# They Changed Medicine Forever: Truth About PICO IV | Joe Young, Dan Reed, and Miles Terry | Ep. 99 Transcript

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## Introduction to Pico IV and the Guests

The first time you ever get cannabinoids in your body is from mother's milk. And the stage in our life when you're growing 300% in one year, right? We're trying to tap into that system that we still have and we make those cannibinoid by ourselves today.

Tell all of the listeners and viewers what you want the world to know about PicoID. We're diving into the future of wellness and medical innovation with the brilliant minds behind PicoIV, the world's first sterile CBD IV therapy.

Joining us are Dan Reed, Director of Business Development, Joe Young, visionary CEO leading the charge and Miles Terry, chief science officer in the mastermind driving breakthrough technology.

As you age, you start producing less and less endocannabinoids and you see that demographic of that more elderly person that's really kind of gravitating towards this product.

There's a reason for that. Pharma has over 1,000 patents of synthetic cannabinoids to target the endocannabinite system. They have them in phase two, phase three studies, so it's coming.

What is it that you guys are seeing is working best for what type of illnesses or type issues that patients might be having? This gets a little bit tricky.

We're programmed to die, and we see that as we age, right? Testosterone levels, hormone levels. Everything starts becoming unbalanced as get older. Welcome to another episode of a Healthy Point of View podcast.

I'm your host, Sam Tahata. And as usual, we're bringing experts in the field of health, wellness, beauty, and mindset. Today we have three guests. It's our first time actually bringing in three people here on a healthy point of view.

These people are very close to my heart. Who are they? Well, you're gonna learn a lot of new stuff today about what's happening with the different products that are out in the health and wellness space and the technology that's changing the course of health of wellness.

Today I have the pleasure of being with the corporate leaders of Pico CBD IV. As you guys may already know, I sit on the advisory board for PICO CBD. So today we're gonna get into the details and truly understand the science first behind CBD and then really understand a science behind what the heck is Piko.

Today we have Miles, Dan, and Joe. Hey y'all. Welcome to a healthy part of you gentlemen. How are you guys? Just flew in our arms are tired Don't fly too much So man, oh man.

So the way I wanna start off today first is getting to know you guys, right? Because you didn't all of a sudden become Pico out of nowhere. You guys had a whole life before that.

Miles, I want to start of with you just giving us a little idea of what were you doing before you started PICO IV and how the heck did you even get into this line of work?

Well, 2018 Farm Bill, President Trump put into effect the federal law that basically declassifying cannabis, right? As long as it was a certain threshold of 0.3% or less THC content, which opened up the CBD market as a whole, so I kind of got in super early.

People were gearing up, people knew that this law was going to pass, right? So in 2017, I was actually selling solar with Dan, and we were seeing a bunch of grow operations and they consume a lot of energy.

So they needed solar panels. We were looking through that and I, was touring labs and stuff and, I could do this, right? I was seeing what people were doing, even though I wasn't there to look at that.

So then I bought my first tinctures, the oil tinkers that go underneath the tongue, and kinda sold those off, but started thinking about how could I build a business out of this?

How could make this better? how can I lower my cogs, Right?

## Miles' Background and the Origin of Pico IV

And then, I started reverse engineering that, kind of, this is before AI got into like, the forums and reading science papers and stuff and kind of got to a point where I wanted to see can we make this oil water soluble, right.

So then I dug a little deeper and figured out that there's actually a lot of pharmaceuticals that are that are oil soluble, right? So how do you make those water soluable?

Then I got my first little, it's called a Sonicator, Ultrasonicator. It's a rod that emits ultrasonic energy to cause cavitation, and I was able to make my water-soluble substance.

And then from there, it's a long story, but we started a business together, Apex Labs, with Joe and I. And it was a probably seven-year road before Pico came around.

That's like a next level. So that's kind of the in a nutshell, the story. So Joe, were you selling? No, no, I was. I wasn't real estate. My husband kept talking about CVD, CVCVD the whole time.

And it's, you know, 20 years in real state. That was I. Was ready for a new venture. So he brought me in to kind of help manufacture with him. Okay. And I realized I couldn't stand doing that.

