

"The need for medical cannabis is real. It's proven to improve health and change people's lives for the better. The issue over legalizing cannabis is the perception of what medical cannabis offers. The stigma riding on medical cannabis is about 'getting high' - that isn't correct. Medical cannabis and recreational cannabis are entirely different. Views are changing, however, as research data, healthcare experts and doctors from every field now recognize medical cannabis as an alternative medical treatment."



The Case for Medical Cannabis

Bryan Ray Ruiz

Specializing in Rare & Exotic Extractions in Medical Cannabis

The "HEALING POWER" of Medical Cannabis

"The GRAY area for those not convinced of the healing modalities medical cannabis offers, generally form opinions based on the fact that for decades upon decades, we have been told by the medical community we can ONLY be helped by the use of pharmaceutical methods/prescription drugs. Therefore, how can a HERB help treat, improve and or aide in the recovery of mental disorders and physical illness and disease? What options are left when the medical industry hits a wall with the serious and deadly side effects being caused by pharmaceutical methods/prescription drugs they sell which can turn out to be worse than the conditions being treated? The increasing rate of mental/physical deterioration, and casualties of life caused by prescription drug use are making people scared enough to take a look at alternative methods of treatment. And, that includes medical cannabis. How many die from prescription drug overdoses? Millions. No report exists proving one death occurred from medical cannabis use. The success of medical cannabis treating symptoms, disorders, illness and disease without complications lies in the fact that each of us is born with an "Endocannabinoid System" (group of endogenous

cannabinoid receptors) in our brains and central/peripheral nervous systems which produces the exact substance found in cannabis. This is why our bodies easily process it. Our Endocannabinoid System is involved in physiological processes of pain, appetite, immune system function, mood, memory and it controls the psychological effects that cannabis produces. It's inborn and optimal for our bodies to achieve homeostasis which helps it stay aligned. My studies into the process of creating numerous forms of generic cannabis, followed my aunts breast cancer treatments. I saw the devastating side effects she had from chemotherapy that left her severely malnourished, damaged her nerves, and caused her extreme pain. She just didn't want to live any longer. I wanted to find a better solution that could both help her, and change the world. Within two months of using medical cannabis, she gained weight, her skin color began to look healthy again, and a glow returned to her face. Her entire attitude changed, and she became more positive as she moved forward with regaining her health. It upsets me so much when I hear people saying how recreational and medical cannabis are the same. Yes, they come from the same plant, but formulations and benefits are varied when it comes to treatment, healing, and regeneration. There is no comparing the two."



Over the past 18+ years as publisher of, and feature writer for a magazine, I've had the coveted opportunity to meet and speak with some of the most intelligent, inventive and human-interest-related people you can imagine. What's the defining component within their hearts, minds and spirits elevating them to role of GAME CHANGER rather than simply game-player? I'm quite certain it's the resounding passion they bring to whatever they set their minds to do. It's their insatiable appetite to dream big, and think outside the box. It's their steadfast determination, motivation and perseverance to finish what they start despite obstacles. What separates movers and shakers of life from the rest of the human race is they are not afraid to fail... once, twice, however many times it takes... they are fearless in the face of adversity. Challenge doesn't make this human high-breed weaker. The opposite. They learn from criticism, skepticism, and uneasiness. They take and, use knowledge gained from experiences like a blueprint to inch their way onward to achieve their goals.

So goes a story of 33-year-old Bryan Ray Ruiz, founder of Central Cali CareGivers, a medical cannabis company based in California and soon to open a new location in Los Angeles. My interview with Bryan was so intense, I think I my brain shifted into overload-alert-mode to comprehend the vast amount of information we spoke about. Bryan's path to the professional and creative success he has today may have started [as he says] when he was 16, and smoked his first marijuana joint. But, unlike millions of other kids who do the same thing at the same age... Bryan's instinct for invention took over, and rather than just enjoy the obvious relaxed/easy going benefits marijuana offers, his focus shifted. The concept of "marijuana" took on new meaning when his beloved aunt and grandmother experienced extreme health decline around the same time. His grandmother stopped breathing in the middle of the night, and suddenly passed away, leaving Bryan's extended family devastated. It was later determined the effects of long-term prescription drug use to combat health issues caused her immune system to fail which led to her untimely death. Then, Bryan's aunt, a family matriarch was diagnosed with breast cancer, and her chemotherapy treatments left her almost unrecognizable as she faded into a maze of depression, pain and brutal side effects. Bryan's family was forced to stand by helpless in the wake of her illness, but Bryan

