicine options, connect with specialist doctors at cannabis clinics across the UK, and even have their medicine delivered directly to their door with next day delivery.

It's a one-stop-shop for all of your medicinal cannabis needs, and is set to revolutionise the way patients access their medication. Think of it like the Amazon for cannabis medicines - no more waiting around, just quick and easy access to the cannabis medicines you need. Find out more at canndr.com







Discover all the cannabis medicines in the UK

The CannDr app provides patients with instant access to an ever-growing list of cannabis medicines and treatments. From traditional flower to modern tinctures, vape cartridges and capsules, users can browse every single cannabis medicine available in the UK and view its THC content, terpene profile and patient reviews.

This gives patients access to the wealth of information needed to discuss options and make the most informed prescribing decision with their doctor. With many doctors basing prescribing decisions on THC:CBD ratios alone, CannDr helps to bridge the gap and ensure the patient's needs are put first.

Additionally, CannDr collects patient efficacy data in relation to certain conditions, allowing users to see how different cannabis medicines have worked for other patients with similar ailments. This powerful tool can help both patients and doctors make more informed decisions when it comes to cannabis treatments.

Cannabis Clinics and Consultations

CannDr is revolutionizing the way people access cannabis prescriptions in the UK. With its user-friendly platform, it provides users the ability to compare the costs of consultations and sign up fees for private cannabis clinics across the country.

Even more conveniently, it allows users to book remote video consultations and obtain their prescriptions from the comfort of their homes. No longer do UK residents have to travel long distances to get their cannabis prescriptions from private clinics. CannDr makes it incredibly simple and hassle-free.

CannDr is making life easier for those who need access to cannabis and is truly transforming the landscape of cannabis prescription access in the UK.

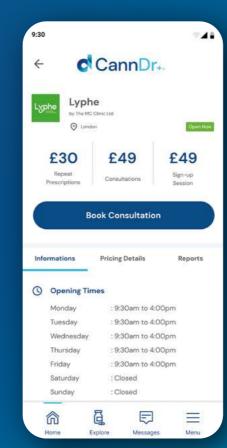


Get Medicinal Cannabis for free

CannDr is the ultimate ecosystem for patients seeking medicinal cannabis treatments. We are pioneering the largest ever global medicinal study, which aims to provide users with invaluable data about the efficacy of their treatments.

By actively participating in the study, users are eligible for financial assistance towards the cost of their medication potentially saving them up to £3600 per year. And it gets even better: the more data points you contribute, the larger the financial assistance!

At CannDr, we understand the financial burden that many patients face when trying to access medicinal cannabis. That's why we are dedicated to creating an ecosystem that makes treatments more accessible by providing financial assistance and creating a platform for patients to share their experiences and knowledge.



Guaranteed Cannabis Medicines

Getting your prescription with CannDr has never been easier! After you have obtained your prescription, we guarantee stock availability if you use the CannDr app. With just one click or tap, your medicine can be on its way to you for delivery the very next day.

Even if you haven't used the app, CannDr is still a great resource. With doctors not always knowing the stock availability of medicines, patients often find that their preferred pharmacy doesn't have the medicine they need.

With CannDr, you can check all pharmacies to see if they have what you need in stock, so you don't have to waste time searching around.









BRITISH CANNABIS

UNDERTAKES LARGEST MEDICINAL CANNABIS STUDY IN THE UK

BRITISH CANNABIS is planning to utilise cutting-edge technology such as AI and machine learning to undertake the largest global medicinal study ever attempted. By utilizing these technologies, they aim to process and analyse vast amounts of data quickly and accurately, identifying patterns and relationships that would be impossible for humans to detect.

This will allow them to better understand the potential therapeutic benefits of different strains and compounds of the cannabis plant. By gathering data from patients and tracking the medicine's phytochemical profile, the study aims to provide

real-world data to inform prescribing decisions, ensuring that patients are receiving safe and effective treatment. With the help of Al and machine learning, BRITISH CANNABIS hopes to bridge the knowledge gap that exists in the field and provide better patient care when it comes to prescribing cannabis.

