



Treating
INFLAMMATION

For the active, painful inflammation is one of the biggest setbacks to optimal performance. Luckily, CBD seems to help.

Among the many health claims made by CBD advocates, there are several that are shared with general medical cannabis. For example, the pain and inflammation experienced by athletes both professional and amateur, active and retired. For these people, who have taken pride in pushing their bodies and minds to the limit, a natural alternative is often preferable to a prescription drug that could lead to bigger health problems.

"I don't like to take stuff like ibuprofen or prescription medications," Andrew Talansky, a professional triathlete from Napa, California, who, as an elite cyclist, rode in the Tour de France, told *Runner's World* in April. "I'm always looking for natural alternatives." His thought process is mirrored by many athletes who are either amateurs, operating in sports where CBD

is accepted or among the many who retire from competition to find their bodies constantly in pain from old inflammations. Talansky went on to tell *Runner's World* his sleep improved almost immediately after introducing CBD into his general wellness regimen, followed by a decreased recovery time as he transitioned from professional cycling to triathlons.

CBD advocates claim it reduces systemic inflammation throughout the body, and studies like "Cannabidiol reduces lipopolysaccharide-induced vascular changes and inflammation in the mouse brain: an intravital microscopy study," which was published in 2011, seem to back that up. In this particular study, mice were injected with CBD for inflammation related to encephalitis and were found to have improved vascular function and decreased inflammation.

PATIENTS SPEAK

Brad Bogus, vice president of growth and marketing at Confident Cannabis, discusses how CBD has improved his pain management.

Before CBD, what was your treatment like?

For headaches or body pain, ibuprofen. For heavy pain, just more ibuprofen. I avoided all opiate-based painkillers—didn't ever want to go down that road. I would go to a chiropractor when things got really bad structurally. Also, I would feel body tension or cramps after long runs or rock climbing, regardless of stretching. Most of the time I just dealt with whatever I had coming my way and I drank a ton of alcohol.

When and how did it become clear CBD was a better option for treating your symptoms?

In 2016, I took a job in the cannabis

industry. One of my clients at *The Cannabist* (a media publication under *The Denver Post*) was Bluebird Botanicals, still my favorite CBD company. I tried CBD isolate for the first time and felt like I was experiencing magic. Really trying to avoid hyperbole here, but I can think of no better way of describing the feeling. I felt instantly "online," like my life was a weak internet signal and I just got plugged into a 1GB fiber connection. I realized right away that this would be better at keeping me more awake and aware than caffeine, almost like Adderall without the methy edge.

I was told to use it for inflammation and pain, whether dealing with structural pain and headaches or for post-workout recovery. It was incredibly effective at dealing with everything I previously used ibuprofen, coffee, Adderall or alcohol to deal with.

Here was one compound that was plant-derived and able to substitute many compounds at once more effectively. That makes an impression you never forget.

What does CBD offer you that more conventional treatments do not?

It's startlingly effective, immediately. I've never taken ibuprofen and felt an amazing change in my condition. I also know ibuprofen damages my liver and kidneys and CBD doesn't. When I refer to being brought "online," I couldn't overstate the effect I felt in my body and the overall wellness I experienced. I still need to go see a chiro if my back is misaligned, but while I'm dealing with and stretching through the pain, CBD helps reduce the inflammation through that process, reducing the pain of the misalignment. Shoveling painkillers just attempts to quiet a screaming baby, it doesn't make it feel calm.