

Cannabis Consultant Training Overview



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Course Specs

Video Time: 2.5 hrs

Average Completion Time: 6-8 hrs

Difficulty: Moderate

Final Exam: Multiple choice

Experimentation Phase

Cannabis is personal and requires customers to experiment with different product types, cannabinoid profiles, consumption methods, and doses in order to determine what works best for them. In this module consultants are trained how to explain this experimentation process to their customers, focusing on low doses, with an understanding that someone may have to go through the experimentation phase multiple times as their relationship with cannabis and their health changes over time.

The screenshot shows a course interface for 'Cannabis Consultant Training'. At the top, it indicates '100% COMPLETE 28/28 Steps'. Navigation buttons for 'Previous Lesson' and 'Next Lesson' are visible. A user profile 'Hello, ballen-2!' is shown in the top right. The left sidebar lists course modules, with 'Experimentation Phase' highlighted. The main content area features a video player with a presenter and the text 'Consumption Determines Function'. A 'COMPLETE' badge is present in the top right of the content area. A chat icon is in the bottom right corner. A copyright notice '© Trichome Institute 2021 All rights reserved.' is at the bottom of the video player.

Screenshot of course navigation

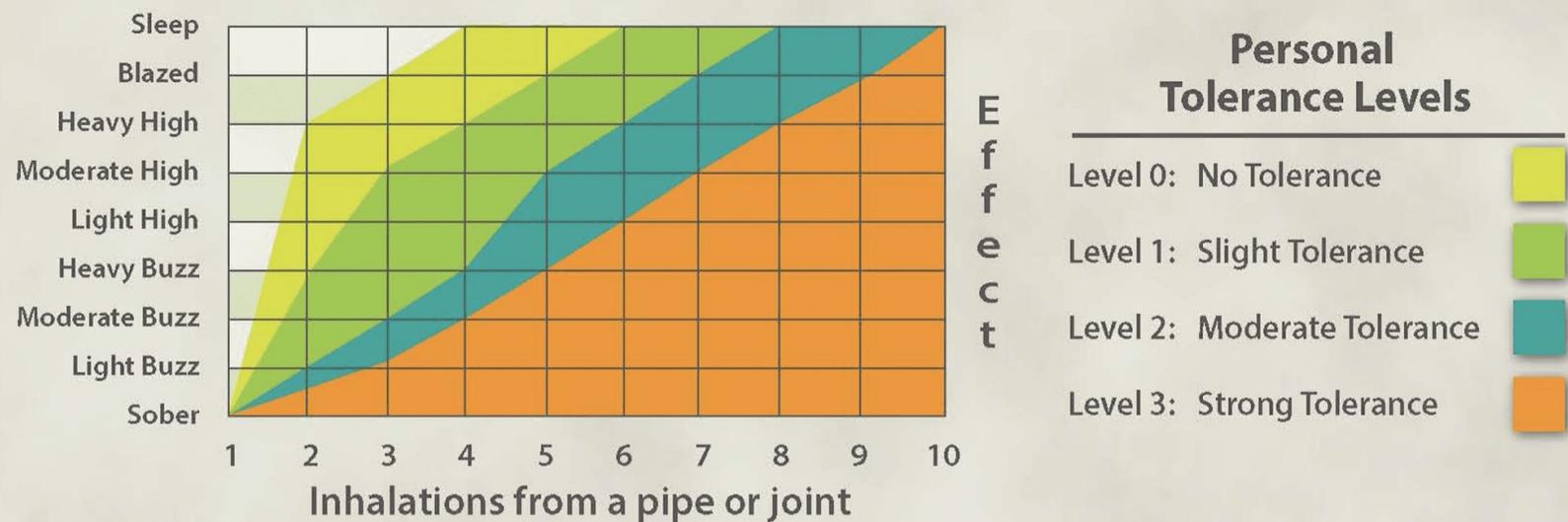
Disclaimer

This module explains the grey area that the cannabis industry finds itself in when it comes to making any medical claims or promises with the effects of cannabis. Unfortunately, what works for one, may not work for another. This is why consultants cannot “prescribe” cannabis products or make any medical claims that it will “cure” any diseases or symptoms. Here we guide consultants in the best ways to make “recommendations” for products while following their individual state guidelines.



