



Episode 12: Fix Your Fatigue with CBD

Evan H. Hirsch, MD: Hello, and welcome to the Fix Your Fatigue Podcast. Whether you can't get out of bed in the morning, your energy crashes throughout the day, or you're a biohacker looking to optimize your energy, productivity, and focus. This podcast is for you. I am Dr. Evan Hirsch. And I will be your host on your journey to resolving fatigue and optimizing your energy. And we'll be interviewing some of the top leaders in the world on fatigue resolution. Welcome.

Evan H. Hirsch, MD: Hey everybody, Dr. Evan Hirsch, with another episode of the Fix Your Fatigue Podcast, and I'm super excited to have Dr. Mary Clifton here with me today. A little bit about Dr. Mary, so she's a board-certified MD like me practicing in Manhattan. She's a recognized expert in CBD and cannabis and the host of the CBD health revolution, and the highly respected professional certification course called the Cannabinoid Protocol. She's worked with several pharmaceutical, CBD, and cannabis corporations on product development and has provided medical, scientific directorship in the US, Europe, and Africa. Dr. Clifton is the best-selling author of *The Grass Is Greener Medical Marijuana, THC, and CBD Oil: Reversing Chronic Pain, Inflammation, and Disease*.

I just love that title. [laughs] *Grass Is Greener*, right? And the author of *Get Waisted* as well as five companion cookbooks, one of which is just for pets. So I'm super excited to check that one out for my bunny. She speaks of major CBD and cannabis events around the world. So Dr. Mary, thanks so much for being with us today.

Mary Clifton, MD: Oh, thank you. Thank you for having me.

Evan H. Hirsch, MD: So the first thing that I always like to ask people is why they got interested in what they're interested in. So why CBD? What happened in your journey that made you interested in it?

Mary Clifton, MD: Well, I had a few very important patient that had amazing outcomes. I had, I guess, one that had a bad outcome. I had my older brother who died, and he had a very complicated deck with poorly controlled symptoms. And it was, and I was at his bedside for end of life as you are when it's your family or your loved ones, but

we're not always there for all of our patients. And so I seen it firsthand is a different education than working with the hospice nurses. And then a few months after that, I had a good girlfriend also go through sort of an early and untimely death with a cancer recurrence. And her management was almost completely with cannabis and CBD. And the outcomes were so strikingly different that I thought, I really need to look into this.

I thought I would start looking into it the way doctors do, just start researching, and then I'd figure out just like they always say that there's no data, and there's no research, and then I could get back to work and just do more. [laughs] But there's a lot of data [laughs] and just accumulating data all the time. So I realized there's just a ton of research that needs to be delivered in really easy ways for people to understand. And so and for other medical professionals to understand, so I created a hundred free research-based videos that are hopefully fun and entertaining. And then also my provider certification course for anybody who wants to be able to talk about CBD and cannabis in an effective way.

Evan H. Hirsch, MD: That's wonderful. Yes, if you really want to make an impact, those are great ways of doing it. And I saw your website. It's really impressive. I definitely encourage people to go there and we'll give you guys the link for the website at the end.

Mary Clifton, MD: Thank you. It's been a real mission of mine to get this to get this website up and running and working well, and then, of course, the provider certification has been the mission of the last several months. So it's exciting to see it come to finally coming to getting it all organized. There's so much work around getting that done.

Evan H. Hirsch, MD: Right, and there's no way for us to do it on our own. So getting providers certified and getting the word out there is really the way to go.

Mary Clifton, MD: Absolutely, absolutely.

Evan H. Hirsch, MD: Yes. Great. So let's talk about CBD because a lot of people may be on this call may not actually know what it is. What is CBD?

Mary Clifton, MD: So our bodies have this naturally occurring endocannabinoid system that most people don't know about because it's really only been identified in the last several years. There's other systems that are very similar like your thyroid when your thyroid hormone is thrown off. You're all of your body systems are thrown off, and similarly, if your cortisol is abnormal, it affects almost every cell in your body. And the same is true with the endocannabinoid system. You have CB receptors all throughout the brain and central nervous system.

All throughout the immune system and actually located on virtually every organ in the body, and the body is already naturally up and downregulating the receptors and also the naturally occurring CBD that your body makes, which is called Anandamide. And so for example, if you take a sample of fluid off of somebody's rheumatic knee, a big swollen knee, you'll find higher levels of that naturally occurring CBD in the knee. Or if

you sample a bowel that is inflamed, you'll find higher levels of the CBD receptors there that are waiting to be impacted by CBD. So these are just natural molecules that are already present in your system and then present in the plant community that helped to regulate and balance and restore homeostasis.

Evan H. Hirsch, MD: Interesting, so it seems like a natural part of the inflammatory process.

Mary Clifton, MD: Yes, I mean, I think it's fascinating that our bodies are really designed with systems in place to help us restore and balance and return to normal. I mean, it does speak to the idea that we really aren't designed to be here and be miserable and suffering and unhappy while we're on the planet. The CBD receptors all throughout the brain and all throughout all these different organs just allow you to help restore that balance and calm not only in your brain but throughout your body systems pretty easily.

Evan H. Hirsch, MD: Great. So let's talk then about inflammation. So much of the issues that we deal with today and in our health, in our chronic disease, and especially with fatigue has a inflammatory component to it. So how does CBD work with to decrease inflammation?