TRADITIONAL MEDICINAL STUDIES

Medicinal studies are research studies that are conducted to determine the effectiveness of a new medication or treatment. These studies typically involve two groups: the experimental group (or treatment group) and the

control group. The experimental group are given the medication and the control group are given either a placebo or nothing at all. The results of the study are determined by comparing the physiological changes and health outcomes of the experimental group with those of the control group.

The goal of the medicinal study is to see if the medication has a positive effect on the treatment group. Medications are often single compounds, meaning they consist of one active ingredient. The binary nature of these studies means that the medication either works or it doesn't, but the results help determine its efficacy.





BRITISH CANNABIS R&D Centre

HOW TO STUDY CANNABIS THE RIGHT WAY

Cannabis Based Prescription Medicine (CBPM) is different from traditional medicine in that it is not a single compound, but rather a complex mixture of hundreds of compounds, including cannabinoids and terpenes. These compounds interact with each other in ways that are not yet fully understood and can have different effects depending on the specific combination and concentration of compounds. This complexity makes it difficult to study CBPMs in the same way as traditional medicines.

Unlike traditional medicines, cannabis has a large number of variables that can affect how it works for different conditions. These variables include the specific strains of the plant, the ratios of different compounds present, as well as the way in which the cannabis is consumed. Understanding these variables is crucial to determining which strains of cannabis are most effective for treating specific conditions.

However, the complexity of the cannabis plant make it difficult to study and understand these variables using traditional methods. It is only with the use of artificial intelligence (AI) and machine learning that we can begin to make sense of this vast amount of data

and pair certain strains to treat specific conditions. These technologies can process and analyse large amounts of data quickly and accurately, identifying patterns and relationships that would be impossible for humans to detect. They can also be used to model the effects of different compounds and ratios, helping researchers to better understand the potential therapeutic benefits of cannabis.

Therefore, Al and machine learning are crucial in reaching a point of understanding which strains are more effective in managing certain conditions and using that data to determine efficacy of CBPMs.

THE ISSUE DOCTORS FACE

Prescribing doctors often have limited understanding of the complexities of the cannabis plant and typically base their prescribing decisions on THC and CBD ratios alone. They may start patients on a lower THC strain and increase it if it doesn't address their symptoms. In many cases, patient knowledge of the plant and what works for them can lead the practitioner's decisions. However, this approach is not based on robust clinical data, but rather on anecdotal evidence and the patients' experiences with cannabis obtained in the illegal market.

With the use of an ecosystem/ information platform/publicly available knowledge base like the "CannDr" app by BRITISH CANNABIS, which tracks the medicine's phytochemical profile and gathers data from patients, it allows the use of real-world data to inform prescribing decisions. The data generated by the BRITISH CANNABIS study can play a crucial role in addressing the knowledge gap that prescribers have to make better prescribing decisions that are in the patient's better interests.

INFORMED GROWING

In addition to benefiting prescribers, GPs, and health care professionals, the data generated by studies, such as the one being undertaken by BRITISH CANNABIS, can also be used to drive the genetic profile development of cannabis strains grown by farms.

Instead of the current approach of growing cannabis within the parameters of THC:CBD ratios, smell, taste, and appearance, this data can aid breeders in the development of specific genetics by understanding which compounds and ratios are most effective for treating specific conditions.

Cultivators can selectively breed plants that contain specific levels of these compounds so that practitioners can prescribe with confidence when it comes to their patients.

IN CONCLUSION

BRITISH CANNABIS is a company that has amassed years of knowledge and understanding through its research and growing. This knowledge, in combination with the company's expertise in the technical undertaking of AI and machine learning, makes them uniquely qualified to execute a study on the scale necessary to understand the complexities of the cannabis plant and its potential therapeutic benefits.