Tolerance

Identifying and understanding tolerance is by far the most important thing when working with a new customer. In this module we guide consultants through the process of determining the tolerance of their customers, so they can make proper product recommendations.

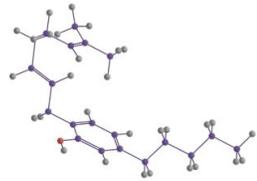


Cannabinoids

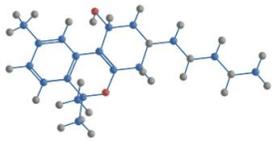
There are over 150 cannabinoids that have been identified throughout the various cannabis varieties, however only a fraction of them are commonly found in the retail marketplace. In this module we explain the difference between acid and activated cannabinoids, the various dominant cannabinoids, and the common effects they provoke.

The main phytocannabinoids of cannabis are the following:

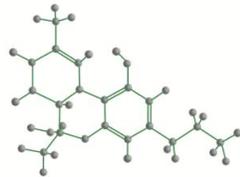
Cannabigerol: CBG is considered to be the mother of cannabinoids, as it is the biosynthetic precursor to THC, CBD, CBC, and others. Very small amounts of CBG are found in most cannabis unless it is harvested early, before the biosynthesis of other cannabinoids takes place. CBG has a very low affinity for CB receptors and by itself it has therapeutic properties including: analgesic, antibacterial, and antifungal.



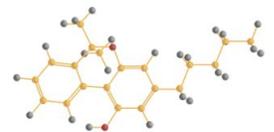
Delta-9-Tetrahydrocannabinol: THC is the most abundant cannabinoid found in marijuana and is primarily responsible for the mind-altering high that cannabis provokes. THC shares the ability of anandamide and 2AG by being an agonist of both CB1 and CB2 receptors, affecting the central and peripheral nervous systems. THC by itself has many therapeutic properties including: analgesic, antiemetic, appetite stimulant, anticonvulsant, anti-inflammatory, antidepressant.



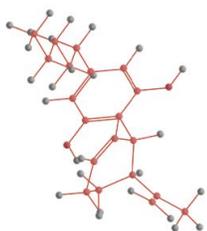
Tetrahydrocannabivarin: THCV provokes about 20–25% of the mind-altering high of THC and depending on which receptor and which other cannabinoids may be present at the time, THCV acts as both an antagonist (a substance that interferes with or inhibits the physiological action of another) and partial agonist (a substance that initiates a physiological response when combined with a receptor) to CB receptors. THCV by itself has therapeutic properties including: analgesic, anticonvulsant, neuroprotective, antianxiety, and appetite suppressant.¹¹



Cannabinol: CBN is created from aged THC and THCV. Don't think of CBN being "degraded" THC or THCV; think of it as a "transformation" from one molecule to another, as CBN has its own molecular shape and function. CBN is less potent than THC at CB1 receptors, producing less of a mind-altering high. CBN by itself has therapeutic properties including: anticonvulsant, anti-inflammatory, appetite stimulant, relaxing.¹²



Cannabidiol: CBD is a common cannabinoid found throughout all cannabis species. Due to prohibition and the black-market desire to increase the potency of THC in marijuana, CBD has essentially been hybridized out of most marijuana varieties. Compared to THC, CBD is a very weak molecule and requires a significant amount to provoke physiological effects, depending on the method of consumption. CBD has been shown to be medicinally beneficial for an abundance of symptoms without the mind-altering effects of THC, CBN, or other cannabinoids. CBD by itself has many therapeutic properties including: anxiolytic, antidepressant, antipsychotic, anticonvulsant, anti-nausea, antioxidant, anti-inflammatory, anti-arthritic, neuroprotective, and antineoplastic. CBD is an antagonist to CB receptors when THC is present, which means that it modulates THC and decreases some of the less desirable mind-altering effects of THC.¹³ CBD was approved by the FDA in 2018 for seizures in the drug Epidiolex, which means that the FDA has approved a molecule coming from *Cannabis ssp. sativa*.^{14, 15}



