The Neuroprotective Power of Plant-Based Compounds Transcript

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Introduction to Flavonoids and Brain Health

Hello and welcome back to the Reversing Alzheimer's 2.0 Summit. I am your host, James Maskell, and I'm really excited today to be speaking about a topic that I think will be interesting to many of you, whether you're a caregiver, whether you are one being cared for, or if you're just interested in the future brain health.

My pleasure to welcome to the this year's event. Brian Dickerson welcome, Brian. Thank you very much, James. So today we're going to talk about flavonoids and brain health.

And I'm really excited to jump into this. And maybe we can just go back to the beginning of how you got interested in flavonoids, where the whole the story started.

And what brings you here today. Yeah, I appreciate James. So in 2021, we were growing hemp and we found a hip variety that came from the Ukraine. And it didn't have the THC, didn't have cannabinoids.

It's a truly heirloom hemp plant. And we discovered 23 to 26 flavonoids. In that hemp plant. And from that point, we started extracting the flavonoids.

And we started conducting clinical studies not only on humans, but horses and dogs to see how it was so great for stopping inflammation. Really interesting.

So what was it that made you think that inflammation could be affected by these flavonoids?

Discovery of Hemp Flavonoids and Anti-Inflammatory Research

There was a 1986 study by Doctor Barrett at the University of London, and in that study she stated that the can of flavonoids she discovered can A at A, B and C, which were unique flavonoids that they thought to the cannabis plant.

She did her studies back then, and they discovered that 30 times stronger as an anti-inflammatory than an insect, and that it has a natural Cox two inhibitor to it.

And so break in the blood brain barrier in 5 to 10 minutes. And instead of your whole body having to absorb like a Tylenol and aspirin to get to the point, it breaks that blood or crosses the blood brain barrier and goes right to where the inflammation need is.

And what was remarkable about you, you read that article and there's 300 plus articles trying to either defeat that theory or how do we get more of the can apply.

And from that, we we knew we had to find different plants to help us get these the flavonoids in the lavender. And what we discovered is these flavonoids are in the sativa line of the plant, which is we were talking off air.

Buckwheat sativa. Oats are sativa. Alfalfa is a sativa. So we found these flavonoids in the other plants because we had James people saying, oh, it's hemp, I'm going to get high.

They don't understand there's no THC in it. We wanted to get it to people that were scared of the hemp stigma. So we found the other plants that could bring it in.

And that's how we started the line. Flavia, which is the Flamingo and entourage effect, because we bring all the flavonoids in from many plants to help with the inflammation and neurocognitive out pacing.

It's a doctor. Burke is my co-host. Has just finished this, the first randomized, controlled trial of a precision medicine methodology. But the common function of what they're trying to do is to reduce brain inflammation.

That's sort of like the goal of it. And so have you found that it's particularly worked particularly well on sort of any different types of people. And what does this what is your, research say about where it's most effective?

Research Findings and Personal Migraine Experience

So the research that we have in the research that's out there, from mice to humans with the flavonoids dealing with quercetin, luteal and back then and Narrogin and show that it brings down inflammation and actually helps, like the hemispheres connect back and forth to talk back and forth.

I can tell you for personally taking it and being a migraine sufferer my whole life. Last year I had three migraines where I would have three migraines every week.

And what I can tell you is the first thing you if you get if you have a migraine and you take it within five 15 minutes, you just feel the inflammation, the the pressure around your head just reduce.

Now how that works. And other cognitive disabilities is going to be if you're taking it every day, it's going to help that inflammation decline and stay declined versus having a fluctuation of up and down.

Yeah. What's the longest that you've studied it for. And like is this something that someone could take on going oh yeah. So we've had it, study since 2021.

November 2021 was our first study that was dealing with the inflammation aspect of it. And it can be ongoing. When you look at the flavonoid research, it's really what used to be our diet.

So when you look at the Mediterranean diet and you look at the Japanese of the blue zone diets, they're full of flavonoids. The dill plant, for example, has 28 to 35 flavonoids in it.

And you look at areas in the world that eat these type of plants are getting the flavonoids, and they don't have as many issues that we have in the States.

And also they don't have the ultra processed foods. We're battling a couple things, not a good diet and then also ultra processed foods. So this given the flavonoids, if you can't maintain a good diet, it's going to help you.