That was the last thing I wanted to do. But I knew websites and the front end development. So really started building the Front End product development, what does the market need would come to miles be like, Hey, this is I think what we need for the Market.

As miles of saying the water soluble really that was our focus so whether it be pain creams or anything along those lines to make up more water solvable rather than just.

Taking isolate and putting it in a pain cream and melting it on we wanted to Make it to where it could actually absorb into the skin and so. Focusing on those focusing on drinks and things along those lines was kind of our main priority of kind Of getting it there and then it started developing into something a little bit, right?

So okay, so you guys knew each other before his wife is my best friend from years ago The joke was she brought him out one time on my boat and I'm like, who's this guy?

He's gonna be fine. He was gonna like you know the rules so no and yeah by the end of the day we were best friends and just kind evolve through that and I'm the godfather of their of Their son and whatnot.

So it's really much of a family environment. I've known read for four years. And so we just kind of we brought it all in and maybe we all have the same vision.

of what we want to do with the company. So you don't like to call him by his first name? You call it Dan Reed. Yeah. You typically see that with like people who played sports and stuff like anybody that played on my football team or baseball team, it's like Tahata, Tahada.

And Dan, OK, so what happened then? Did Miles convince you like, hey, you need to come over here to the CBD side as you guys were selling solar? Yeah, a little bit.

Yeah. It's, you know, my background, I've been in the home improvement solar industry for over 15 years. I loved it. Developed a lot of sales teams, did a lotta training, just teaching people how to get better and how you're selling, it's not a product, your selling savings, how can we help these people?

But at any rate, yeah, they were getting They were growing the manufacturing side, but they were, you know, they weren't spreading with the cells. And I have a big sales background.

So I came in and do that right as they we're developing Pico IV. The more that I learned about this, the more there's such an untapped market. A lot of that has to do with endocannabinoid system.

Nobody's talking about it. I fell in love instantly. In the last two and a half years have been just incredible for all of us. What we are learning Just the lives that we're touching has been absolutely incredible.

So we are all definitely fueled full of passion. Absolutely. And Dan, I'll tell you man, for a guy who just comes from sales, selling home improvement stuff, like I know and I feel your passion when you speak because You would think that you went to medical school or something.

I hear you talk to these doctors. It's funny because that's all he does is he talks to physicians and doctors and medical every day, all day and endocannabinoid system.

He does his research. So he really has become this authority in. and no cannabinoid system just by osmosis and everything else that he's been doing with these doctors.

And yeah, we go to him for our answers and that's why it was so important for him to be. Yeah, yeah. I did an hour webinar with him. How does that know?

And you know, people question me as well too, because I know a lot of the clinical stuff and it's like this guy didn't even go college, right? I was a paramedic and firefighter and whatnot, so I went to vocational school for that.

But when you have that passion, you figure the shit out. Yeah, you'll learn it somehow. So awesome. All right, so let's get into CBD. I'll let any of you guys take this question.

What the hell is CBD? CBD is cannabidiol, right, which is a main cannibinoid in the cannabis sativa L plant, aka hemp, so basically it's essential It's essential in the body for helping stimulate the endocannabinoid system.

Most people don't understand, you know, this is a cascade event system that triggers the release of anandamide and 2AG, which is endogenous cannabanoids.

We make our own cannibinoids in our body, And I think Dan always talks about this and Joe as well, is the first time you ever get cannabinoids in your body is from mother's milk, right?

And the stage in our life when you're growing 300% in one year, that takes a lot of energy, it takes lot a growth. So we're trying to tap into that system that we still have and we make those cannibinoid by ourselves today.

What's incredible about CBD, it's one molecule. It's 1 compound in the cannabis plant. They want you to think of the Cannabis plant as THC. THc is also just one compound.

There's over 200 different cannabinoid compounds in cannabis and hemp plants. Over 200 terpene compounds. So they've done a good job with the propaganda, wanting you see that plant is THCs.

So that's a good thing that you bring this up, Dan, because when people hear cannabinoid, right, they always just, the sigma is always, oh, it's marijuana, and you're smoking out of a joint, so there's, you know, best way I can put it

is like, I hate fish, but I don't eat fish.