Mary Clifton, MD: Well, a CBD works in the body by stimulating the CB receptors, and it helps to reduce the inflammatory responses. All of the mechanisms all the way through every single step are not perfectly laid out yet. But when we stimulate systems with CBD, we can see reductions and inflammation. For example, especially pertinent and timely right now is the way that using cannabinoids, CBD CBN CBG, THC are all different chemicals that fall in that cannabinoid class. CBD is just the one we know about because that's the one that you're seeing on the market. That's the one that's sort of the workhorse of the plant and the non-intoxicating component.

But the CBD works to particularly reduce the development of cytokines when people are infected with viruses or bacteria, and they develop these big cytokine responses that create the fever, and you mucus and muscle aches and things, all of those things can be minimized or controlled, at least in part by having adequate stimulation of the endocannabinoid system. So really helps to regulate inflammation. And also, of course, helps with pain and in mood, which are, which are huge issues for so many people too.

Evan H. Hirsch, MD: Interesting. So yes, that's one of the things that I talk about how oftentimes when we have an infection, it's the the body's response to it that's actually making us feel sick, right? It's that inflammation, that pain, and dysfunction that comes from having that infection, but it's not directly from the infection, so to speak. And so it seems like that's kind of so it seems like it's pretty universal in terms of the way that CBD is able to modulate the immune system. And it's inflammation overall, systemically.

Mary Clifton, MD: Yes. I mean, it definitely works with immune modulation and helps people to feel better both from a pain standpoint, from any pain that you're

experiencing from inflammation but also from directly controlling the inflammation. In the pain pathways, it works more along the nervous system. It doesn't necessarily change the secretion at of. It doesn't get secreted from nerve to nerve, but it helps one nerve talk to another nerve in a more relaxed and calm way. So the CB receptors are located sort of near where nerves are talking to other nerves.

So when they get stimulated, then it just helps to settle down that activity because pain, anxiety, inflammation can all as it travels up the spinal cord in the cortex of the brain back down to wherever the pain center is, that is being initiated. All of those places are places where the pain can be amplified and ratcheted up, or where the body can try to control and settle things down. And that's just very interpersonally dependent on the individual who's experiencing what they're going through. So that is, so that's why it's so important to have these symptoms and have these systems under control with an adequate amount of cannabinoids in place. So that you can respond in a calm way to trauma or inflammation.

Evan H. Hirsch, MD: Interesting. So, and is the only thing that acts on these CB receptors, CBD, or the C the different CB sub-components, or are there foods or other natural things in the environment that act on them?

Mary Clifton, MD: Well, in a usual hemp plant, there's upwards of 80 different cannabinoids, you're going to find the highest concentration of CBD. Some of them also have some CBN or CBG, both of which have special properties that are being studied. Because they seem to be very powerful, but they're only available in small amounts in most plants. And there's, of course, THC, which is the intoxicating form of the cannabinoids and that's found in miniscule amounts and in hemp plants so you may get just a trace of THC also. But the but your endocannabinoid system is similar to all of the other systems in your body that respond so beautifully to appropriate stimulation and support with great nutrition plenty of sleep, regular exercise and then certain particulars in the diet will really help to boost it like regular exercise and well regular exercise and sleep but also certain nutrients like limonene and linalool and pinene and beta-caryophyllene and a lot of things that are found naturally that hopefully, you're eating regularly.

My younger daughter says every time we make a pesto she's like, "We've got all [laughing] we've got the basal, the pinene, and it's some black pepper, and some lemon, and it's just a really nice combination of super nourishing things for your endocannabinoid system.

Evan H. Hirsch, MD: Great. Yes, so that was my next question is, what foods do we find that in? So you said basil, lemon, pepper?

Mary Clifton, MD: Well, anywhere where you're getting pinene like, which is you can find it in supplements they use pine tree bark, or, or when you smell a pine tree, you're getting some pinene aromatherapy, but it's commonly found in basil it's in that spicy type of leaf, and black pepper, lemons or any citrus really are so profoundly good for you. I mean, citrus is so good for you. They even have a study that if you just smell a

citrus, it lifts your mood, it will actually help to reduce depression and close the depressive episode faster than then not doing it, so really profound results with keeping citrus in your diet regularly.

Evan H. Hirsch, MD: Excellent. So let's talk about CBD and sleep. So how does CBD help people sleep?

Mary Clifton, MD: Well, CBD is really gotten some nice results around sleep. My favorite study is a Canadian study that looked at a lot of people dealing with post-traumatic stress disorder. And they studied them in. They start, they these people were really sick with this problem. They were sleeping only about five hours per night. And they were having on average five nightmares a month. So a very significant disruption to their sleep. And you can imagine just very low functioning because of it. And they were given just a lot of intrusive thoughts that were that were making sleep very difficult. They were given a cannabinoid formulation, and they were able to improve their sleep to seven hours per night, so an additional two hours per night. Plus, they reduced their nightmares from five a week down to one a week.

So just a very nice result to the point that the people who were taking care of them are saying, really, we're going to be able to discontinue a whole bunch of other medications that we have in mind because this one medication is working so well. And you see that all the time with sleep studies and all the time with pain where people who are maxed out on opioids and an antidepressant and a gabapentin medication, and then you add a little CBD or a cannabinoid formulation and then all of a sudden you're extracting a whole bunch of other things, not distracting not [laughing] but subtracting. I don't know where my words went [laughing].

