

Medical Cannabis Collective Providing CBD Rich Artisan Cannabis



Constance Finley
CEO

CEOCFO: Ms. Finley, what is the concept for Constance Pure Botanical Extracts?

Ms. Finley: My original vision was of an herbal apothecary of multiple strains and varieties of cannabis; that we could develop our knowledge around disease profiles and work with doctors to meet people's individual needs in the most sophisticated way.

CEOCFO: What is the focus today?

Ms. Finley: We work primarily with cancer patients. They are usually stage four and they are usually not responding well to conventional treatment. They often come here, sent by their doctors or other patients who have completed our program.

CEOCFO: There is so much noise in the field. Why Constance Pure Botanical Extracts? Why is it different?

Ms. Finley: We were the first in the world to make CBD rich cannabis oil. We were very early adopters of CBD and the first to ever grow CBD. I myself use and work with cannabis oil probably more than anyone else in the US. It has been about seven years. I used it to cure myself and ended up having fantastic results, serendipitously, with cancer patients. I became famous in the spring of 2013 for this work. After that, tons of people jumped into the field. People who come into something because someone else has done it or because there is money to be made are not motivated in the same way. There are probably only two or three of us in the cannabis oil field that really are pioneers

CEOCFO: Would you explain about the oil; how it is developed, why it is a better format and what it is able to do?

Ms. Finley: Maybe you would find that in my personal experience. I started smoking cannabis and I went to vaporizing it very quickly. I found incremental relief of my pain from that. However, I had a very serious disorder and when I started seeing that compounds in this medicine that could reach my pain needed to be so much more potent. That is when I started trying to research how to increase potency. The whole medicinal aspect and the attention that is being paid to cannabis have brought research to potency. That is because we are dealing with very serious medical conditions. The cannabis oil, itself, consists of the active aspects of the plant - separating it from the inert or the vegetative aspects. I do not want to disrespect the vegetative aspect, because they form the whole background of this compound in cannabis oil. However, what we find is that when we take the extraction from the whole plant material down to the trichome level and separate it out from the bioactive compound from the more vegetative one, we achieve this potency and purity and the aesthetics. By taking out the chlorophyll you are able to tolerate it, both in your stomach and in your taste buds and throat and that kind of thing. It is not irritating.

CEOCFO: What is happening in the body when someone takes cannabis?

Ms. Finley: That is the most fascinating thing about this plant, as I sure you are aware. It is that in all vertebrates, in all mammals, we have an endocannabinoid system. Our body produces compounds, endocannabinoids, that attach to certain receptors in our body and produce the same effect in us that the external cannabinoids from the plant produces in us. Therefore, the effect is bigger in us when we inhale or ingest cannabis. That is because it is at a higher level. However, it is doing exactly the same thing to our endocannabinoid system as our own internally produced cannabinoids do. That is a concept that is kind of hard to imagine, because that plant is one of the very few that do this. The substances are slightly different but they produce the very effect in our cannabinoid system. The effects are anti nausea, anti spasmodic, anti inflammatory, anti tumor; there are all kinds of effects dependent on the efficacy of your own endocannabinoid system.

CEOCFO: Would you explain how this relates to cancer patients?

Ms. Finley: In a way, no one really knows. When I started doing this it was not even really assured that it worked in the scientific community. I am not capable of giving you the complex molecular chain of interaction that occurs. People who work for me and with me can do that. However, what we have found is that it suppresses the tumor activity in a very, very

powerful way. Last spring I was in Sestri Levante, Italy with 350 academic Ph.D. scientists, presenting research after research paper on why and exactly how that works.

CEOCFO: *What do we do with the skeptics?*

Ms. Finley: What is really amazing to me is that I have talked with a handful of people who are so afraid of this medicine that they would actually choose death rather than allowing the euphoria that comes from THC. We have coined this term and I think I have heard it elsewhere as well; euphoraphobia. I think our culture is extraordinarily afraid of the enjoyment, the relaxation and the broadening of consciousness that occurs when you are indulging in THC. That makes it easy for the skeptics. If something is enjoyable, then it cannot be good for you, right? We have created a culture of prohibition, which I am sure that you are well aware of. However, what I find amazing is how effective that culture of repression, prohibition and suppression of evidence is. When people tell me today that it sounds great but there is no research, it is laughable! I spend a large amount of money and time going to scientific conferences; there are hundreds of scientific papers coming out every year.