But I take fish oil, cause it has a byproduct that has the health properties that I need, So same thing with this actual hemp plant. There's different parts of it that have these type of benefits.

So let's get a little bit more into that so people understand that this, what we're talking about here that's being delivered intravenously, it is not the same things that you're just picking up and smoking while you are at a concert.

Yeah, far from it. I mean there's zero THC in our products. And for a reason, I mean, the I think the last thing we'd want to do on this end would be injecting somebody would teach you because you could those effects could last for very long time.

Right. So really, these are everything that we do is THC free. But we did, but we have six cannabinoids that that, we that. We put in there that have looked at research and papers that have been done on these various cannabinoids and the properties that are in them.

And we feel as a whole, that's really the product that we're looking for. Whether it's CBGA and CBDA, and we can go through the whole list, but I think that probably another show that could really dive deep on that.

Which we'll touch a little bit on as well. But, you know, so when we're looking at this plant, the marijuana plant and we are extracting the cannabinoid from it, there's a lot of other CBD product that's out there.

This is not the same. The same CBD that I get at the gas station. There's a huge difference.

## Joe and Dan Join the Company

So what is the difference between the regular CBD that people are seeing on every single corner versus what's inside of these sterile injectable vials?

Okay, so cannabinoids really quickly is gonna be CBD, CBG, CBC, CBDN, and CBDA, okay? We chose those six because they complement each other and they're also, you know, they are accessible in a CGMP facility, right?

That's really pico IV. We knew we were gonna have to get into the pharmaceutical industry and we're going to have a spotlight on us. So we wanted to go above and beyond all standards, And that's really where I think this whole thing differentiates from what, quote unquote, you get from a gas station, right?

Those aren't regulated, the states are getting to that point where they're regulating it a little more, but it's nowhere near FDA guidelines and sterile manufacturing facilities or anything like that.

So, I guess just to kick it off, we already mentioned the cannabinoids. So the actual process of, you know, isolating these cannibinoid first in order to make them non-psychoactive because the plant always even in hemp will have a level of THC, right, around even above 0.3% because at the plant level, once you extract it and remove all of the chlorophyll and plant matter, you're going to get an amplified version of oil, a crude version.

So then you have to go through winterization. That is de-fatting, de sugaring the oil. Then you go to molecular distillation where under a vacuum you boil it to approximately 200 degrees Celsius in order to purify the oil and get almost every single bit of plant matter out of it.

You do that process three times, rule of 90%. You get a 90% oil, then you get 99%, then 99.9%. After the third pass, you're gonna mix it with a non-polar solvent, and then, are going to chill it down to cryo levels, negative 90 Celsius.

And then it's going to isolate. The crystals are going drop out. And you have isolated a cannabinoid. So you'll get CBD out first. Then you isolate it again and get CBG.

Um, and then you will have all these isolates that have down to parts per billion, no THC. Then you need to take that, heat that up to 165 degrees Fahrenheit, put it into an oil, and then you have to then mix it with our patented process, then ultrasonication to cavitate it in to a water-soluble substance.

So that's where you get into this. So basically this is white because the oil droplets have been. What is that? So this water soluble cannabinoids. OK.

This cannot be sterilized because it can't go through a particulate filter, which is required by the FDA. It looks like milk. Hold that up to the camera.

Yeah. Looks like Milk. you can't see through it. And the reason is is because the particles are very small. They're nano-sized particles. So… Okay, so nano, because that's something that we hear frequently, especially in the compounding world, the wellness space.

Nano lasers, right? Yeah, nano lasers. The nanotechnology for the glutathione, nanodis. Exactly. Then you hear about liposomal. Yeah. What is nano? So, nano is a measurement of a particle.

It's an average measurement, right, because not all the particles are identical. So it's below a micro level, so it goes micro, and then a thousand times smaller is nano, a 1000 times small is pico, that's where our name comes from.

One nanometer is 100,000 times more than the width of the human hair. Yeah, so we're talking super small. That's the nanometer. Yes, it's a nanometre.