But you can definitely subtract other medications and get yourself on a really great path. In a lot of cases with the addition of CBD, as long as you have the time to properly titrate and really put some attention to getting it in your system in a good way.

Evan H. Hirsch, MD: I love that that's one of my favorite things to do. When you're actually fixing the cause, you're actually able to give something natural where you can get them off of some of these medications that have negative effects.

Mary Clifton, MD: It's a surprisingly powerful natural medication. I do feel like there's a position for everything that we learned in medical school. Absolutely. Because if you want to take somebody's blood pressure down by 50 points in the next 24 hours because they're threatening a stroke, I don't know how to do that with anything other than our IV infusions. But when you're working, I mean, I, in my practice, I spent, sometime doing exciting things like that in the hospital, but the majority my time was spent sitting across from someone who was in pain or, or emotionally in pain with depression or anxiety that they couldn't get under control, not sleeping, just not feeling good.

And whatever we can do to help bring people into a place where they feel better with powerful plant medicinals is a really good way to go because a lot of the other medications we're offering in an outpatient practice are just not gonna they're just really not going to cut it in trying to get people that relief that they really need.

Evan H. Hirsch, MD: Right. So then let's talk about how to take CBD. You taking orally? Do some people take a topically and then I know you have very specific recommendations about dosing and titration. So I'd love to get into that too.

Mary Clifton, MD: Oh, yes, I think it's very important when you're starting CBD to use a product that gives you a rapid onset of action. Everybody wants to take a gummy or some sort of drink so that they so that because it just seems innocuous, it seems a little bit better than taking a oil, but it's a good idea to have a to do I just have, I just wanted to kind of show you what I'm thinking about not necessarily a particular product, but it's a good idea to find a product that has at least 1000 milligrams of CBD in this little container. Because if you get the, if you get like a higher level of milligrams, and the higher the milligrams, then you can do like a half a dropper full, and you're going to get enough.

If you get a container that only has like a just a little bit of CBD in the container like 250 or 500, it will be cheaper, but you're going to have to take like three dropper falls before you can even see if it's working. So get one that's at least 1000 I'd prefer 1500 or 3000. And then you've got a lot of active ingredient in the bottle. And you can see if it's working, you can take a half a dropper full, hold it in your mouth, and then it for a minute, and then it will have crossed over through the blood vessels in the mouth very easily into your bloodstream. And you'll get results in you know, eight or nine minutes. And then you can see if it's working, whereas if you take a gummy bear, you're like 60 to 90 minutes out from the gummy bear working, and the onset of action is unreliable. And you don't really know if you're feeling better just because you went for a walk or if you're feeling better because of the CBD. So having that shorter onset of action will give you a little bit of time to see how it's working for you.

Evan H. Hirsch, MD: And so what does do you recommend starting with? Is it one drop, is it so number of milligrams?

Mary Clifton, MD: Probably a half a dropper full so that you can really get like an adequate number of milligrams if you get the concentration, a good concentration in your jar, and then start with a half a dropper full, that'll get you somewhere around 20 to 40 milligrams. And most of my patients who really don't get much of a result until you get up around 40 milligrams, and then people end up settling somewhere around 40 milligrams to 100 milligrams twice a day, depending on what you're treating. Again, if you only need it for sleep and you don't have a lot of anxiety during the day, then there's no sense in treating yourself in the morning also.

But if you're using it for some anxiety, also helping yourself sleep, it might be twice a day. For wellness, you can use it on either end of the day, or both ends of the day just to make sure that you've got the proper amount of cannabinoids to support your ECS.

Evan H. Hirsch, MD: And so what would you recommend for wellness would that be along the 20 or the 40?

Mary Clifton, MD: Yes, along probably along a half a dropper full a day.

Evan H. Hirsch, MD: Okay, now If I've got a container that's got 3000 milligrams, then it's probably gonna be less than half a dropper full generally?

Mary Clifton, MD: If you, I'm sorry, if you've got a?

Evan H. Hirsch, MD: I've got a container, that's 3000 milligrams.

Mary Clifton, MD: Well, you're still only gonna get somewhere around 40 to 60 milligrams, half a dropper full though, so you could go a little bit down from there. It's a bit of an inexact science, so it, but you're not going to hurt yourself. There's no CB receptors in the basal, very primitive parts of the brain. So there's no problems. There has never been a single recorded death due to cannabis or CBD overdose in the 4000 years of written history. [laughing] So it's really got a good safety profile. [laughing]

Evan H. Hirsch, MD: I love that.

Mary Clifton, MD: I really have, I think, the best safety profile I have ever seen. [laughing]

Evan H. Hirsch, MD: Well, that's why it's so much fun to work with, right?

Mary Clifton, MD: Yes. I mean, it's great to work with, it's very effective, and it's very safe, and people can give it a try. And my favorite thing about it is that it empowers the patient. And they if you if you're feeling bad if you're having a terrible day, take some if you're having a mediocre day, but if you feel great and you don't feel like you need it, then don't take it you don't have to take it. And anything I give you in my office has all of these terrible side effects if you skip a dose, and you have to take it. You can't miss a dose. So it's just it's a totally different thing to be working with these products where I can tell people do what, to do what you like and it just take it if it makes sense. And then you're in charge, and if you need more, you can take more.

I was out with a girlfriend, and then her ex-husband showed up what a miserable experience. And then [laughing] we were like, "Oh dear," she rummaged around in her bag and pulled [laughing]. I haven't feel like [laughing].