The company's "CannDr" app, which tracks the medicine's phytochemical profile and gathers data from patients, is an innovative solution that provides real-world data to inform prescribing decisions, ensuring that patients are receiving safe and effective treatment. With the help of technologies such as Al and machine learning, this data can be used to inform the genetic and profile development of cannabis strains grown by farms, to create tailored medicinal strains that can be grown and distributed to the right patients with specific conditions.

BRITISH CANNABIS is the only company that can execute an undertaking of this scale to help the cannabis industry grow and develop more effectively, resulting in better and more effective medicines for patients.

As seen in



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CannabisHealth DR. **CHRISTIAN JESSEN**

On Cannabis-based Medicine and The CBD Market. Sarah Sinclair



Dr Christian Jessen became a household name thanks to Channel 4's Embarrassing Bodies. Alongside his virtual clinics, he campaigns on a range of health issues and recently started an exclusive partnership with the UK's largest CBD and cannabis-derived product maker - BRITISH CANNABIS™, to help demystify cannabinoids and cannabis products.

When did you first come across and become interested in CBD?

I recently came to it through Professor David Nutt [the founder of Drug Science] who I met while filming for TV. I thought his work was so interesting; he really is a leading light in the world of drug research and policy change. I'm interested in the whole area of new emerging medicine and research, and the way that sometimes it's slightly hampered by the law.

When I was growing up, I had an uncle who struggled with MS for a long time, and he used cannabis to help with his symptoms. This was 30 years ago, and my mother would mention it with slight embarrassment, but I remember even as a child thinking that it didn't make any logical sense to me. If it helped him, then why was it such a bad thing?

"BRITISH CANNABIS, are doing very well in being as transparent as possible"

Would you like to see medical cannabis be more accessible in the UK?

I would. When something is more accessible, we as doctors have to get more knowledgeable about it. There's a supply and demand for knowledge, as well for better quality research because doctors are all suddenly going 'hang on, where's the chapter in the book about this?' I think that insistence for evidence can be quite inhibiting and can hold back innovation, but we can also see the importance of it. There's a balance to be had.

Have you come across a lot of sceptical colleagues in your profession?

As medics we can be surprisingly slow on the uptake. To give an example, on Embarrassing Bodies, we started doing video consultations, but at the time I remember getting all sorts of grief from other medics saying that it was an irresponsible way to do medicine. Now, of course, everybody's doing video consultations and suddenly it all seems to work fine. But it took a pandemic for us to get around to this idea of breaking with tradition.

We're very nervous when something new comes along because we all think we're going to get struck off.



Dr. Christian Jessen's visit to the BRITISH CANNABIS labs.

We should be cautious, of course, but I don't think doctors or pharmacists should feel that the world is going to come crashing down around us because people are trying cannabis products as an alternative. We need to make sure that the evidence base is there on cannabinoids and that we're doing the right thing, but I think a lot of us feel quite unsupported in this.

What is your experience of patients using or asking about CBD?

I work in a private practice, and I suspect it's often more common to get patients looking for advice about medical cannabis and CBD in the private sector than in the NHS. People seem to find it helps with all sorts of things. The next stage of that is trying to advise them on how they can best use it and how to minimise any possible risks or anything affecting other medications that they might be on. Research is so important, because at the moment, the anecdotes are actually fogging the water and making sceptical doctors a bit more suspicious, because there's no way one substance could help with so many different things, or could it? We need to iron this out.

As a doctor do you have any concerns about the CBD industry in the UK?

I think what's frustrating for the companies who are really doing their best, is all the ones that aren't. The fact that the novel food regulations have recently come in is very important. The companies I have seen and worked with, such as BRITISH CANNABISTM, are doing very well in being as transparent as possible and adhering to the rules and regulations that come in. That's going to benefit the whole industry and that's going to improve patient confidence, and also doctor confidence.