became determined to find ways to help her get relief and, turned to something he believed could help - medical cannabis. The research he did, and the numerous strains of cannabis he formulated made her feel better, gain weight and relieved her pain. Years later she passed away, but having enjoyed rather than suffered through her final years. These two heartwrenching events in Bryan's life were the catalyist for many years of research into the technical aspects of what cannabis can offer, and how to scientifically manufacture products to improve health and wellness. Nothing deterred him in his quest. Little did he know in the beginning how his life would change, how hard he would have to work, or how he would expand his goals into directions he never knew existed. Bryan challenged all roadblocks, and not only improved, but helped redesign the recreational/medical cannabis industry. With a critical election approaching, we have made his story what we call. The Case For Medical Cannabis. California Marijuana's Legalization Initiative (#15-0103) will be on the November 8, 2016, ballot as an initiated state statute. Supporters refer to the initiative as the "Adult Use of Marijuana Act". Maybe it's time to reconsider?

It took several years for Bryan to formulate strategic recipes and, acquire patents for, or has patents pending now on more than 180 medical cannabis products, and recipes that take medical cannabis to hope, treatment, improvement and recovery with a vast array of medical formulas that resemble a restaurant/dessert menu. Bryan has a roster of more than 5,000+ patients he helps manage medically diagnosed mental and physical illnesses and diseases as they regain health from the ravages of brain injury, chemotherapy, radiation, PMS, physical disabilities, glaucoma, macular degeneration, Lyme disease, migraine headaches, depression, muscle spasms as those associated with multiple sclerosis, all forms of arthritis, post traumatic stress, bipolar disorder, cancer, AIDS, nausea, anxiety, chronic pain, medical and mental symptoms that inhibit normal function/activity, physical disabilities, anorexia, seizures, elimination of painkillers, tranquilizers, psychiatric medications, and a very long, long, long list of others.

Looking to expand my perspective and knowledge on the topic of cannabis, a topic that until meeting Bryan I had no behind-the-scene knowledge of — I took my photographer/art director Hannah Franklin, and we headed out on the freeway (Thelma and Louise style) to drive

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Dr. Sanjay Gupta —
neurosurgeon, medical professor,
named as "one of the 10 most
influential celebrities" by Forbes
magazine, Emmy-Award winning
Chief Medical Correspondent for
international news channel CNN.

"It doesn't have a high potential for abuse, and there are very legitimate medical applications. In fact, sometimes Marijuana is the only thing that works. It is irresponsible not to provide the best care we can as a medical community; care that could involve Marijuana. We have been terribly and systematically misled for nearly 70 years in the United States, and I apologize for my own role in that." (he said in the CNN documentary "Weed" which showed children who were able to stop seizures with the use of medical cannabis. Also watch his CNN documentaries "Cannabis Madness" and "Charlotte's Web".

"The idea that people are able to get their cannabis medicine in one state, but not another, defies some of the core principles of our medical system, which strives for an equality of health care in terms of options," stated Gupta in a Huffington Post interview.



the three hours (one way from LA) to visit Bryan's office/work space. It was nothing I expected (actually I didn't know what to expect) but Bryan's compassion for, and dedication to those he refers to as his "patients" and, whom he helps regain their health and zest for life is reflected in the comfortable setting he provides nestled within a feel of friendship and family. Over six hours we were with Bryan, I spoke with some of his patients, who although asked for confidence in their identities, readily volunteered personal stories. Bryan's patients are all ages: young adults, middle age, seniors, parents of children suffering with seizures... human beings at the crossroads of life and death, permanent impairment, severe addiction, chronic illness and crippling pain. These are people just like you and I — but at one time they had given up, lost hope and felt no options for a normal life. NO OPTION until — The Case For Medical Cannabis began grabbing headlines with scientific evidence proving real people can achieve real results.

