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Inflammatory Lifestyle Disease



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Extraordinary Disease Management



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Module Outline

- Chronic disease + inflammatory disease are synonymous
- CBD as an anti-inflammatory
- CBD + lifestyle health coaching





Chronic Disease + Inflammation

- Obesity – adipose tissue generates inflammatory cytokines
- Diabetes – non-functioning beta cells as a result of inflammation
- Heart disease – statins help produce an anti-inflammatory effect within cells
- Prolonged corticosteroid use can lead to ulcers, osteoporosis, adrenal suppression





The Challenges of Implementing Lifestyle Changes

- Misguided government public health efforts have contributed to chronic health issues
- Physicians spend less time counseling patients
- Internet misinformation creates confusion + contradictions





How CBD Works as an Anti-Inflammatory

- Maintains homeostasis – balance among all body systems
- Acts as an adaptogenic herb – adapts to a system or cell's particular physiological needs





The Many Mechanisms of CBD

- Over 40 mechanisms
 - Cell nucleus
 - Mitochondria
 - Golgi apparatus
 - Endoplasmic reticulum
- CBD influences neurotransmitters to tone down pain





CBD Outcomes

- No toxicity or significant side effects
- Acts as an adaptogen + can facilitate sleep
- May enhance potency of some drugs
- Immune modulation in inflammatory disease





CBD + Inflammation Control

- Reduces T-cell + B-cell numbers and reactivity to help calm inflammation
- Reduces macrophages + microglial reaction in the brain
- Regulates cytokine release to help reduce cell inflammation
- Adapts cancer cells to self-destruct





CBD For Health Rehabilitation

- Controls symptoms for immediate relief of pain + anxiety
- Provides an alternative to nonsteroidal anti-inflammatory drugs
- Helps eliminate toxins resulting from detoxification methods





CBD as a Bridge to Lifestyle Change

- Lifestyle changes for diabetes management can be difficult
- CBD can mitigate cell inflammation resulting from high glucose levels
- Consider CBD as assistance to see immediate results providing motivation for additional change





Dosage Recommendations

- Consistent use of tincture or concentrate
- 15 mg twice/day as a baseline dose
- Decrease if fatigued or increase within first few days, as needed
- Older patients may require less, while some conditions will require more





Integrating CBD into Health Coaching

- Multidisciplinary team approach reinforces holistic lifestyle change
- Introduce patient to concept of endocannabinoid system dysfunction
- Educate patient about CBD as essential oil or herb in conjunction with lifestyle change
- Educate patients about homeostasis effect of CBD on their health conditions





Saving Money with Better Outcomes

- Dramatic health improvements among 3000 member employee group
- Medical claims reduced combined with savings of \$700,000 over one year





Lifestyle Medicine Recap

- Root cause of most modern disease is inflammation
- CBD can provide symptom relief to establish trust in its use as an effective tool
- Team approach executed long distance can deliver permanent, positive change





CBD Product Guidelines

- CBD organically grown from mature fields
- Processed without solvents (super critical CO2 extraction)
- Tested for pesticides, heavy metals, mold, bacteria
- Tested for cannabinoid + terpene content





CBD Criteria to Consider

- CBD derived from the whole plant versus pure extract
- Established brand with support for product use guidelines
- Do your homework before deciding on brands to use