CBD Gummies, not just good for your mood. Available in two great flavours and for only £8.99 each they're perfect for indecisiveness. THC-Free Made in the UK Irresistible Vegan Friendl Indecisive.. ACCESS



After being diagnosed with Polycythaemia Vera cancer in 2017, I suffered with many symptoms including aches, pain, and insomnia. Two years (2019) after my diagnosis, I was introduced to CBD. I started taking CBD by BRITISH CANNABIS™ 500mg CBD Oil in an attempt to help reduce some of the symptoms of my condition. The pains in my body kept me awake all night, which in turn left me feeling more and more unwell.

So, I was excited to try anything that could potentially reduce any side effects from my treatment and cancer. After a few days of taking CBD oil at night, I could feel the difference in myself! I have continued to take CBD oil ever since and now my aches and pain are almost non-existent. A Barnes, 26

After suffering a brain haemorrhage in 2016, I was left struggling with neuro-fatigue, insomnia, and general low mood. My GP prescribed sleeping tablets and anti-depressants, which I was reluctant to use due to the side effects and addictive nature.

When my son suggested I try CBD, I was initially dubious, but as the symptoms of my brain injury worsened with the onset of menopause, I was willing to give it a try. I have now been using a combination of CBD oil and capsules from BRITISH CANNABIS for the past 6 months and I'm pleased to say, I'm sleeping better, feeling better, and have less brain fog and improved cognitive functioning.

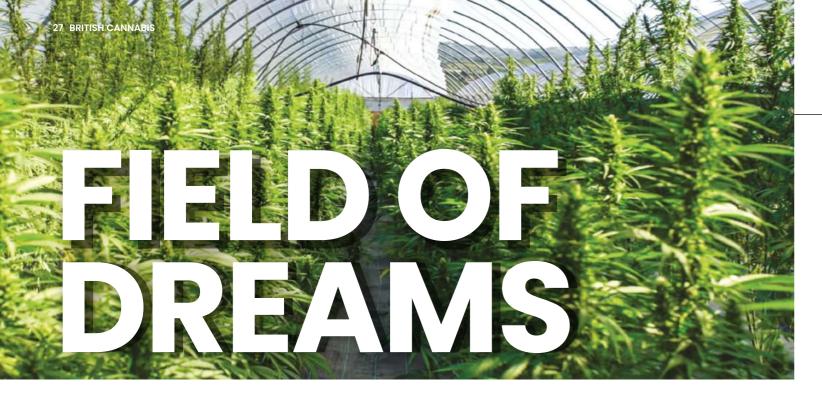
M Williams

I've been using ACCESS CBD® and the CBD RESCUE CREAM® for over a year now, and I can honestly say that it has made my pain from arthritis so much better/bearable. They're easy to use and affordable.

L Drake

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Share your experience



Entrepreneur, Tom Whettem, set up BRITISH CANNABIS™ in a bid to make his daughter proud.

Seven years later the firm recently secured its position as the largest manufacturer of legal cannabis in the UK. The CEO shares his journey and where it all began.

When successful entrepreneur, Tom Whettem, heard the words of Jason David, father of epileptic child Jayden, in 2013, it dramatically changed the course of his career. "My number one goal is to have my son say I love you. People take that for granted... that people talk and say I love you. That's all I want to hear my son say." Jason, father of epilepsy child Jayden, was describing weening his seven-year-old son off 22 prescription pills a day to be replaced by a small dose of cannabis oil, almost immediately putting an end to the constant seizures from which he had suffered since birth.

For Tom, a father himself, these words were powerful enough for him to begin a journey that propelled a small British Jayder dad Ja

start-up to become the largest manufacturer of legal cannabis supplements in the UK.

CBD as a Novel Food

There was no blueprint for the CBD industry in the UK when Tom started. He began from square one. "We built the science, the technology, and growing methods all from the ground up," he says.