Terpenes

Terpenes are the primary aroma compounds found in cannabis and they have been proven to provoke physiological effects. However, the consumption of terpenes are what determine their possible effects. In this module (and edibles module) we discuss the most commonly found terpenes in cannabis, their common effects, and how to describe them to customers.



Pinene

- Sources: pine, cedarwood, rosemary, sage
- Effects: enhanced cognition, uplifting, energizing
- Benefits: anti-inflammatory, bronchodilator, memory retention
- Note: Pinene is the most abundant terpene found in nature



Linalool

- Sources: lavender, mint, laurels, lilies
- Effects: sedative, calming, relaxing
- Benefits: anxiolytic, analgesic, anticonvulsant
- Note: Linalool modulates brain chemistry to produce sedative effects



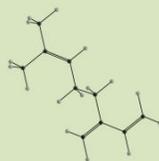
Limonene

- Sources: lime, lemon, grapefruit, orange
- Effects: uplifting, euphoric, energizing, awakening
- Benefits: antibacterial, antifungal, anticarcinogen
- Note: Limonene is the second most abundant terpene found in nature



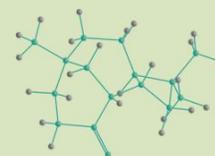
Terpinolene

- Sources: tea tree, lilac, apple, cumin, pine
- Effects: sedative, calming, relaxing
- Benefits: sleep aid, promotes apoptosis
- Note: Terpinolene is the dominant terpene in cannabis with a diesel or gasoline aroma



Myrcene

- Sources: hops, mint, cloves, lemongrass
- Effects: sedative, calming, relaxing
- Benefits: muscle relaxant, analgesic, anti-inflammatory, sleep aid
- Note: Myrcene is one of the most abundant terpenes found throughout all cannabis species