Evan H. Hirsch, MD: You going to give it a new name. So it's gonna be the X, the X factor, right? Whenever you see your ex, you take care of it. [laughing]

Mary Clifton, MD: Or when you see your ex-husband or your ex-boss or your old girlfriend. [laughing] All of you. [laughing]

Evan H. Hirsch, MD: That's a mommy's little helper daddy's little helper right there. Right?

Mary Clifton, MD: Absolutely and you can drive after you take it, it's not going to impact your driving. There's pretty clear indication that that's true. It's a really nice. It's certainly going to be a lot safer than having two more martinis.

Evan H. Hirsch, MD: Right.

Evan H. Hirsch, MD: Thank you for listening to today's podcast. If you're ready to stop missing important events and opportunities, have robust energy and be excited about life again, please go to fixyourfatigue.com and sign up for a free strategy session with me or register for a power-packed webinar showcasing my unique process that's helped thousands of people resolved their fatigue. You can take control and fixed your fatigue. I promise. The tools are waiting for you at fixyourfatigue.com.

Mary Clifton, MD: Yes.

Evan H. Hirsch, MD: Yes. So let's, yes, I didn't even think about that but a nice option for people who are trying to wind down at the end of the day, and they're drinking, and the alcohol isn't good for them, or yes, that's really a wonderful option.

Mary Clifton, MD: A lot of my patients have had like, and they're studying it in opioid addiction and finding really interesting results with that craving. That terrible craving that opioid addicts get when they stop using where they just have such terrible urges, and they sweat, and all of that is pretty significantly reduced. And especially in early trials, we're still looking for great trials, but there's great work being done in New York City at Mount Sinai, but there's a lot of work in addiction overall, but it does create that common and a number of my patients have just said, I used to drink half a bottle of wine. Let's face it sometimes a bottle of wine to relax at night, and now I just take the CBD, take a glass of wine, and it's enough when it's all mixed together. And then on top of that, when you're not drinking a bottle of wine anymore, you're losing weight.

You're not waking up in the morning all crashed out and miserable. So it's you're not losing weight. You're gaining you're not gaining weight you can lose a little weight and also just be much more productive during the day. So it's definitely has a position in addiction treatment that we still have to spend some time studying, but that's a very exciting spot.

Evan H. Hirsch, MD: Yes, I wonder if it can help with sugar addiction?

Mary Clifton, MD: It's interesting. I think it helps with a lot of anxiety, and I think a lot of addictive eating is managing anxiety in myself, and in my family, we are anxiety eaters like we are Olympic gold medalists. [laughing] And I've been spending a lot of time with my mom because she got sick right before the pandemic. So I'm sort of running a assisted living facility for one here and working in my basement of my childhood home. [laughing] But it's so I'm spending time with the Olympic gold medalist of 1954. And then my sister and I both learned how to eat that way too. It's been a lifetime of really undoing that particular response. It took me a lot of years, and I

really should have reached out for some more assistance and tried an antianxiety medication I just didn't know. So it because that addictive eating is really tough.

And so for a lot of years, I just would eat cabbage if I knew I was going to go into an addictive program or like anxiety feed like some because he just can't figure I couldn't figure it out. And I did. I don't want to gain weight. So I would just eat cabbage because I figured I guess that is going to just cure cancer. And then until I get the anxiety and the evening figured out, but in retrospect when I was a kid, and I smoked my bodyweight in cannabis when I was in high school [laughing] all the time.

And it was really the only time I felt normal. I just I had so much anxiety and, in retrospect, was handling all of this anxiety with cannabis. And then when we, of course, when you go into medicine, this is not an option to take a drop of cannabis. So you have to figure it out, got to figure out what's going on. And that was when I really started to try to think about alternate ways to manage the anxiety and manage just the some of the day to day obsessive-compulsive, addictive personality behaviors that are super good for you.

If you want to be a successful doctor and you want to be able to pour over books for 20 hours a day, but they really unwind and other circumstances. So yes, I think that the I would have loved to have known about CBD way back then and had that opportunity to transition into something that made more sense. Because you were just by I mean, I lived in Northern Michigan, I'm up here in Northern Michigan in the woods and you were at the end of the road for whatever cannabis had gotten in through there, I guess Mexico all the way up and so by the time to us, it was just probably whatever you could get but nowadays, if you dealing with whatever you're trying to manage.

We have a formulation that's probably gonna work for your specific thing. Like CBD is a great start, but we have some CBN infused CBD. And CBN is very sedating. So when you infuse more, all in animal studies, but nevertheless pretty good starting data, that it's pretty sedating. So if you're particularly a bad sleeper, the CBN, and few CBDs are really nice to help somebody just get knocked out and go and get a great night's sleep, but still have all the appropriate patterns to their sleep. It doesn't like knock you out.

So you wake up feeling like you were drugged. It just moves you into a healthy sleep pattern. So we're learning all these great things about all of these different cannabinoid formulations. And, I mean, I think I could come back in six months and tell your audience all kinds of fun new things to think about too.

Evan H. Hirsch, MD: [laughs] We'll have to do that.

Mary Clifton, MD: [laughing]

Evan H. Hirsch, MD: Loved part two. So-

Mary Clifton, MD: Right.

Evan H. Hirsch, MD: Yes, right. So many questions coming up from me as you're talking about all this great information, I guess let's just take a step back there to the CBN. So, are there formulas that are available right now that have kind of some of these additional subsets, or do they have to be made? Go ahead.