By far, the most monumental challenge has been compliance with the regulatory environment around CBD as a 'Novel Food', the classification under which CBD products are now listed in the UK. As the lead author of 15 dossiers,

BRITISH CANNABIS™ has written about the safety of CBD products, including 20% of all applications through to the next stage of validation, giving the company the highest number of applications covering the safety of products permitted for general sale in the UK.

Tom and his team went above and beyond to prove the safety and efficacy of CBD, a task that only a company like BRITISH CANNABIS™ could have achieved. "While other companies outsourced the completion of their dossiers to expert regulatory consultants, we didn't have that option as they were all already contracted to other

companies and couldn't take on more work," says Tom, who had no option but to undertake this monumental task himself. "I headed up a team of five, including two of our scientists, and my father who has been my lifelong mentor and our compliance lead. We then spent countless days and long nights leveraging all the knowledge we had built up over the years to complete them by the 11th hour."

Tom's vast autodidactic legal knowledge came through self-education in legislation and regulatory compliance, identifying potential opportunities that resulted in the creation of more than one emerging market he has pioneered.



Tom Whettem - CEO

As the founder of the first company in the UK to reclaim bank charges and PPI in 2006, he went on to take on some of the UK's largest financial institutions in court, saving consumers £928 million a year from the subsequent fall in unauthorised overdraft charges.

All of this experience gave him the knowledge to understand complex legal situations around cannabis products.

"I don't read books, but I often read Acts of Parliament from cover-tocover multiple times. Most people have a favourite book, I have my favourite regulations. I studied the Novel Foods regulations so many times until I became an expert," he adds.

This also saw Tom become a founder of the UK's first Cannabis trade body, holding the position of Regulatory and Compliance director and being instrumental in developing an industry enabling consumers to continue to access cannabis supplements in the UK.

Formed in 2016 after the Medicines and Health Products Regulatory Agency (MHRA) issued notices to several CBD suppliers stating that cannabidiol (CBD) was being designated as a medicine and that sale of all CBD products must

stop within 28 days, it saw Tom meet with the MHRA representatives at the agency's headquarters in London. This resulted in the MHRA updating its statement on its website softening its position by claiming that its notices to CBD suppliers were merely its "opinion".

Later in 2019 he was joined by Robert Jappie (Ince) and Jonathan Kirk QC, of Gough Square Chambers, and travelled to Brussels to make representations to the European Food Safety Authority (EFSA) in respect of the decision to reclassify hemp extracts as 'novel'. Again, being at the forefront of protecting the industry which he had pioneered, and which is now valued in the hundreds of millions.

While the efforts did not reverse the decision classifying CBD as being novel, Tom continued to engage with the UK's FSA to ensure products could remain on sale while authorisation was obtained.



CBD FOR EVERY BUDY







BRITISH CANNABIS™ AWARDS



BRITISH CANNABIS™ Wins MVP Pharmacy Product of The Year 2022 For The Second Time

The MVP Pharmacy Awards took place in November 2022 at a prestigious London venue, seeing the biggest manufacturers in the industry gather for a combination of dining and bowling, hoping to see their product crowned Most Valuable Product.

Winners were revealed during a celebratory gala lunch offering guests a fantastic evening where BRITISH CANNABISTM ACCESS CBD® 4800mg Berry Flavour CBD Oil won Best Product for 'Sleep, Stress, and Insomnia' for the second time, and CBD by BRITISH CANNABISTM CBD Oils and Dermal Patches were shortlisted for a further 3 categories. The award winners were published in an established

supplement distributed by P3 Pharmacy and Pharmacy Magazine/ Training Matters with a circulation of 30.000 copies.

Recognizing The Best In Public-Private Partnerships

P3 Pharmacy Magazine readers voted from a selection of pharmacy's Most Valuable Products that were available for the past 12 months in pharmacies. They pick the winners from the latest Food & Beverage, Beauty, Health & Personal Care, and Household products.

