

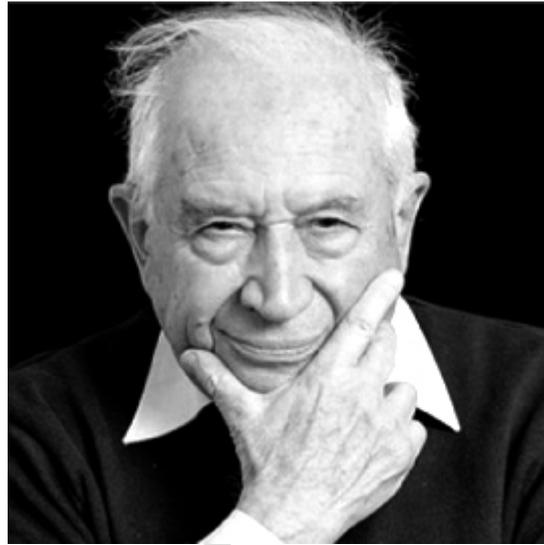
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Interview Professor Dr. Raphael Mechoulam

The Hebrew University of Jerusalem

THE FATHER OF CANNABIS RESEARCH



Thank You Raphael for giving us the opportunity to interview you. When we started to work on the concept of

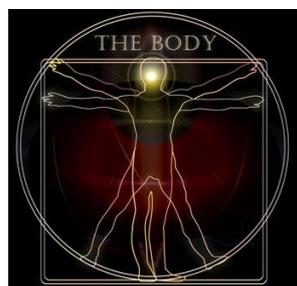
THE BODY we did research about CBD in all directions and from the beginning we always came across your name. We can only imagine what great personality it takes to research for 50 years on something that was considered as illegal but yet, believing in it and building the path for a medical sensation that may help millions of people after all.

The Mission of - THE BODY -

Through education, building trust and transparency, we want to help the consumer to get an objective view on CBD and we want to help to assert reputable and high-quality products on the market.

1. 50 years of research and hard work, how does it feel to see the WHO "opening the door" for CBD/Cannabis to become a major medicinal drug?

I am, of course, glad that CBD has been recognized as a valuable drug, but regret that it took so much time. Thousands of patients (in particular children) with epilepsy could have been helped after we published the effects in epileptic patients 35 years ago.



2. Did you imagine that CBD could become a lifestyle product and what do you think about CBD as a Lifestyle product?

In my view drugs should be used in disease states. I am not sure about 'lifestyle products'. Do we need such products?

3. What should consumer take into consideration when buying/using CBD?

Purity of compound - as with all drugs.

4. Do you think CBD can be an asset for professional sports athletes considering doping regulations of 0.0% THC?

Pure CBD seems to be of importance in head injury. Hence American football players may presumably need it. Not basketball players.

5. At The Body we have a slogan " Turning a Stigma into a Hype" We believe that besides the laws and regulations, an image change is needed in order to eliminate the "fear and preoccupation " towards CBD. How do you see the global image of CBD now and how would you like to see it in the future?

I would like to see many more clinical trials in inflammatory diseases, in autoimmune diseases, in psychiatric diseases. I assume that if suitably formulated CBD may be a novel drug in numerous diseases of the above types.

6. Synthetic CBD vs. Natural CBD: Which is better for Pharma Development?

There should be no difference in activity between synthetic vs natural CBD if they are pure. However there are still legal differences!

7. Can CBD convert into THC in the body?

To the best of my knowledge CBD does not convert into THC in the mammalian body

Thank You, Professor Dr. Mechoulam

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