Mary Clifton, MD: Yes, absolutely. And we're going to put together a bundle up a really gorgeous little offer for your audience with some wholesale opportunities. And for anybody who wants to think about getting involved in buying their CBD wholesale and making it available to the people they love, because everybody just wants to buy from somebody they know will have a great product to share with you. I mean, there's when you're choosing your product, you have to think about whether you want a full spectrum or just a pure CBD isolate because the full spectrum goes through one more distillation and then you can get pure CBD. You don't get any of the CBN or CBG, or THC, or any of the other things that are included in the plant.

So a lot of people prefer full spectrum. But if you really want to avoid all that other stuff, if you have some concerns there, you can just go with a pure CBD. And then the line that we're going to offer also has a CBN infused product, which is a little bit more money, but it's so valuable for some people. And also, the CBG infused products which have a particular benefit to the immune system. They appear to be. There's additional study happening with CBG too, but that's another really terrific add-on for CBD aficionados.

Evan H. Hirsch, MD: Okay, great. So we're talking about like three different products we're talking about, like the straight CBD, the CBD with the CBN and the CBD with the CBG.

Mary Clifton, MD: Yes, and there's full spectrum versus isolate. That's a personal decision on what you want to do unless you're being tested for THC and you have a zero-tolerance like you and I. Then we really want to avoid any THC, but for people who aren't being tested, then you can go ahead with the people who are being tested like DOT, medical, you want to use the CBD isolate. But for people who aren't being tested, you can use the full spectrum CBD with really good results.

Evan H. Hirsch, MD: Okay, and the full spectrum is maybe less expensive because it doesn't go through that last process is that obvious or is it?

Mary Clifton, MD: It's an alcohol or carbon dioxide cold process. It generally doesn't really add much to the expense that you're going to see the fence go up as you concentrate the product in the jar, and you have more product per jar. But it's important to choose a concentrated product, so it works. And then you'll see some pretty cheap stuff that's been watered down at the grocery store at the flea market. And I would just really encourage you not to buy from that because Dr. Hirsch and I have really looked carefully at the products that are available on the market and done all of the work for you in terms of finding a product that is really well made and organic and using good business practices.

And very fairly priced so that you'll have a product that you can rely on that was hand-selected for you. And these are products that, after seeing literally thousands of patients and talking to people that are checking my website all the time that they say these are products that work. So I want to be able to share with you some super functional, very valuable products.

Evan H. Hirsch, MD: Yes, that's such an important part of all this because if you're not using the right stuff, you're not going to get the results. I see this time and time again, where people are taking the wrong things or they think they're taking the right things, or they want to save a couple bucks, and it's just not worth it in the long term.

Mary Clifton, MD: Yes, and you're really not saving that much money. When you're looking at it over the course of a month, you might spend 50 more dollars to get a really good product. And boy, I mean, that's really just not that much money when you look at it over a month \$1 a day or so.

Evan H. Hirsch, MD: Right.

Mary Clifton, MD: Though, yes.

Evan H. Hirsch, MD: Absolutely.

Mary Clifton, MD: Definitely, a good idea to try to find a good product and or you can go look and do all your research, or you can just ask Dr. Hirsch what he suggests because we've already worked on that for you. And he's done such a great job with supporting his community with all the right tools for wellness.

Evan H. Hirsch, MD: Thank you so much. So then the dosing of those products that have the CBN in it and CBG is the dosing the same where you start off with that half a dropper full and then you're ramping up?

Mary Clifton, MD: Yes, yes, it's about the same. I think start whatever product you get if you can start with a half dropper full, go to a full dropper full eventually, up to two dropper falls before you think maybe I need to get somebody on board here to help me make sure I'm using this the right way, but a lot of people at a dropper full are gonna see a nice difference. So that works really well for a lot of people.

Evan H. Hirsch, MD: Okay, great. So max two dropper falls before support.

Mary Clifton, MD: Yes.

Evan H. Hirsch, MD: Okay.

Mary Clifton, MD: [laughing]

Evan H. Hirsch, MD: Great. Well, that makes that makes sense.

Mary Clifton, MD: Yes, really handling your own.

Evan H. Hirsch, MD: Yes. And that also helps I know you said that there's no issue with overdosing, but the question is, when have you when have you exhausted the potential of CBD to help a particular issue and it sounds like at two dropper falls, that's probably your max. Before you start looking at what else you can do in order to naturally to support sleep or pain or whatever it is.

Mary Clifton, MD: Oh, I think anytime you're bringing these supplements in, you always want to surround them with all the hard work with the with sleep, for example, with darkening the bedroom, quieting the bedroom, getting the TV out of the bedroom. There and then, there's all kinds of cooling and light work. And there's a lot of work that needs to be done around sleep besides just taking that supplement. But the supplements are a really great start to end there's a lot of people that have done a lot of work, and are still not getting the results that they were hoping to get. So it's important that we give people things that they can do to support themselves above and beyond just the simple recommendations of getting rid of the light pollution.

There's, I mean, there's some people that it's just simple behavioral modifications, but, boy, I mean as well as I do as a medical doctor, there's a lot of people who just have serious problems that need medical management. So looking for tools that are safe for them as possible, is a really important part of our job.