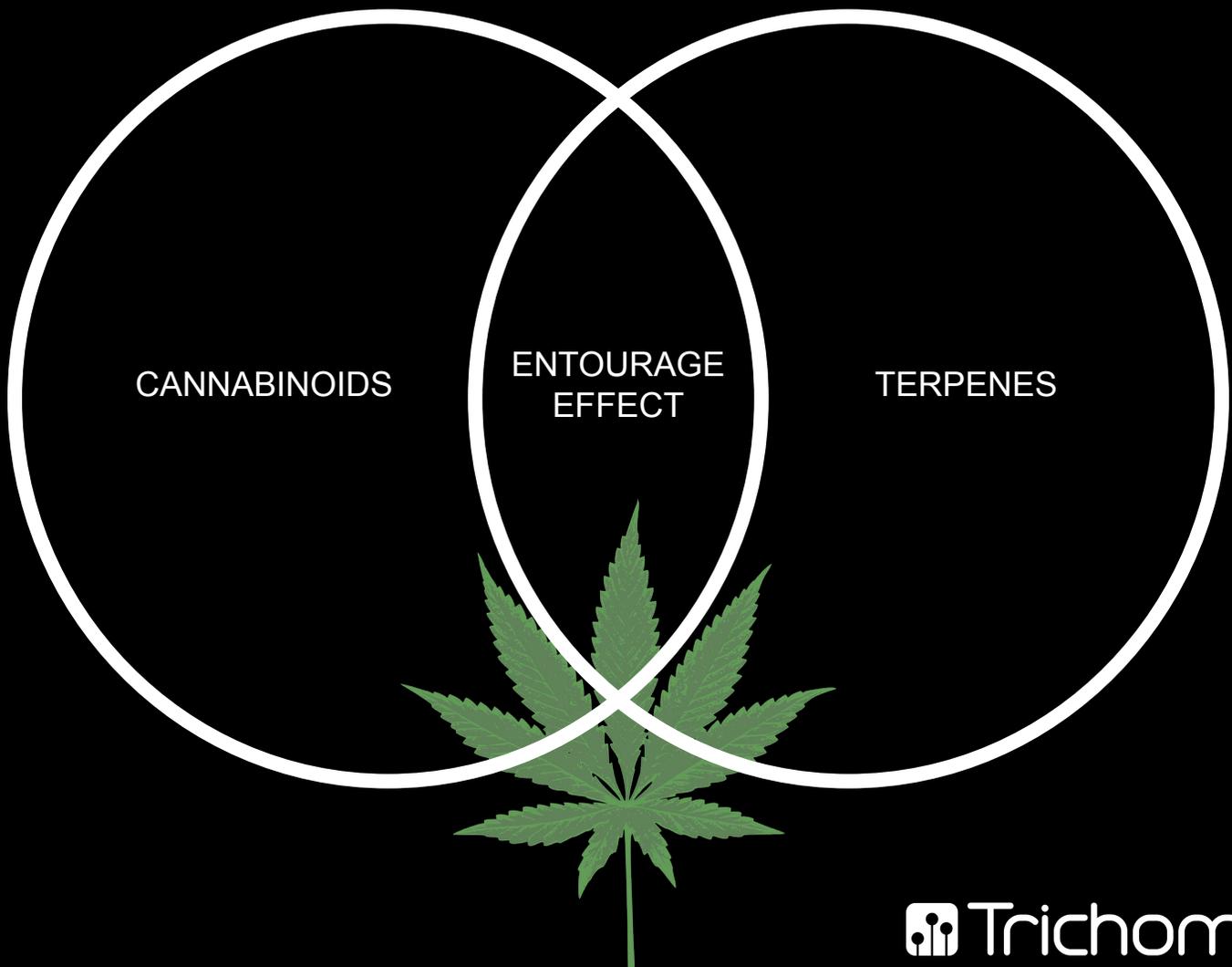


Beta-caryophyllene

- Source: black peppercorns, clove, cinnamon, oregano
- Effects: enhanced cognition, relaxing
- Benefits: anti-inflammatory, digestive aid, analgesic, anti-microbial
- Note: Beta-Caryophyllene is only terpene to activate CB receptors of the Endocannabinoid System

Entourage Effect

The entourage effect is a unique term to the cannabis industry, and is summarized by the concept that multiple plant compounds together are better than an isolated compound. In this scenario, a “full-spectrum” cannabis product would be superior to an isolated cannabinoid. Although this may be the case in certain scenarios, isolated cannabinoids can be incredibly beneficial for many consumers.



Endocannabinoid System

In this module we provide a fundamental understanding of the ECS, so that consultants can simply explain to their customers how and why cannabinoids are scientifically able to affect humans the way they do.

CB1
CB2



Anandamide
2-Arachidonoylglycerol



Lab Tests

Lab tests are what determine most of the safety elements of cannabis products, but they can be a bit cumbersome and there is no uniformity in how they are displayed, even within a single state or dispensary. In this section we guide consultants through the different parts of a certificate of analysis, explain how to read them, and which areas are most important to focus on when describing them to customers.



Compound	LOQ (%)
Delta 9-Tetrahydrocannabinolic acid (THCA-A)	0.08
Delta 9-Tetrahydrocannabinol (Delta 9THC)	0.04
Cannabidiolic acid (CBDA)	0.09
Cannabidiol (CBD)	0.05
Delta 8-Tetrahydrocannabinol (Delta 8THC)	0.05
Cannabinolic Acid (CBNA)	0.11
Cannabinol (CBN)	0.05
Cannabigerolic acid (CBGA)	0.07
Cannabigerol (CBG)	0.04
Tetrahydrocannabivarinic Acid (THCVA)	0.07
Tetrahydrocannabivarin (THCV)	0.04
Cannabidivarinic Acid (CBDVA)	0.08
Cannabidivarin (CBDV)	0.04
Cannabichromenic Acid (CBCA)	0.06
Cannabichromene (CBC)	0.07



Flower

Flower is the original form of consuming cannabis and there are thousands of different varieties. In this module we explain the complexity of cannabis strains, why indica, sativa, and strain names are overly vague and misleading, and how a specific effect of inhaled flower is ultimately what customers are looking for.