But if your family member has cognitive decline, it's going to help with inflammation. And it's also going to help with insulin levels, because there's great research on how quercetin helps with insulin levels.

When you talk about like a type three diabetes situation. Yeah, I can understand that. And metabolic inflammation is one of the drivers. And I think in that case you can see that.

Diet, Flavonoids, and Brain Health Support

What's the difference between, say, taking, you know, pure flavonoids in a and with the entourage effect versus like upping your vegetable intake or eating other things that would be more like food focused, I guess you just got to eat a lot of food and keep eating a lot of the vegetables and greens all the time.

So what we're able to do is get the plants when they have the highest amount of flavonoids, and extract those flavonoids out and put them in the, like a tincture.

So when you do that one meal, you're getting more than you could eat in a day. As far as the flavonoids. So that's what our ability does with our product.

And then we also have the gut health powder with the mushrooms because as you know, the that really deals with

the brain a lot and it helps the back and forth comfort levels between the two of them.

So tell me about the the main product and the the entourage and what you what's in there? What are the details of what's included and how it all works together?

So with the flab, it with our brain health, it's got the flavonoid mixes from nitrogen and quercetin really all and back then can of flavonoids. And we also have lion's mane, reishi, gingko.

We have the mixture of the plants that have the, I would say the ironclad research on helping brain health. And that main thing with the brain health, James, is the inflammation.

And so that's the main product we promote for brain. But we also have neuropathy. So when you're looking at a bunch of patients, as you know, diabetics can have a lot of issues with brain health.

Our neuropathy helps the circulation throughout the body. And again this is all based upon 500 research. That's throughout the entire world and how we can help bodily function and body health.

I guess the last thing would be the gut health, which is a mushroom based. You put it in your drink. It's a powder, and it just helps your microbiome in your gut.

And if you have a healthy gut, you're going to have a healthier brain. Absolutely. So what are you what are your thoughts on? You know, obviously this summit is on Alzheimer's.

And ultimately, you know, throughout this summit, we're learning about the role in inflammation. And so there's some that but what are your thoughts specifically about this disease type and where where do you think that this can fit in?

Well I mean, like I think everybody's an unfortunate disease type. I think we're having issues with our diet causing a lot more harm to our brain health.

And where this can fit in is if you have the cognitive decline already.

Product Ingredients and Brain, Nerve, and Gut Support

Taking the product is going to help with the inflammation of what the person is dealing with at the moment. If you are at a person, that is the brain fog, for example, experiencing that for some reason, I can definitely assure you that this product is going to give greater focus and help with the neuro inflammation aspects.

And as a side note, James, we make this product for the equine space. And so when you take a human at our body weight and then you take a 1200 and 1,300 pound horse that has a performance horse at its prime, and it can calm and settle the horse down and get a major horse to focus on what it needs to do.

It does great benefits for us as humans and it has great benefits, I'm sure. And focus. So if you can take it that benefit to what it then can do as you age, as you starting to feel a little bit of, lacking clarity and brain fog, it's going to help you see the light in the world a lot better.

Very interesting. Where do you think the research is going next with your group, like you've been focused on? And where where do you see the next, iteration of learning and what are you looking to learn next?

Well, we're we're always looking to learn is we're always looking to learn from the various steps. So from someone that is just experienced in the brain fog to then having the people that are having suffering dementia, to some people that are at the really far end of Alzheimer's, if we can get them to take the product and we have to get that next phase of constantly taking the product 30 day, 60 days, 90 days.

And as you know, James, when you when you see the long term effects. So we'd love to finish off another year

study, of showing how it helps the people and also the people around them, because the people around them are going to notice the positive, the changes.

And sometimes the people around them need to be able to take the product themselves because they're in a lot of frustration and a lot of, angst and heartbreak.

Deal with it. And it can help them out as well. Interesting. Yeah.

Alzheimer's, Caregiving, and Cognitive Decline

I mean, there's certainly there's interdependence, right, between the people who are getting Alzheimer's. And then that whole family, you know, I've experienced this personally with my father and my, my grandmother in different ways, different times.

But, you know, there's a lot that goes on with supporting, and it can be stressful to be a caregiver for a family member, and it can actually affect your brain health.

So it's very interesting to see, you know, how you, how you, recognize that and how you think about how those things can can play by play a, play a role.

And so it's nice to be able to take it like and I can imagine that if you're a caregiver, this could be something you could take with the patient and with your family member or otherwise.