Evan H. Hirsch, MD: Yes and I find that sleep like fatigue is one of those things where it's this puzzle where there's 20 some odd, different potential causes that all have to be supported in some way and oftentimes we can use some of these band-aids that are so supportive, but it's a multi-pronged issue that requires a number of different supports.

Mary Clifton, MD: Oh, it absolutely is. It absolutely is. And then it's so hard to just find the right tool. I mean, I was just looking for a good sleep app a couple of nights ago, I just wanted to track my sleep for the next couple of weeks and see what's going on with my sleep? Just learn a little bit more about it. But even to figure out which app is going to be the best app or if I should invest in one or is there a free one or yes, so it really helps to have some great advice.

Evan H. Hirsch, MD: Yes, that's why I'm really loving this talk. Because it is so practical we've we're figuring out we're going to be able to share with people okay, this is product that you should take. This is how much you should take. This is when you need to contact somebody who specializes in. It's like you to get additional support. So thank you for providing all of this practical information. I think it's been really great.

Mary Clifton, MD: Oh, you're welcome. And if anybody has any questions that can

reach out to me at my website, all of those emails go directly into my email inbox. So I answered them personally.

Evan H. Hirsch, MD: Wonderful. And I got a couple more questions. So we're not going to end please just yet if that's all right? [laughing] So my next question is about the single is the queue day dosing a twice a day dosing once a day or twice a day dosing? So is it lasting in the body around eight hours?

Mary Clifton, MD: Well, that's a really interesting question, because the research particularly that we talked about before in New York, for opioid cessation, that research was, it was really was using very high dose, I wouldn't, I guess I wouldn't say very high dose. The administrative amount was 400 or 500 milligrams, and that's a lot you see that with people who are treating for seizure, or you just don't see a lot of people managing insomnia anxiety with 400 or 500 milligrams. So in my practice, that's kind of a high amount. But if they gave one single administration at that level, and then followed these opioid people who had recently discontinued their opioids for several days after that, and found results in decreased cravings for up to three days after taking that amount, so it's dependent on how long it lasts.

How long it lasts is dependent on the number of CB1 receptors you have in your body. Some people have a lot of receptors, and some people have fewer, and then other people have different levels of fatty acid amine hydrolase, which is the breakdown enzyme for fatty acids which cannabinoids are one. So it's individualized, how long it's going to work. But it's mostly a matter of dose of administering in the morning and in the evening. If you have symptoms really that you want to try to control in both settings, but I think if you only have symptoms of difficulty sleeping, and you want to take it for a wellness, I would take it before bed to allow yourself to get the results. And then it's going to hold over for during the day too.

Evan H. Hirsch, MD: Okay, great, and does it does it build up over time? I have some people who, like you said, you can stop it without a problem. Is it going to kind of wear out of the body after a couple days or is it kind of like that day, it's out of the body?

Mary Clifton, MD: I think it's a good idea if you're looking for it for a wellness or for treatment of a chronic condition to use it every day unless you just really feel you don't need it. But it does break down and eventually get broken down by the FAAH and need to be replenished.

Evan H. Hirsch, MD: Okay, that's helpful. So you've mentioned it a little bit for anxiety and talking about taking it like twice a day for anxiety. Can you talk a little bit more about CBD for anxiety?

Mary Clifton, MD: Oh, CBD for anxiety has had a number of studies, but I think my favorite study is a study that was done on a bunch of students at college who had generalized anxiety disorder. And they recruited them, and then either treated them with CBD or not. And then they gave them an IV and an MRI. They did a functional MRI on them so that they could see how their brains were lighting up to the anxiety that the

MRI created, either with or without CBD, which is a brilliant study designed, I mean, really smart. And they were able to show changes in the way that the brain responded and also able to record that there was less anxiety all the way through the whole process of getting an IV, which is always miserable, and then getting an MRI, which is even more miserable.

So it's a really great study designed for these for this group of kiddos. And, and there's anxiety study, there's all kinds of anxiety studies, but it's if you're dealing with anxiety, then again having something that you're taking regularly to keep things sort of keep the lid on all the time. And then also having something that you can get into when you need it is important too.

Evan H. Hirsch, MD: Okay, and the dosing is the same?

Mary Clifton, MD: Yes, I mean, yes, I would follow the same administration, and then just you might not need to take as much if you're managing like, like an X-Factor. [laughing] Especially if you already have it in place and your system is already kind of prime, you might be able to just take a half a dropper full, just a little bit extra in case of really negative circumstances. With everything that we're going through right now, it's all so overwhelming for everything. My daughters and I call it "Covid" moments when you just have a really rough minute or two. And sometimes that just washes over you very on very in an unanticipated way. So it so in terms of getting it under control I think it's important right now as we move through a global trauma together to manage the way that trauma is inputted into your body and your mind because all of us are going to be in a position of having a post-traumatic stress disorder when we're done with this.

And how do you prevent that? How do you protect yourself from experiencing that? The best thing you can do is lay down the memories in the healthiest possible way. So these this balancing of your brain is so important right now you've got loads of CB receptors in your hypothalamus in your amygdala down in the base of your brain, but also in your prefrontal cortex literally right behind your forehead. Both of those spots are so important for attaching emotion to experiences. So very important that the brain is able to respond in the healthiest possible way.