CEOCFO: *Even if it is just the feeling of being euphoric for a dying person, there is still that benefit with Cannabis? It seems like such a no brainer!*

Ms. Finley: It does! However, I have found in myself that it took me about a year and a half to get over a real fear that I would change if I used this medicine on a daily basis. For instance, I have dealt with two brilliant young doctors; one is a vascular radiologist, who is very highly specialized training and his wife (also an MD) had cancer. It was a really desperate case and we lost her because she was afraid to be high around her kid. I do not want to be ridiculous; we do not know the medicine would have saved her. However, she was responding and she stopped because she felt it was wrong. It is incomprehensible to me, but I had so many people talk to me in the period since five years ago, but Sanjay Gupta had not come yet and I was kind of the only person that anyone had heard about. Rick Simpson was exiled in Europe. Back then, people would come in and tell me that I was bad; not very often, but once in a while. These people with no hope would say, "No, this is wrong and I will not do it."

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CEOCFO: *Do you see that eventually, just because the population is younger or other demographic changes, will have a big effect?*

Ms. Finley: I think the young are much, much more aware of what is real in virtues and issues. I think they relate to it much more directly without so much fear. However, I see a huge change in the older population, too. That is what encourages me. There was real, real change after that Weed documentary first came out. It was like it was building and people were starting to question, but Sanjay Gupta manning up and saying that to them and apologizing to the American people, I think it made a really big difference.

CEOCFO: *What are the products that you are providing today?*

Ms. Finley: We provide both CBD and THC rich oils of multiple strains and variety that we blend for disease protocol and for individual sensitivities. What we have is a protocol that we use with the oncology referred patients. We have Lyme referred patients and we adjust the medicine to what we have found to work there. We work with some epileptic patients, autoimmune, neurodegenerative, we have protocols that we fill according to the disease and the person and we are working on medicinal topicals and other products that will be coming out shortly. We have got our first patent pending and we have got our second one coming along. What we primarily offer is the highest quality cannabis oil made today from the medicinal perspective.

CEOCFO: *Can people tell the difference with your products?*

Ms. Finley: At first it was pretty much just me. Therefore, it is a differentiation as the crowd grows. I think we have been a very good influence on that crowd. For instance, I have been interested in terpene preservation for seven years and that is now a real hot topic. However, we have had the equipment and have been working professionally with it for the last three years. What we try to do is just tell the story, that we have the history: that I take more of this oil than anyone in the world; I take about a half a gram a night myself. Everything that is done here is done for the quality that goes into my body for the rest of my life. We talk about the professionalism of the medicine as well as the fact that we are a good business. I have hired young scientists who have formal training in clinical herbology to work with our patients. They are being dealt with from a sensitivity level that is fairly rare.

CEOCFO: *Are you able to sell to any part of the country? Is it only in states where there is some legalization? What is the current context?*

Ms. Finley: It is a context of intense friction for patients. It is amazing that we are a successful business, given the legality and the framework of what we and the patients have to deal with. We are completely legal within the state of California and we will deliver anywhere within the state of California for a fee. Patients must come to California to get the medicine. We have to have a California physician's recommendation. Lots of people come to us from out of state, but they have to come here.

CEOCFO: *Are you able to put people in touch with doctors?*

Ms. Finley: Yes, absolutely! One of the most exciting things to me is that we have developed a steady discussion among some of the better-known integrative oncologists in the country. We get lots of difficult and rare cases when patients have not responded to traditional medicine. Their doctors and them are wondering if they will respond. We are gathering a lot of data. It makes me so happy, because five years ago it was the patients and I hoping to figure this out with the oncologists, just hoping it would work. Now we are down to much more sophistication. It is something we are saving and archiving and that I think will be useful for decades.

CEOCFO: *What is the situation with pets?*

Ms. Finley: I have been working with some dogs and cats for a couple of years now. There are two or three vets that refer to us. One is oncology trained from UC Davis. We have probably saved about twenty dogs now, and a couple of cats. Not all of them respond, but the majority of them seem to.

CEOCFO: *Do you see that as something you will be pursuing or is it more of a sideline?*

Ms. Finley: I would love for it to be a central part of what we do. It would be a faster route to mammalian research. I am a dog fanatic. I love dogs. This came about because my own dog contracted hemangiosarcoma, which is the most aggressive form of cancer that large dogs can get. It runs into the blood stream and does not even have to form tumors. We got her cancer free in three weeks. I then made the mistake of not keeping her on maintenance dose and that is how we learned what was required to keep these dogs alive afterwards. It is something of profound importance to me.

CEOCFO: *Why should people pay attention to Constance Pure Botanical Extracts?*

Ms. Finley: I think we are changing the world! We are part of a large movement to go back to whole plant therapeutics. We are taking the cannabis plant and treating it with the same respect, scientific reference, and professionalism as other medicinal herbs. We just hired a scientist from Gilead Biotech. He spent seven years with them. We are working on developing very interesting products that will continue to lead the field. The main reason to come to us, despite our exciting future, is that right now, we make the best oil available. We work with you in the best way possible.

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