FLOWER is
KING



Cannabis Weights & Conversions

This is a fun module that breaks down the discrepancies of what a “pound” of cannabis really weighs, based on each state or dispensary. How many grams are in your pound? 448 or 453.59?



Extraction Methods

In this module, extraction expert Murphy Murri explains the different extraction methods from CO2 to rosin, the solvents that are utilized to make concentrates, and educates consultants on the truth of how and why solvent recovery processes and lab tests are what provide us with confidence when consuming products made from solvents like butane and propane.



Extraction Categories

Solvent

Dissolve active ingredients

Mechanical

No solvents are used.

Trichomes are separated from plant material manually.

Input Material

In this module we explain the difference between fresh frozen (live resin) and dried and cured flower, and the types of concentrate products they produce.



**QUALITY IN
EQUALS
QUALITY OUT**

Spectrum

Full Spectrum, Broad Spectrum, Distillate, and Isolate are all terms utilized to describe cannabis products. In this module we explain the lack of regulation of these terms, what they mean to the industry, and how to explain them to customers.



Distillate



High Levels of Purity
Few Active Ingredients

Concentrates

There are many types of concentrate products and they all vary in their appearance, texture, cannabinoid and terpene ratios, aroma, potency and more. In this module we breakdown the two most common categories of concentrates, how to consume them, and how most of them are created.



Dabbing

Dabbing is a consumption process that is generally utilized by cannabis consumers with higher tolerances to THC. In this section we demonstrate how to properly dab, explain safety and tolerance concerns, and provide consultants who do not personally dab, with a better understanding of the process so they can explain it to their customers.



Vape Pens

In 2019 there was a lot of scary news about vaping, but much of that information didn't apply to legal and lab tested vape pen products. In this module we discuss the different types of vape pen hardware, the ratios of cannabinoids and terpenes, and what diluents are used in the concentrated mixtures.



Edibles

Edibles are one of the fastest growing forms of cannabis that's being utilized across the legal landscape. Edibles come in many forms, but some products like pills and capsules aren't considered edibles by many, when they actually are. In this module we define what an edible is, how the metabolism of the cannabinoids alter and enhance their effects, how to make edible dosing recommendations, and why tolerance to inhaling cannabis is irrelevant to edibles.



Edibles Produce a
SIGNIFICANTLY
DIFFERENT
EXPERIENCE

Sublinguals

Sublingual cannabis products affect consumers faster due to their route of delivery. However, there is no such thing as a 100% sublingual product, which is why many customers can still end up with an “edible high”. In this module we explain how sublingual products work and what’s required for them to work properly.



Sublingual:

The absorption of a drug into your circulatory system through the membranes lining the inside of your mouth.

Transdermals & Topicals

The biggest difference between a transdermal and a topical cannabis product, is one can allow cannabinoids into the bloodstream. Unfortunately, there have been customers that have used transdermal cannabis products, never felt high, but still failed a drug test. In this module we explain the major differences between these two product types, how they affect people, and things to look out for in ingredients that may make a topical, become a transdermal.



Celebrity guest appearance of Lucy, Max's dog (students are not charged extra for this transdermal puppy demonstration and cuteness overload)

Suppositories

Although the research on human cannabis suppositories is contradictory to anecdotal experiences, suppositories are becoming more and more common. In this module we explain the research on cannabis suppositories, their routes of administration, and some of the benefits customers have experienced from them.



Pharmacology Biochemistry & Behavior, Vol. 40, pp. 497-502. © Pergamon Press plc, 1991. Printed in the U.S.A.