In addition, an expert panel offered high-level credibility alongside the

usual pharmacy readership voting.
Comprising 20 head office buyers and independent pharmacists, they included John Acland, Head of eCommerce & Category Management, Mhairi Smith, Lloyds Pharmacy and Senior Buying Manager at OTC Boots.

"There are so many new products launched each year, and consumers want to know which ones are the best and worth purchasing," said BRITISH CANNABIS™ Marketing Director, Steve Batchelor. "It is increasingly difficult for brands to break through the clutter and succeed. This is where The MVP P3 Awards help the latest products stand out from the competition and brands gain an edge in the market" said Steve.



The Grocer Awards 2022: CBD Dermal Patches

CBD by BRITISH CANNABIS™ CBD Dermal Patches was selected to join a shortlist of finalists in the Personal Care Category by a panel of expert judges. Consisting of industry experts, food aficionados, and trade press, the judges included Dash Water cofounder, Alex Wright, St Pierre Group founder, Paul Baker, and The Grocer editor, Adam Leyland. The Grocer New Product Awards celebrate and reward outstanding innovation in the UK FMCG sector in both branded non-food, and food & drink categories.

"We are proud to have our product selected amongst a host of well-known manufacturers and included in the rising star brands of consumer products", commented BRITISH CANNABIS™ Marketing Director, Steve Batchelor.

Grocer Magazine Awards have become a symbol of innovation, certifying the quality of your product for consumers and distributors alike, offering a gateway into shelf space and rate of sale. BRITISH CANNABIS™ CEO and founder, Tom Whettem, said, "We hope that the judging panel were impressed by our CBD Dermal Patches and their targeted, discrete application, with therapeutic properties that can last over 24 hours. Retailers and consumers alike should enjoy the pleasant aromatherapy of their natural terpene blend too."



This year's The Grocer Awards 2022 included CBD by BRITISH CANNABIS™ Dermal Patches as one of the New Products of The Year at their annual event, Hilton Bankside, London.



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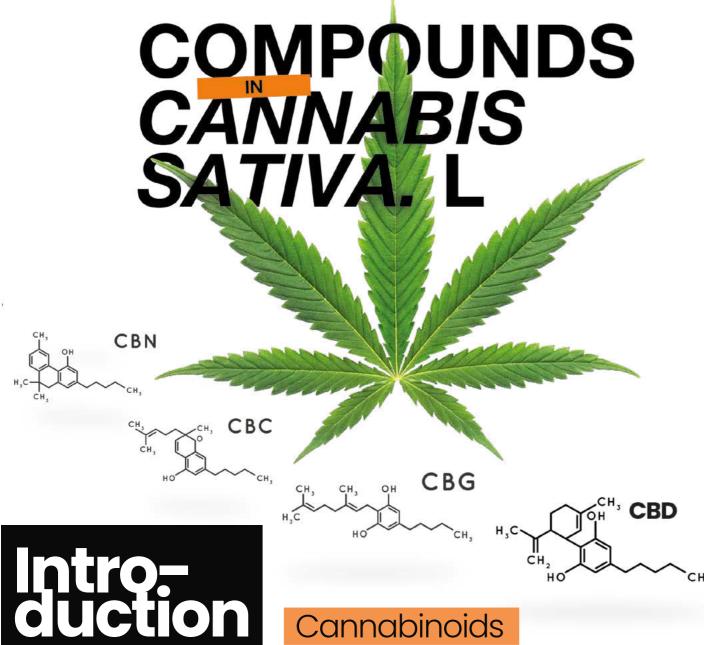


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Cannabinoids

Cannabis sativa L. is a complex plant with an abundant number of beneficial compounds. Research to date has suggested that the plant contains more than 550 unique compounds, 140 of which have been identified and classified as phytocannabinoids.