Each of Bryan's patients started our conversation praising him for the professionalism, dedication, compassion and knowledge he has and, the greatfulness they feel for what he has done for them, and their families as they heal from mental and physical trauma. More than "patients" these people say he treats everyone like "family" — which makes all the difference especially during their worst of times when they were facing uncertain consequences from severe medical conditions. Bryan gives his patients what WE all want at our most vulnerable times: hope that better things are around the corner if we hang on, and don't give up. For anyone in a sink hole of spiraling bad health HOPE is everything. Bryan's patients all said they expereinced

immediate physical, mental and emotional improvement after starting medical cannabis treatments — which by the way are not cookie-cutter/one-fits all recipes. Bryan tailors his medical cannabis formulas to each patient's individual needs. When I asked Bryan how he feels knowing that his patients hold him in such high regard for helping them heal and repair their lives, he smiles, and tells me that every day of his life he wakes up with the intention of continuing his research to find new formulas to improve the lives of those needing help.

States that legalized recreational marijuana are Alaska, Colorado, Oregon, and Washington. As of June 2016, 25 states and Washington D.C. have legalized cannabis for medical use. They include: Alaska, Arizona, California, Cyolorado, Connecticut, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, Oregon, Pennsylvania, Rhode Island, Vermont and Washington.



BHT: Supported by doctors, health professionals, research, and those who use it - medical cannabis helps millions of people worldwide with mental/physical illness and disease, Substantiated data proves medical cannabis works. Still some states, and Federal laws fight it. BRYAN: "After 20 years researching and formulating the cannabis herb into any form you can imagine: eye drops, nasal spray, liquid for those taking it by mouth (elderly/children), edibles and numerous other variations... the first thing we must address is the stigma attached to cannabis. There is a distinct difference between medical cannabis and recreational marijuanabut some view both as people using it to get "stoned or high" - which is not correct. Medical cannabis produces a calming, regenerative, healing effect, offering those who use it an ability to function in life rather than stay stay prisoners of their mental and physical bad health limitations. Those who use medical cannabis for health improvement will continue to use it because of positive life-changing results they achieve. Others who hear about the benefits of medical cannabis, but have reservations about using it, will feel more comfortable obtaining a medical marijuana card when the laws change to legalize its use. The bad news is that many who could be helped... their medical conditions will continue to deteriorate as long as this benign legal controversy continues. Most agree it's the pressure from pharmaceutical companies on lawmakers NOT to legalize medical cannabis that is causing the stalemate. These big drug companies will lose billions of dollars in revenue if people stop using pharmaceutical drugs."

BHT: We have to ask how realistic is the "NO recreational marijuana/ NO medical cannabis" Federal/state laws as it applies to everyday people? Legal or not — people smoke marijuana. In Los Angeles it's impossible NOT to notice the millions of "qualified patients" who pull from their wallets medical marijuana cards authorized by physicians. BRYAN: "By no means do I advocate using cannabis to the extent it brings about addictive behavior. However, years of research shows that cannabis is less harmful than alcohol, or use of many pharmaceutical/prescription drugs. Public opinion coupled with medical expert validation and scientific research supports a change in the legalities of marijuana's use. Current data shows 61% of Americans support the legalization of marijuana; an astounding 81% are in favor of legalization of cannabis for medical use."

BHT: You've developed an amazing line of medical cannabis products. What is the process involved when someone comes to you for help? BRYAN: "I take a full history of all patients; problems they are experiencing; how long they've been sick; surgeries they've had; medications they take. An example with our medicated eye drops: if someone has vision problems they may need something to sleep at night, or stay awake during the day; a common problem associated with loss of sight. Inica Dominent strain of cannabis relaxes the mind and body into sleep. It's effective for glaucoma, macular degeneration and cateracts as it lowers the IOP (Inline Opptical Pressure) radical movement of the eyes. Sativa strain of cannabis is for alertness, activity, and lessens depression. With Optimal Rush eyes drops, the moment I put drops in a patient's eyes they see more clearly. This strain makes vision sharper, and colors brighter. One woman blind in an eye that had been dormant for 28 years came for help. One eye treatment later she could see shadows. The eye began to come back to life and she could see again. People with poor eye sight havie tremendous success with medical cannabis eye drops and, report immediate improvement. Their own doctors are astonished as they compare past eye exams with the results they see after a patient is treated with medicated eye drops. Everything we ingest must first go through our blood stream, then it to our brains. Eye drops and nasal drops go directly to our brain. Contents in the eye drops don't appear in blood tests which is a relief for those worried about the stigma of using medical cannabis, or testing positive for medical cannabis. It's wrong for















lawmakers to keep people with mental and physical illness from being able to use medical cannabis when medical cannabis has been shown to help many improve their health and recover from disease and illness without dangerous pharmaceutical drugs."