What's that pico meter? What is a pica meter, Dan? Well, a picometer is 1000 times smaller than a nano meter. Yeah. So you're in the millions. We get sub-nano with the particle size in a Pico realm.

Yeah. And we're talking about the smallest point of the, so if you think of our particle more like a rod shape, the Pico realm is going to be more of a head of it because people go, well, you can't, can really get it into a PICO realm.

It's actually, but if look at it from a Rod shape and not a sphere, that's where we come into the peak. We measure that. That's what's most important is being able to fit into two things where, where a typical nano particle couldn't get into.

Yeah, and that a big, huge difference, obviously, between our product and what you're gonna find in the gas station. So can you create other things into a Pico molecule?

Absolutely, yeah. For example, vitamin D3, like the injections of vitamin d can only, for the history that I've been in, the IV space, can be given intramuscular.

Yeah. Can you convert vitamin B3 into PICO molecule. The process is different. from compound to compound, but yes, and we've done it with multiple compounds.

We have 10 additional compounds that are not just CBD from Pico IV that're coming out. Yeah. That we need to do research on and look at toxicity and kind of go through everything through those…

Yeah, I mean really what you want to look The compounds are going to be slightly different, but the individual molecule, how small is it? What is the average length?

what's the size, right? And then you have an embedment factor on creating it into a stable water soluble system. But it's possible. And I think that's, the next phase of Pico IV when you first decided to get into this to figure out how to create the PICO molecule when You're going through the forums and reading like where are you doing this?

You like figuring this out in your kitchen? I mean it back in the day Back in today. I was I I wasn't around so I had to just do the work on forums in reading papers But like the hands-on part When Apex Labs first started, a lot of it was

in my garage.

He caught himself on fire twice at my garages. I've caught myself on that story before. So, literally, they say the best companies they started in garage is we did.

It was a little bit back then. We evolved from there. Pico itself, so the nanomotion phase, yes, for drinks and beverages. But Piko itself was never in that.

By then, we had our own facilities. You know, ISO 5 rooms and everything. But yeah, back in the startup day, yeah. That's how I learned so much about solvents and how flammable they are.

## What CBD Is and How the Endocannabinoid System Works

But I mean, you gotta crawl before you can walk, before can run, and I really had to learn how Create a stable how to create a system and then how To create, a, stable system, and Then how, to better that system you know it Builds you, know, most people don't even know the beginning part that i just mentioned of how.

To even get to an Isolated form let alone further it into this you Know, that and i mean look at the difference there yeah can, just hold up the Difference because so what makes a difference on one where i can see through it versus the other one is the size of the molecule itself and Yes, so the size.

So this is a pico emulsion. It's crystal clear, you can see through it. This is an nano emulsion. That's where the same oil, same particles are in here, but they are so small, if you think about it like outer space, they're so smaller that there's more distance between these particles in the system, then there is the actual mass of the particle itself.

So when you have the opposite, you interrupted space, there's no way light can pass through this. This crystal clear, light just goes right through it, no problem.

There's not even a tinge to it. And that's the difference. When you talk about the molecules and the makeup of your body and everything like that, when you reach a pico realm, no matter what it is, it doesn't matter WHAT it IS, you reached a certain point where the actual cells in your bodies are a thousand times bigger than this.

This is a third of the size of DNA, right? A strand of dna. So you get to that point, you have rapid uptake on the cellular level to where you are like, it's called passive diffusion.

There's no metabolism time. there's not time for the cell to absorb it. It's in the sell, so. Yeah, it just has the ability to get into areas of the body.

Other therapies, other modalities just haven't been able to reach certainly any other cannabinoid. Never been to have access to every aspect of a body the way that it does.

What parts of body or what cells can the pico molecule reach at the nanocann? Oh, that the nano can't. So on a nano level, I mean, when you talk about, you know, we could even talk, let's just say, bacteria, right?

They have poring channels where they take in water and nutrients, every living organism needs that. So like, there's pouring channels, and they're like little docks, they are channels that you come in, the cell goes, is this food?