Evan H. Hirsch, MD: Yes, that's huge. That's a very important point. We are going to be all coming out of this is gonna be one of our aces. One of our even though we're not in childhood anymore, right? This is going to be post-traumatic for everybody in the world. And how is that going to change the vibration of the world? How's that going to change how we react to each other? So that's such an important part of this. And I think that the it's interesting to talk about CBD for wellness. Because so many of the diseases of longevity that we see are kind of part of all of these things that CBD is treating and things that we're trying to avert, we know that so many of these chronic diseases are due to inflammation, right?

So if we can decrease inflammation over the long term, we can decrease risk of heart attack heart disease, stroke, Alzheimer's, cancer which is my next question if we can talk a little bit about CBD and yes, let's talk about CBD and cancer, and then we can talk about CBD and the immune system.

Mary Clifton, MD: Yes, I mean, the best part about all of these things, if you're doing the breast cancer diet, or the Alzheimer's diet or the prostate health diet, or whatever lifestyle you're trying to follow. They, as you learn more about them, they all overlap. There's a few details that are specific to each individual problem. But all of these problems respond so beautifully, to be managed properly with it and there's so much overlap that even though you're focused on breast cancer, you're actually reducing your risk for Alzheimer's too. So it's a really, it's really beautiful the way the this whole lifestyle thing impacts every part of your body and reducing your inflammation is amazing for cutting cancer risks, for cutting heart disease, and stroke risks over time.

Absolutely and especially in cancer in petri dishes in the laboratory. We have good data on these products being effective in the MKP pathways and the ceramide pathways for creating for increasing cellular apoptosis. And for also in the PGP pathways for helping chemotherapy be more effective for keeping chemotherapy from being pumped out of the cells prematurely. So it may have an additive or even synergistic effect when used with chemotherapy. So lots of great data on how these products work.

Not a lot of randomized controlled trials in people and nobody in the cannabis community or well, I suppose some people can scan because there's always some people, but nobody within the medical community is going to tell you to stop your chemotherapy in favor of just using cannabinoids, but my cousin had a small cell carcinoma in his lung and was fixing to die in about nine to 12 months, and his wife said, "Why don't we get you on this Rick Simpson oil?" He said, "Well, at least I'll have fun before, right?" [laughing]

So that was about six years ago. His cancer is gone. Gone. I mean, he is high as a kite all the time. [laughing] But there's gone I mean, his wife, it was just remarkably loving to him though. It's a beautiful love story. She said, if I would have told him to stand on his head in the corner and eat crackers, he would have done it. She came home one day and threw out all their scented candles and then came home another day and said why don't you try this and he was just such a good sport about all of it, but she read and thought and took really great care of them and he's here.

Evan H. Hirsch, MD: What if your fatigue was not beyond your control? What if you could literally fix your fatigue? Thank you for listening to my podcast, where I bring you top health experts and leaders from around the world to discuss the hurdles and solutions to fatigue and the 33 different things that can cause it. If you're ready to have robust energy and be excited about life again, please go to fixyourfatigue.com and sign up for a free strategy session with me or register for a power pack training webinar. You can take control and fix your fatigue. I promise. Solutions and support are waiting for you at fixyourfatigue.com.

Evan H. Hirsch, MD: That's awesome. Yes, so how does CBD compare with the RSO with the Rick Simpson oil?

Mary Clifton, MD: Well, we most people within the community think that THC is better and stronger for cancer, but we have no proof of that. And there's don't and really all of

the research I've done I call everything cannabinoid formulations because all of the proof goes into cannabinoids and not into any particular product.

Evan H. Hirsch, MD: Got you. So is there any sort of medical utility for THC?

Mary Clifton, MD: Oh, I think that there's a lot of value when you're trying to manage the central nervous system side effects of chronic disease like if you're not if you're feeling like you can't eat or if you have a lot of nausea. A lot of times with cancer end of life that centrally mediated, it isn't really because you have a full stomach or because there's something structurally wrong with your tummy or your intestines. So if you take the THC that can help with dissociation in the central nervous system and help to alleviate those symptoms, probably more effectively.

So I think for end of life issues, it's better to use some THC rather than just a pure CBD but in almost every circumstance, you can start with a little CBD and then a little bit more. And then if that's not really giving you what you're looking for, you can ratchet up to add a THC containing product. And then that will give you that added benefit.

Evan H. Hirsch, MD: Got you. So you don't really need the THC to sleep? Some people believe that.

Mary Clifton, MD: Yes, but some of my patients who have really been suffering with sleep for a long time and have a lot of issues definitely need the THC to sleep. So it's a it's an individualized thing.

Evan H. Hirsch, MD: Got you. Okay, that would be a time for them to make an appointment with you.

Mary Clifton, MD: Yes, yes, we can definitely talk about all of that. I mean, that sleep is very fun to work with. And the results are so exciting and interesting and honestly, really valuable for so many people, that it's a real pleasure to work in sleep.

Evan H. Hirsch, MD: Excellent. Okay, so I guess my last question or one of my last questions, I always reserve the right to ask another question, I guess, but one of my last questions is about infections. So I deal a lot with infections as part of the 33 potential causes that I treat in fatigue. Most people that I see almost everybody I see has at least 20 of those causes when they have fatigue, and oftentimes, they're gonna have infections. They're gonna have Lyme, they're gonna have Epstein-Barr, they're gonna have Bartonella or a number of these stealth infections. How could CBD help those individuals?