I get into a good rhythm of, being adherent to the protocol. It is. And, like you, James, experienced it with family members. You how I describe it is, you know, how the person was and you get that frustration and you and you want them to snap out of it kind of.

And for me, you get a buildup of frustration and that brain health. I'll take that when I get that frustration building up because it'll help just calm down, take it down a level.

And you got to look at it from their perspective as difficult as it is. But with the tincture, the good thing about it is for someone that doesn't want to take any medication or as concerned about that, or maybe a little paranoid, you can drop this in a cold glass of water, and it's going to get through them, and it's going to help them that way.

You know, it's great. All right. So tell us a little bit about, do you have something for people who are interested and maybe they realize that their own flavonoid intake is lower than it should be because of what their, you know, what they're eating or what they've eaten historically.

Right? It's not just what you're eating now, but sort of making up for maybe a decade of, wonky eating. Yeah. If you look at, everybody now talking about our, our ultra processed food and the acknowledgment of how bad our food is for us here in the United States.

You take the dose of this, daily.

Daily Use, Protocols, and Summit Offer

It's going to help build up your tolerance and get your flavonoid base up and the antioxidants that you're going to receive as far as a benefit, it it's something that you can stop taking, James.

But I can tell you, if you stop taking it, you start noticing the difference, you take it and you feel really good and really good, and then you get to the point, I'm good. I don't need to take it.

But it's just like any type of diet and getting a good basis of it, you've got to get back to taking the flavonoids. So what we would like to do is for any of your, attendees, we'll have a code for you and you can provide in the code, and we're giving 35% off of anything they buy of our product line.

And we'll have specifically the brain package for them, which has the brain health. And it also has that gut health in there to give them that benefit.

And we've got on our website, we work with Front Row M. D. so we have I clinician questions. So if anybody goes on there and they have questions about it, I will answer the questions for them and for the physicians we work with.

And we just want to help people get exposed to it. Anything that you have, James, as far as your outreach to the community, if you have anybody, that's you.

Hey, can we try it on these? This person, can we try it on that person or this group of people would be willing to do that as much as possible, because we want to get this out there to help the people as much as possible.

Awesome. Wow. Look, there's there's many different ways that you can help with your brain health. I think that ultimately there are foundational elements.

So like if you were to work with someone like Doctor Burke, you know, she's going to do an initial assessment, she's going to try and help you one understand what's driving your own cognitive decline and then start to put a planet's place.

And some of that plan, are things that are under your control, right. So under your control would be what you eat and how you move and how you rest, how you connect with others, how you take care of your environment and your digestion.

So those things are like under your control. And then other things can be supportive from a clinician. And ultimately what I'm really excited about is just making it easier and easier for people to get what they need.

Closing Remarks and Broader Cannabis Research

And part of that healthy diet, if you look at the keto flax diet, that's recommended in the sort of Bateson realm, and that was the the one that they used in the study, where 92% of people got better.

Or whether you're looking at historically things like Dean Ornish, his effort, which was more of a vegan option in both cases, you have a lot more whole foods being eaten.

You have a lot more vegetables being eaten. That's the major change is moving towards a more, a vegetable rich diet. And so it makes total sense to me that this sounds like a bit of an easy a shortcut to get there, and might be a good way for people to really feel the effect early so they can, you know, stay part of it and be in it.

So, Brian, really thank you for being part of the summit and your support. We will have the details below where we'll give you a code so that you can get 35% off for anyone who attends the event.

And we'll have a special brain package for people there. And you can find all the details in the emails and the notes that are coming out. I thank you so much, Brian, for your contribution to the summit.

And, I hope that we can see a lot more people getting the kind of support that they need. Thank you, James, and we hope to help you out as much as possible in your followers as well.

All right. This has been the Reversing Alzheimer's summit. I'm your host, James Maskell. Tune in to other sessions coming throughout the rest of the week.

We had Doctor Bonnie Goldstein, who actually talks purely about cannabis and the role of cannabis in brain degenerative conditions. So there's like a tie in there, you know, with this talk.

And if you want to go further into that conversation, really depends where in the world you're listening to. Because in California that's a possibility.

Why is it some of America and most of the rest of the world, not really a possibility for legal, but, you know, the world is changing too, because of research like this and other research showing the benefits, to, you know, human health and particularly brain health around some of these compounds.

Thanks so much for tuning in. And we'll see you next time.