Is this water? If it's not, get out, right? And that's where this can go through, because water is 300 picometers in diameter. That's a water molecule.

How many is it? 300. 300, yeah. And this is what? This is 850 at its smallest. Yeah, yeah, so so the water is smaller bigger water would be smaller so eight hundred and fifty versus three hundred But my point is is you have this channel.

That's only one to two nanometers in diameter Okay, So most things aren't gonna get through that right water will get in but most other things that you're gonna put in your body other Modalities other you know oil soluble water soluable things nanoparticles can't get Through that, right?

A nanopodical is gonna be you At its lowest point like ten a hundred times bigger than that. Is there anything smaller than a picomolecule? Yes, it's femto and Everyone goes well, maybe next thing's Femto, and I thought that one day But when I found out that you can't go lower than the molecule itself without destroying the molecules, there's a floor.

That's why I said, when you asked about, can other things be done? Well, yes it can, but there is a limit. When you're looking at CB1 and CB2 receptors that are basically, that's what we're, you know, looking to work with within the system, I mean you have the immune cells that have CB 1 and 2 receptors, Systems that have CB1 and CB2 receptors.

There's more but CB 1 and cb2 Receptors in her brain than any other kind of receptor So being able to get in the fit into those crevice getting get into Those places with this type of product is pretty fascinating and we've been doing work with University of Illinois with dr.

G Lao who works in immunomodulation and infectious diseases on the product kind Of seeing what the benefits are there as well So it's pretty fascinating.

There's a lot of research that needs to be done on that. Going to the other compounds, we have curcumin and CoQ10, some of the, what are the alpha lipaic acid, squalene.

We all have patents pending on those as well, and also need to do research on toxicity and is it safe and whatnot before going to the public? Yeah, and I tell you, listen, you guys are members of the American ID Association, which our scientific advisory board is very well versed on everything that you guy are doing being part of The Association and people are excited.

The doctors are exited to see everything there's to come with the outcomes that the patients are experiencing with a PICO CBD. Now, when we start talking about the wellness industry and you guys pioneering what you're doing, I mean that had to be a decision, understanding that CBD has this certain stigma, right?

How has that been, as you guys have been implementing this into actual clinics with doctors, has it been a rough process to get them to understand that?

And Dan, this might be a question for you, but you're talking to all the doctors. What do they say, pioneers take the most arrows? Dan's taking quite a few of them through this process.

Yeah, it's been interesting. CBD is pretty widely known. You have THC, you have CBD. But there's still the stigma that people are concerned about, and that's just because they did a great job with propaganda.

They did an incredible job. But, you know, people are open to it and then you have some that are just kind of like, yeah, I'm not sure about that. So we just have to continue to educate, right?

And a lot of the education is around the endocannabinoid system. We just to get people to understand that your body is always operated on cannabinolids.

You have endogenous cannabinoids, you have cannibinoid receptors, and you a system in your body that connects to every single vital system. It doesn't just connect to them, it monitors them and modulates them.

And all we need to do is take care of one system, Sam. Potentially, take of care one one, make sure that this system is operating at a high level, which is the endocannabinoid system and that could potentially affect every other system of the human body.

So it's just its education and it is going to take a while because of the propaganda. So Dan, you're talking about the endocannabinoid system in the body.

I've heard other people talk, doctors even. It's like, well I didn't learn about this system at medical school. What is this this and why is it that there's a lot of physicians out there that don't even know that this systems exists?

That's a really good question. So it's, in my opinion, Sam, this is something that should be an absolute mandated with every company, every person that's in medicine to start learning about this, commit to 15 minutes a day.

Our body's always operated on cannabinoids. Like they mentioned, since the day we were born, our body creates endogenous cannibinoid, it is called endocannabinolids, and those bind and activate cannobinoic receptors.

We have hundreds of trillions of cannbinoide receptors, our cannabinoid receptors are tied to every single vital organ, nearly every tissue and cell in the body.

If we have a cannibinoids receptor attached to it, that means the endocannabinoid system can modulate it or regulate it. So this system, it's like our cardiovascular system.

