



## By Jahan Marcu, PhD

**W**e are entering a time in the cannabis industry when research and accurate reporting of scientific outcomes are becoming increasingly important. The field is facing competition from unlikely sources.

One source of competition comes from within the industry. This competitor uses an ingenious combination of creative marketing and false promises by self-proclaimed canna-experts, who have limited qualifications, to make a quick buck. This deteriorates the public's confidence and reduces overall support for cannabis as medicine. We can sort through the unsubstantiated claims made by canna-experts by supporting and encouraging cannabis companies that are conducting evidence-based research. It is not a conflict of interest to publish data about your products; it is necessary for survival.

Another source of competition is from the psychedelics industry. With increased investments in psychedelic research and funding, as well as consideration from federal regulatory agencies, psychedelics are outpacing cannabis in terms of research endeavors. We are left holding our hemp stalks and imagining how things might have been if cannabis operators had received FDA guidance on setting up biotech companies ahead of manufacturing and distribution laws. Conversations around psychedelic research and regulations need not be seen as

a threat to the cannabis industry and may even create new opportunities.

*AJEM* is focused on publishing factual information about cannabis, cannabidiol, the endocannabinoid system, and the regulations around product development and distribution. In this issue, we present case reports, studies examining products in the market, and commentary from renowned experts. We take a look back at the flurry of research papers on COVID-19 and the potential role for medical cannabinoids. This issue also marks the debut of a new column entitled Grad Student Insights. In an effort to give a voice to emerging talent, this new column is dedicated to graduate students who are focusing their research on cannabinoids. As a former graduate student, I know that these pre-professionals are often underestimated for their ability to generate ideas to solve complex problems.

Thank you for supporting *AJEM* in a time when science is needed more than ever. We look forward to bringing you more of the best medical, peer-reviewed research from the world of cannabis and hemp.

Jahan Marcu, PhD  
Editor in Chief, *AJEM*  
Founding Partner, Marcu & Arora  
New York, New York

**AJEM** American Journal of  
Endocannabinoid  
Medicine

### STAFF

#### Publisher

Ken Watkins III  
GreenMeds Communications  
ken@ajendomed.com

#### Associate Publisher

Ken Watkins Jr  
GreenMeds Communications

#### Managing Editor

Meg Block Roloff, MPH  
meg@ajendomed.com

#### Senior Editor

Tracey L. Giannouris, MA

#### Associate Editor

Nicole Palma

#### Art Director

Mary Ellen Niatas

Copyright © 2021 GreenMeds Communications. All materials in *American Journal of Endocannabinoid Medicine* are protected by United States copyright law. No part may be reproduced, distributed, transmitted, displayed, published or broadcast without prior written consent of GreenMeds Communications.

#### Disclaimer

The information presented in this publication is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed or suggested in this publication should not be used by clinicians without evaluation of their patients' conditions and possible contraindications on dangers in use, review of any applicable manufacturers' product information, and comparison with guideline recommendations, or other authorities. Neither the publisher nor the advertisers in this

issue of *American Journal of Endocannabinoid Medicine* are held responsible for the opinions expressed in this publication. The opinions are those of the faculty and do not necessarily represent the views of the publisher or advertisers. Neither the publisher nor the advertisers recommend the use of any agent outside of the labeled indication. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

#### Postal Information

*American Journal of Endocannabinoid Medicine* is published by GreenMeds Communications, with business offices at PO Box 254, Little Falls, NJ 07424-0254. Third-class postage is paid at Lebanon Junction, KY 40150, and additional mailing offices. Postmaster: Send address changes to *AJEM* Subscription Services, PO Box 254, Little Falls, NJ 07424-0254.