Children In Health Crisis

A 2015 study at a meeting in Washington, DC, stated, "Medical marijuana liquid extract may bring hope for children with severe epilepsy not responding to other treatments." Studies involved toddlers to youngsters, average age 11, with severe epilepsy including Dravet and Lennox-Gastaut syndrome epilepsy types that ead to intellectual disability and lifelong seizures. Those 137 people completing the 12-week study, the number of seizures they had decreased by an average of 54% from the beginning of the study to the end. Statistics show 30% of people with epilepsy taking FDA approved medication still get seizures; most of them are children. "Parents now are turning to medical cannabis (liquid)

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May 30, 2016. The New England Journal of Medicine reported results from a survey of 1,446 doctors from 72 countries and 56 different states and provinces in North America which showed that the majority of doctors would approve the use of medical marijuana. Responses from doctors also stated that Marijuana is the most commonly used illegal drug in the United States. Authors of the survey said, "We were surprised by the outcome of polling and comments, with 76% of all votes in favor of the use of marijuana for medicinal purposes — even though marijuana use is illegal in most countries."

Medical Cannabis Our Brains & Our Bodies

- Brain Health: A process called "neurogenesis" assures that new brain cells are born all the time. A report in The International Journal of Neuropharmacology says cannabis helps this process because it contains "cannabichromene" — a substance assisting in the growth of brain cells. Healthy and strong brains cells improve the odds of fighting depression, chronic stress, anxiety, Alzheimer's and forms of brain cancer and brain disorders. The element in cannabis — "cannabinoid" supports research on the effect of THC treating tumors. UEA's School of Pharmacy, Dr. Peter McCormick led a study with researchers from Complutense, he stated, "We show that these effects are mediated via the joint reaction of CB2 and GPR55-two members of the cannabinoid receptor family. Our findings explain one of the well-known but poorly understood effects of THC at low and high doses on tumor growth." In study guidelines, Dr. McCormick recommends a professional/medical consultation before beginning, and offers a warning not to self-diagnosis or self-medicate.
- Pain Relief: The #1 use for medical cannabis is to relieve pain, and the ingredient THC contained in cannabis is responsible for pain-relieving effects. THC opens paths in the central nervous system which blocks pain signals from reaching the brain. Cannabis is very effective in the fight against neuropathic pain, or nerve-related pain.
- Oral Medical Cannabis: Accomplishing great strides with post-traumatic stress disorder (PTSD), migraine headaches, memory flashbacks, nightmares, and agitation, is a groundbreaking move forward in the alternative medical benefits of cannabis. Asthma sufferers are getting relief through oral cannabis. The ability of THC to improve breathing in asthmatics is verified by research data that reverts back to the 1970s. Medical trials proved smoking marijuana helped calm asthma attacks, but scientists at the time were not able to transition "smoking marijuana" into developing an "inhaler" to get the job done. Research dating back to the 1970s proved marijuana helped insomniacs fall asleep faster and current studies show that cannabis reduces sleep interruptions such as sleep apnea.
- Lessens Side Effects From Cancer Treatments: Available in pill and liquid form, medical cannabis has since the 1980s, successfully curbed/ stopped nausea, and vomiting in cancer patients. Two pills (Marinol) which contains synthetic THC, was the first THC-based medication developed and approved by the FDA and prescribed to patients undergoing chemotherapy, along with a pill called Cesamet. Today, non-synthetic/natural formulations exist in the cannabis family that successfully treat these symptoms. Medical cannabis is a powerful appetite stimulant helping anorexic/HIV diagnosed individuals suffering with severe loss of weight.