0091-3057/91 \$3.00 + .00

Rectal Bioavailability of Delta-9-Tetrahydrocannabinol From Various Esters

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ELSOHLY, M. A., T. L. LITTLE, JR., A. HIKAL, E. HARLAND, D. F. STANFORD AND L. WALKER. *Rectal bioavailability of delta-9-tetrahydrocannabinol from various esters*. PHARMACOL BIOCHEM BEHAV 40(3) 497-502, 1991. —The bioavailability of delta-9-tetrahydrocannabinol (Δ^9 -THC) from suppository formulations containing several polar esters was studied. The esters tested were the hemisuccinate, N-formyl alaninate, N-methyl carbamate, and methoxy acetate. These esters were administered to monkeys in both lipophilic and hydrophilic suppository bases, namely, Witepsol H15 and polyethylene glycol, respectively. Each suppository contained a dose equivalent to 10 mg Δ^9 -THC. Blood samples were analyzed for both Δ^9 -THC and its carboxylic acid metabolite (11-nor- Δ^9 -THC-9-COOH) using gas chromatography/mass spectrometry. The data showed that, with the exception of the hemisuccinate, no Δ^9 -THC or its metabolite was detected in the blood samples using the Witepsol H15. Using polyethylene glycol, low levels of Δ^9 -THC and its metabolite were detected in blood for all esters tested. The levels, however, were lower than those observed with Δ^9 -THC hemisuccinate using Witepsol H15. Subsequent studies in the conscious dog using the hemisuccinate in Witepsol H15 showed 67% bioavailability of Δ^9 -THC with a linear response in the dose range equivalent to 5–20 mg of Δ^9 -THC. No significant bioavailability differences were found when Δ^9 -THC hemisuccinate ester was administered in various lipophilic bases (Hydrokote 25, Kaomel, Suppocire AIML, and Witepsol H15).

Bioavailability of THC THC esters Suppositories

Cannabis Side Effects

There are mostly amazing benefits to consuming cannabis for most customers, but there are also some negative side effects that cannot be ignored. Since cannabis is so individual, consultants need to understand that what may mitigate one person's anxiety, may cause another to be paranoid and have a panic attack. In this module we discuss the positive and negative effects that people have experienced from cannabis (mainly THC), how to minimize these possible negative effects, and what to do if someone does have a bad experience. Remember, "cannabis" is vague! There are many ways to consume different cannabinoids and terpenes to find the right effect. This refers back to the experimentation phase and transitions to the next module.

- Anxiety & Paranoia
- Mood Disorders & Instability
- PTSD
- Lethargy
- Bloodshot Eyes
- Temporary Psychosis
- Slowed Digestion
- Low Blood Pressure
- Rapid Heart Rate
- Hallucinations
- Drug Interactions
- Enhancing Pre-Existing Conditions



Overconsumption

It's only a matter of time before a consultant, one of their customers, or both, experience too much THC. In this module we explain what overconsumption of cannabis is, the most common scenarios, how to guide people through this negative experience, and when it's appropriate to seek medical attention.

2. Positive Distractions



Qualifying & Sales Training

Identifying and understanding tolerance is by far the most important thing when working with a new customer. In this module we guide consultants through the process of determining the tolerance of their customers, so they can make proper product recommendations.

Edible

Inhalable

Flower

Vape Pen

Sedative Stimulating

Balance

Balanced Terpenes

Balanced Cannabinoids THC:CBD

Customer Service

Ultimately, our goal is to create knowledgeable teachers, so their customers are being provided the most accurate and honest information possible. For this to be achieved, consultants must not only understand technical information about cannabis, they also have the ability to explain it in a digestible way, while purposefully utilizing qualifying, sales, and customer service tactics. Dispensaries have a business to run and the best way for them to retain customers and ensure success, is to learn how to sell customers the products that they need, in a way that isn't pushy, abrupt, or manipulative. In these two modules specifically, but spread out in the other course modules as well, we teach consultants basic sales techniques that will help customers and the dispensary equally.