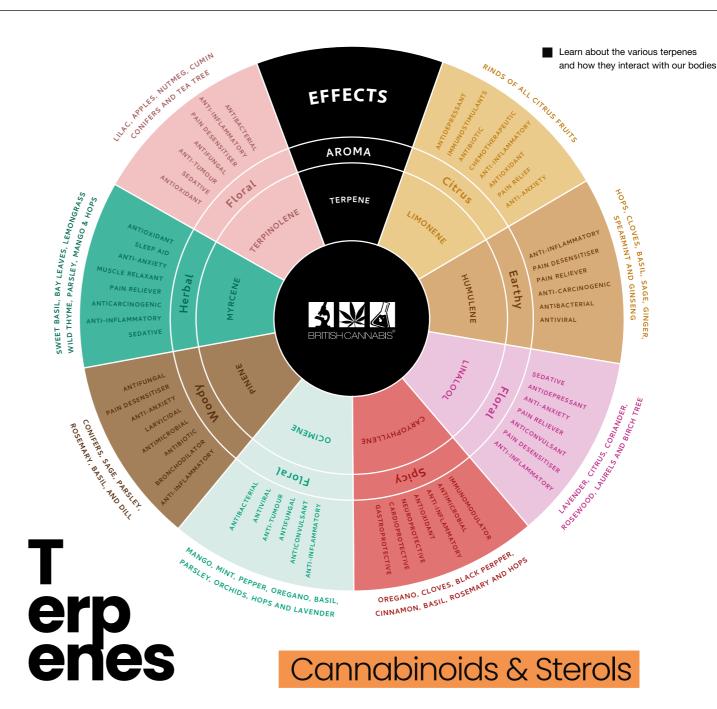
There is so much more to the cannabis plant than just cannabinoids such as terpenes, flavonoids, and sterols. These compounds, combined with cannabinoids, have been suggested to provide the therapeutic effects associated with cannabis consumption. Cannabinoids have drawn increasing public attention with expanding legalization and an increase in accessibility. There are three classes of cannabinoids: plant-derived cannabinoids (phytocannabinoids), endogenous cannabinoids (endocannabinoids), and synthetic cannabinoids.

Phytocannabinoids are plant-derived cannabinoids that are historically extracted from cannabis. Endocannabinoids, found in the human body, are a group of compounds that are structurally

similar to the chemical compounds found in cannabis.



Ria Bhogal - Lab Assistant



Terpenes can be found in the essential oils of all plants. In cannabis, they play a major role in how our bodies interact with particular strains. Terpenes also give us a better understanding of how certain strains may interact with us individually and can allow us to better curate the effect a consumer or patient may be looking for.

Most famously, terpenes are responsible for the way cannabis hits your nose. Those lemon, grape, and fuel scents that denote world-class cannabis for many connoisseurs are actually variations in the concentration of particular terpenes from strain to strain.

More than 20 flavonoids have been identified in the cannabis plant, most of which are flavones (apigenin and luteolin), flavonols (kaempferol and quercetin), aglycones, and glycosides. Interestingly, scientists have been able to isolate three prenylated/geranylated flavones from cannabis: cannflavins A, B, and C.

It is worth noting that although cannflavins are often referred to as flavonoids unique to the cannabis plant, cannflavin A has also been identified in Mimulus Bigelovii (monkey flower), a plant in the Phyrmaceae family.

Sterols and triterpenoids are mainly present in cannabis stems, bark, and roots. Friedelin is the most abundant and most studied triterpenoid in cannabis, and has anti-inflammatory, antioxidant, estrogenic, and liver protectant properties. β-sitosterol, stigmasterol, and campesterol are the most abundant phytosterols in the human diet.

Phytosterols are widely recognized for having the ability to lower the levels of low-density lipoprotein cholesterol. They are also studied for antiinflammatory, antioxidant, and pain relieving properties.

