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## **NEW LEAF ENTERPRISES INTRODUCES 'LEAF OF HOPE' PROGRAM PROVIDING HOPE AND CHANGING LIVES FOR WASHINGTON STATE FAMILIES**

### ***Leaf of Hope Provides CBD-Rich Cannabis Concentrate to Families with Children Suffering from Intractable Epilepsy, Autism and Cancer***

**SEATTLE** (July 30, 2014) – New Leaf Enterprises, Washington State’s industry leader for delivery of safe and effective Dàmà cannabis products, today announced its *Leaf of Hope* program. Leaf of Hope provides cannabidiol (CBD)-rich *Cannabis* concentrate to Washington State families who have children suffering from intractable epilepsy, autism spectrum and cancer diagnoses. Families currently in the *Leaf of Hope* program are referred by qualified physicians.

Leaf of Hope was launched in November 2013, and currently 30 families are supported through this generous program that provides these “at risk” children with a CBD-rich strain of cannabis known as AC/DC. Children in the program range in age from 3-20, most of who are suffering from intractable epilepsy diagnoses. Thus far, results from the program have been very positive with an average 50% reduction in seizure frequency in addition to tremendous quality of life improvements.

CBD is a non-psychoactive cannabinoid, native to *Cannabis*. Mounting scientific evidence is supporting the anecdotal evidence of the efficacy of CBD to treat a host of disorders, including epilepsy. The non-psychoactive nature of CBD has allowed for parents to overcome the stigma surrounding the psychoactivity of Tetrahydrocannabinol (THC) to administer this botanical medicine to their children. The concentrate made from AC/DC flower is diluted with food-grade oil (such as coconut or olive), and typically administered orally three-four times daily as an adjunct to their other therapies, including anti-epileptic drugs (AEDs).

“We are so pleased that the families in the Leaf of Hope program are seeing such positive results from the CBD-rich *Cannabis* concentrate we are supplying and we are carefully watching the latest bill filed by Representative Scott Perry to remove CBD oil from the federal definition of marijuana in the Controlled Substances Act,” said Dax Colwell, co-founder of New Leaf Enterprises. “It’s important that the distinction is made between CBD and THC and we are glad that it is now getting the national level of attention it deserves to help families like the ones in the Leaf of Hope program.”

“At five years old, my daughter, Trystyn, was heavily dosed on pharmaceutical drugs to stop her seizures. She couldn’t walk or talk or go outside. She wasn’t learning anything,” said Christine Emineth. “We met New Leaf in November 2013 when she was still on four pharmaceutical medications. We added CBD and she woke up! Our neurologist was amazed and delighted that she knew who he was. It took three weeks to wean her off of one pharmaceutical drug. When we added the CBD she turned into a totally different kid. She is aware of people in the room and she has learned her ABCs, colors and numbers.”

“Working with, and getting to know the families and their children in the Leaf of Hope program has been one of the most inspiring and gratifying experiences of being a doctor,” said Dr. Michelle Sexton, naturopathic doctor and executive medical research director at the Center for the Study of Cannabis and Social Policy in Seattle and founder and chief scientific officer at Phytalab. “I am thrilled to see their quality of life changing for the better. My hope is to provide the quality assurance necessary and work with New Leaf and the State of Washington to keep this program alive for families/children who benefit from medical Cannabis.”

Typically, families in the program have exhausted their pharmaceutical options prior to beginning cannabinoid therapy, They have been administered an average of seven AEDs, up to six at one time, and have tried diet and other alternative therapies and even surgery with little, or no improvement, in the frequency or severity of seizure. A primary concern of the parents has been the lack of medical research and clinical trials of *Cannabis* and epilepsy. Safe and effective dosing of CBD and THC has been of utmost concern. Working with Dr. Sexton, the parents have been able to control the dose of CBD and THC enabling them to educate their neurologists with the hope of leading to better understanding of this botanical medicine as an adjunctive therapy. Dr. Sexton recently reported on the Leaf of Hope program at the 24<sup>th</sup> Annual International Cannabinoid Research Society (ICRS) in Baveno, Italy.

Understanding the cannabinoid percentages in every Dàmà product helps the families in the program become educated and maintain control of their prescribed dosage. Third-party lab testing by Phytalab is performed on each batch of oil produced by NLE, ensuring that the CBD delivered is authentic. As part of good manufacturing processes, each batch of Dàmà oil has a batch number that can be tracked and verified online.

Experts in the medical community have recently thrown support behind medical marijuana including Dr. Sanjay Gupta, CNN’s medical correspondent (a neurosurgeon), and Dr. Mehmet Oz, a well-known cardiothoracic surgeon. Other programs using CBD-rich *Cannabis* to treat epilepsy include the Realm of Hope, a Colorado-based organization using “Charlotte’s Web” a Cannabis varietal developed by the Stanley brothers.

### **About New Leaf Enterprises**

New Leaf Enterprises (NLE) was founded in 2012, and is the parent company of Dàmà cannabis products. Located in Seattle, NLE was among the first in the state to voluntarily work with local laboratories to help create rigorous quality control standards, becoming the leader for delivery of safe and effective cannabis. Every Dàmà product is tested to ensure only the highest quality strains into the marketplace. Dàmà cannabis products are currently distributed in hundreds of medical collectives throughout Washington. For more information, please visit: [www.newleafent.com](http://www.newleafent.com).