Bryan with his dad Ray and rescue pitbull I ola who was nursed back to health with medicated formulas Bryan used. Lola was almost blind and deaf from infections caused by neglect, trauma and abuse. After weeks of treatment Bryan was able to heal the infections and restore her sight and healing.



• Animal Health: Just as humans develop illness and disease, so do animals. Medical cannabis is successfully treating glaucoma, hearing impairment, joint deterioration, arthritis, seizures, cancer, inflammatory bowel disease, allergies, itching, anxiety, appetite support, internal organ failure, quality of life, hospice care, and debilitating conditions that take years away from our animals leaving them in pain and disabled. Medical cannabis drops with high CBD molecules promote healing, help older dogs see more clearly, help hyperactive dogs, those with behavioral problems, or those traumatized from abuse. Bryan has developed jerky and medicated dog bones for nerves and pain.

to control this crippling condition," says Bryan. "People with depilating illness need help, but the 'not-being-legal' stigma of cannabis in many states, keeps people afraid they may get arrested or test positive for having it in their blood. So, they don't use what could help. Our medical cannabis formulas offer relief, improvement and recovery for numerous medical conditions. It's ridiculous that in 2016, people needing medical options can't get something that might help them feel better because they are scared. People suffering with ill-health have enough to worry about. Why should they have to take on the added burden of fear and shame to get what they need?"

Common Cannabinoids: THC CBG CBD CBN

- 1. Tetrahydrocannabinol (THC) known for the 'high' from smoking marijuana. Medical benefits include: pain relief and appetite improvement.
- 2. Cannabigerol (CBG) non-psychoactive cannabinoid and building block for THC and CBD. It's reported to reduce intraocular pressure, making it ideal for glaucoma patients.
- 3. Cannabidiol (CBD) No psychoactive effects; it improves mood, alleviates pain and helps to calm the nervous system. Studies suggest that it also helps with epilepsy, schizophrenia and other similar conditions.
- 4. Cannabinol (CBN) it's created from THC when cannabis is exposed to air via a process called oxidization. On its own CBN offers a mild psychoactive effect; combined with THC it produces drowsiness and induces sleep.



Brain Receptors Affected by Cannabinoids

- •Cerebral Cortex: Memory, thinking, perceptual awareness, and consciousness.
- Hypothalamus: Governs metabolic process/appetite.
- •Amycdala: Plays a role in emotions.
- Hippocampus: Key to Memory Storage and recall.
- Basal Ganglia: Governs motor skills and learning.
- •Cerebellum: Governs coordination and muscle control.
- Brain Stem: Controls many basic functions such as arousing, vomiting reflex, blood pressure and heart rate. Plays a role in pain sensation, muscle tone and movement.

BHT: Why is the healing power of cannabis cast aside for so many years when there are obvious benefits? BRYAN: The chemistry behind cannabis is cannabinoids.

-the active group found in all marijuana. As I previously said, the overwhelming positive results using medical cannabis to treat symptoms, and disease is directly related to the fact that every person is born with an "Endocannabinoid System" (the group of endogenous cannabinoid receptors) in our brains and central/peripheral nervous systems — these produce the same substance found in cannabis; that's why our bodies easily accept it. Our Endocannabinoid System is linked to the physiological processes of pain, appetite, immune system function, mood, memory and controls psychological effects cannabis produces. It's inborn and optimal for our bodies to achieve homeostasis which helps it stay aligned. Studies have shown that cannabinoid system activity is neuroprotective, and may be a strategic avenue for slowing down progressive brain aging as well as reducing neurodegenerative disorders. alleviate. Cannabinoids is the reason why medical marijuana

Whoopi Goldberg — Glaucoma

"My vape pen and I, a love story. [H]er ability to help me live comfortably with glaucoma makes her one of the more important figures in my day to day. The vape pen changed my life. No, I'm not exaggerating. In fact, her name is Sippy. Yes, she's a she. And yes, I named her Sippy because I take tiny, little sips, sassy sips from her. With each sip comes relief from pressure, pain, stress, discomfort."

Melissa Etheridge —

Breast Cancer Survivor

"People use marijuana for different reasons. I needed it to get me through tough times. I used it every day during chemotherapy. It gave me an appetite so I was able to eat and keep my strength up, it helped with depression, and eased gastrointestinal pain. I have been a medicinal marijuana smoker for nine years. I find relief from gastrointestinal effects left over from chemo; it also helps with regulating my sleep..."