Mary Clifton, MD: Well, I think by modulating the inflammatory response to infection, you have that you have CB receptors located all throughout the lymph system and spleen and the thymus. So there's plenty of opportunity for the immune system to be modulated with CBD and to help restore a more balanced response to infection or

inflammation.

Evan H. Hirsch, MD: Excellent, yes, that's helpful. And then does CBD play a role in detoxification? You talked about lymph, is it kind of is it working on opening up any not opening up but like i mean detoxification is such a broad term, right?

Mary Clifton, MD: It is, it's such a broad term [laughing]. I don't know how much data I actually have on detoxification than I care. I always feel like the best detox or the cleanses and if you can't cleanse even if you can just take the toxins out of your daily diet inch by inch, even just have an apple a day that you didn't have before a couple pieces of celery are so good at scrubbing your system as long as it's organic because celery is also so good at concentrating toxins. [laughing] So, but yes, I think as long as you're using a good CBD that doesn't have any impurities in it.

They're or and it's been tested for it's insecticides and pesticides, you're certainly not going to add to your toxin level. And it probably will support detoxification that you're doing in other ways.

Evan H. Hirsch, MD: Excellent. Okay, great. Well, let's get down to the end of this here and just kind of wrap this up with some of the practical applications in terms of the product that because I'm on the edge of my seat here. I really want to know what product to take, because now I know how much to recommend to folks for sleep for anxiety, what time of day to take it. So tell me a little bit about the product that you recommend.

Mary Clifton, MD: Okay, well, so I work with a company called NUVITA, N-U-V-I-T-A, and we have if you work with Dr. Hirsh, a wholesale opportunity to where you can get your products for quite a discount and then also be able to share them with people for a nice discount. And it's a great product line. It's a very empowered company. And I mean, I love the whole vision of the company and the whole vibe of the company. But on top of that, the products are outstanding. You have a full spectrum CBD in various concentrations. You have the CBD isolate available for people who can't have any THC in various concentrations. And then there's a CBN infused, and a CBD infused CBD.

We haven't even touched on this, but one other thing that I really love are these single-source hemp cigarettes that are like one particular plant in the hemp community that's really great for calming or really great for energizing and focusing and they look for all intents and purposes like a like a hippie cigarette or a marijuana cigarette like a joint, but they but they're hemp rather than cannabis. So you don't get intoxicated. You just get instantaneous CBD because it gets into your lungs, and then that goes straight to your brain straight into your bloodstream.

So they're coming up with those two, which I'm delighted with. I love that product for people for the X Factor for when you want instant relief if you're having panic or if you're, you know having if you're if you really need instant relief with whatever you're dealing with. Having that particular that inhalation mechanism is a very powerful mechanism and much safer than using the baits that everybody's using nowadays.

Evan H. Hirsch, MD: That's great.

Mary Clifton, MD: Yes, yes. So all those products are available. And then of course, when you're buying through that system, we have supportive webinars that we're doing regularly, I'll be able to deliver those. You'll have me and Dr. Hirsch in the background to support you. Anytime you have any questions or anytime you need any advice on product or what you should do. And then there's other opportunities to build your own side hustle because God knows, you know, the hemp and cannabis are a \$7 billion industry in the US right now. But we expect that industry to get to 53 billion in just the next 15 years. So there's that like macroeconomic picture, but then there's also the picture of your individual household and the studies show that people fight about money, right? They fight about money a lot.

And the vast majority of families fight about \$500 a month that if there was 500 more dollars a month in the home, the fight would go away. And with a product like this with the way that the structure is for selling this, you can get rid of that argument and empower yourself with some of your own money. If you if don't have your own money and be able to grow something that's all yours. And that's a really nice little side hustle because all of us have found out how badly we all need a side hustle right now.

I mean, all of a sudden, your main hustle dries up, and you didn't have anything in the background. And things get scary pretty fast. So super helpful to have something that you can do that helps the people around you. And that also puts you on safer ground.

Evan H. Hirsch, MD: Excellent. So yes, we'll put the links in the description for this podcast, and then your website is cbdandcannabisinfo.com, correct?

Mary Clifton, MD: That's right.

Evan H. Hirsch, MD: Wonderful. So we will put that information in there as well.

Mary Clifton, MD: Okay.

Evan H. Hirsch, MD: Anything else want to tell our audience before we adjourn? Well, I mean, before you do that, I mean, it's just been such a pleasure having you on. You provided so much great value. I think that this was really amazing for helping people realize how CBD can help their sleep and their anxiety and even just as general wellness. So I hope that everybody takes advantage of this knowledge and starts implementing CBD into their lives.

Mary Clifton, MD: I hope so too. I think it's a modern medicine cabinet I'd put [laughs] it but the Motrin when you go to a Motrin, or right where you go to reach for the Sominex. Put it there because it's it, and then eventually, you can throw those out after they've expired. [laughs]

Evan H. Hirsch, MD: Excellent. Well, thank you so much for being on with me today, Dr. Mary.

Mary Clifton, MD: Oh, thank you, Evan.

Evan H. Hirsch, MD: I hope you learned something on today's podcast. If you did, please share it with your friends and family and leave us a five-star review on iTunes. It's really helpful for getting this information out to more fatigue people desperately needed. Sharing all the experts I know and love and the powerful tips I have on fatigue is one of my absolute favorite things to do. If you'd like more information, please sign up for my newsletter, where I share all important facts and information about fatigue from the foods and supplements to the programs and products that I use personally and recommend to others so that they can live their best lives.

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