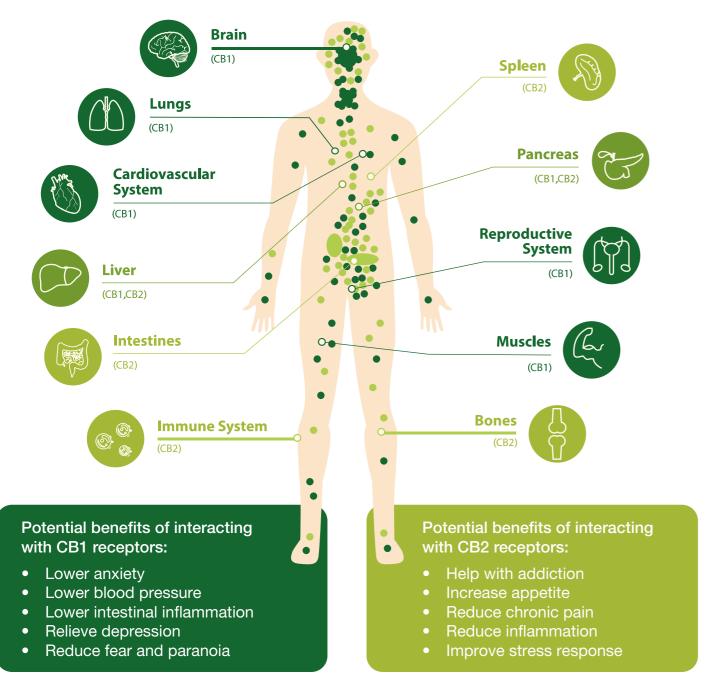
WHAT HAPPENS WHEN YOU TAKE CBD?

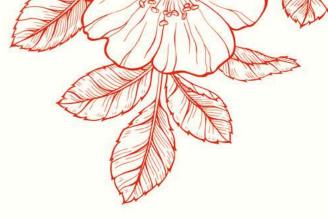
Endocannabinoids are molecules that are produced naturally in the body and interact with different receptors to regulate different processes in the body.

The Endocannabinoid System (ECS), discovered just over 40 years ago, is responsible for maintaining homeostasis, and plays its own role in human health and wellbeing.

Phytocannabinoids, such as cannabidiol (CBD), are a group of unique compounds found in cannabis. They exert their effects by interacting with specific cannabinoid receptors. There are two main types of receptors found in different parts of the body's central nervous system: CB1 and CB2.

Every individual is unique, therefore, cannabinoids may cause different effects in different people based on how their CB1 and CB2 receptors are spread throughout their body, which is determined by your genetic code.





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THANK YOU

We are delighted that you have taken the time to pick up and read this issue of BRITISH CANNABIS Magazine.

From real life personal stories, sometimes upsetting and often inspirational, to key insights from professionals to factual, science-led learning; I hope this issue has given some positive and nuanced things for all to take away and consider. Thank you very much to all who have contributed to this issue. Too many to name.

I would encourage readers to follow up on any of the subjects or products that take their interest. QR codes, websites and social media pages are all available to help continue learning.



Steve Batchelor - Marketing Director

CANNABIS CLINICS & DISPENSARIES

Up and down the country you may be suprised to know the already existing pharmacies and clinics that have already made great strides forward in medicinal cannabis.

Here you will find a directory, giving you the ability to explore and investigate which works best for you and your medical needs.

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Cannabis Clinic Cardiff

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Solihull Health Check Clinic

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The London Cannabis Clinic

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Via Clinic

VIA CLINIC LTD The Old Village School, Church Lane, Headley, Epsom, Surrey, KT18 6LE viaclinic.co.uk 01372 363939 hello@viaclinic.co.uk

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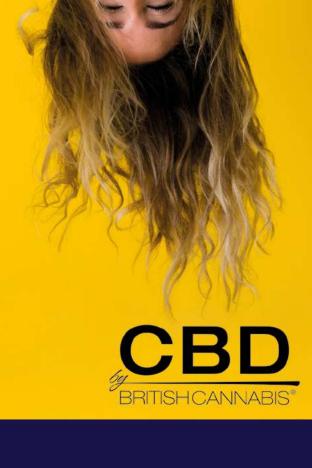
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