Dr. Sanjay Gupta — CNN Correspondent

"I am more convinced than ever that it is irresponsible not to provide the best care we can, care that often may involve involve marijuana. I am not backing down on medical marijuana; I am doubling down. It just doesn't meet the criteria for Schedule I — and it never did." — The Chief Medical Correspondent for CNN wrote in a passionate editorial for CNN reaffirming his position on the benefits of medical marijuana. Yet the substance remains illegal under federal law and is rated, alongside LSD and heroin, as a Schedule I drug, a characterization Gupta strongly rejects saying that medical cannabis should be Federally legalized.

works to reduce symptom-related ailments by activating receptors in various parts of the body. CB1 receptors are located in the nervous system, brain, nerve endings, and immune system. CB2 receptors are found in the immune system. Cannabis contains about 500 natural compounds, and Cannabinoids make up about 85 of those compounds, which research shows triggers the release of antioxidants to cleanse our bodies of illness and disease.

BHT: How do you feel about the news that marijuana will remain on the Schedule I controlled substance list classified as a "dangerous drug"? BRYAN: It speaks volumes how pharmaceutical companies control our healthcare system in America, and how they limit our choices when it comes to treatment, improvement and cure. Bottom line — the more informed people get about the role medical cannabis plays in the ongoing betterment of health... the more we will view it as "alternative medicine" in the fight against mental disorders/physical disease. The ideal situation is that government lawmakers and federal and state agencies start putting cutting-edge, integrative alternative medical treatments proven to work at the top of the list when it comes to the health of people. They should embrace all solutions that present possible avenues for improved heath, recovery and cure. They should put aside catering to pharmaceutical giants whose priorities remain focused on their annual revenue. Here in America, we should be at the forefront of workable solutions and cures for all illness and disease - whether or not it feeds the pockets of billion dollar drug companies. There is a place in the healthcare industry for any and all options that improve our health.

The November 2016 election will be a milestone in many areas. Think over the options carefully before you make your choice. ■

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UPDATE

Medical Cannabis, DEA & FDA

Since 1970, federal authorities have had marijuana as a Schedule I controlled substance— a strong regulated classification including the "most dangerous" drugs such as heroin. Schedule II is less restricted including methadone and opioid painkillers. Pharmaceutical drugs such as steriods, Xanax and cough syrup are in Schedules III-V. The American Medical Association and American Academy of Pediatrics rallied the DEA to reclassify the rating of marijuana. Pressure from citizens, doctors and medical research to legalize and reclassify marijuana left the DEA/FDA no choice. On April 4, 2016 the DEA and FDA announced they would reconsider Schedule I classification for marijuana and have their decision before the "first half of 2016" was over. But taking marijuana off Schedule I category posed an enormous fallout impacting elections of state and congressional members. August 12, 2016, the decision was announced: Marijuana stays on Schedule I controlled substance "most dangerous" drug classification list along with heroin.

Bryan's Patients:

"Keep up the good work and thank you for all you did to help my sister while she was fighting cancer. I believe if we had started with the CBD Oil even one year earlier, she would still be here. Because of your help she was as comfortable as possible until she passed away. I wish we would have known about you sooner." Juanita, 36-years old.

"I met Bryan five years ago. I'm diabetic and blind in one eye. I had just gotten out of the hospital and treated for a heart condition. The medication made me have severe nausa. I couldn't eat and lost a lot of weight. I had floaters in my good eye... I needed help. Bryan gave me medical cannabis eye drops. Now my vision is clear, and I've gained weight. My cardiologist is still shocked at how well I'm doing." I feel better and stronger." Robert, 58-years old.

"I've had chronic back pain for years, and was on high doses of morphine. No doctors helped me other than to keep filling prescriptions. Three years ago I found out I have scoliosis. I'm still in shock at all I've been through... one doctor after the other. I started medical cannabis treatments with Bryan three years ago. I didn't tell my family. I was afraid they wouldn't agree with my decision. When I told them they were upset at first, but as I've grown stronger and am now pain-free they are happy that I finally can live a normal life." Willa, 66-years old.