It pumps blood, right? Respiratory system moves air. I could talk about our endocrine system, respiratory, cardiovascular, endocrine, immune system. Muscular, lymphatic, pain sensory.

There's like 13 of them. The endo-cannabinoid system it connects to all of these systems, but it doesn't just connect to them, it's involved in every physiological function.

So ideally what the ECS does, the endokannabbinoids system is it monitors all vital systems. And when there is an imbalance, this could be an immune response, a toxin, it could poor metabolic diet, anything that creates an imbalance in the body, the endocannabinoid system will step in to restore harmony.

It does that by calling for the genesis of endogenous cannabanoids. Now, our endogeneous cannibinoids, they're like the bodies internal pharmacy there are pharmacy drugs to our body so to speak they hold they contain healing messages and they will traverse to the area of the body that's compromised and it binds to a cannabinoid receptor once this occurs it's delivering a message Now this activates the receptor and our receptor broadcasts healing instructions to the body.

Now once this takes place, this enhances cellular communication. There's a cascade of signaling events that take place where the bodies go through a natural healing progression.

Ultimately homeostasis is restored. That endocannabinoid releases from the receptors and then it's destroyed immediately. So our body creates these on demand precisely when and where they are needed.

And this is a process that could take care of, this could happen trillions of times a day in our bodies. So ultimately we hear about the importance of internal balance and homeostasis, but we never hear them discuss the one system that is That's its job, to maintain balance in the entire body.

Now this isn't taught in medical school and there's a lot of reasons for this, this stigma. The plant's been at the blunt end of controversy, the propaganda against it, but this system was discovered in their early 1990s and it was discover because of the cannabis in hemp plant.

So there's some reasons why it's not being taught about school plus I mean school is really, you know, they teach a lot of pharmaceutical outcomes versus talking about endogenous systems that can be stimulated by a plant doesn't exactly go with the model.

Well, and also how long does it take to go through a medical school, right? And when you get there, are your books brand spanking new? Usually not. So if this is only in the late 90s discovered, you're not- You know what they say?

They say that science is 25 years ahead of actual medical practice. Like the stuff that they're doing in medical practices, there's science that's already like from 25 ago that- Exactly.

They're still not even utilized. So that's why most doctors don't know about it, I would say. They would have to rewrite the entire medical school curriculum to include the endocannabinoids because it's that involved in every physiological function.

And these aren't even our opinions. These are actual papers that we've, you know, NIH papers, actual medical disclosures that have happened from well-known researchers.

Yeah, and listen, I mean, there is already a lot of research when it comes to CBD, right? Because even a lotta states, they offer CBD and medical marijuana and all of that stuff, so there has to be some kind of science behind it already.

## From Gas Station CBD to Sterile Injectable Formulations

And there's FDA-approved products that are out on the market that related to the CBD. Correct me if I'm wrong. Epidiolexis is FDA approved. And that's for what?

For like seizures? Yeah, for children. Yeah. So like when you started really thinking about that, it's like, okay, so people, you know, on the science side are accepting this.

When it comes to the Picosimidia IV product, what is it that you guys are seeing is working best for? What type of illnesses or type issues that patients might be having?

So this gets a little bit tricky. And just because, you know, FDA we're under a, a magnifying glass as much as we, we would love to be able to kind of go through and what we hear back from the clinics.

We're kind a bit handcuffed. You know? I think we've got two whammies on us, right? We are a new emerging IV company and we have, um, and then we are also in CBD, but we do have on our website, it can go to, have 1,100 clinics that we work with, the maps you can contact any clinic that we have in there and they can really kind of go to the doctor.

The doctor is a medical, they speak to their experience of it. They can kind go over even testimonials that maybe a patient had. We are not able to have those testimonial on our website, but they definitely go through and kind understand what the benefits are.

But if you think about CBD in general and if look at not specifically what our particle size can do, just look And then no cannabinoid systems. I think that you could look at inflammation.

You can look, uh, you know, just overall health wellness, all the things he was speaking to auto immune and autoimmune disease. And I. If you look as you age, start producing less and less endocannabinolids and you see that demographic.

of that more elderly person that's really kind of gravitating towards this product, there's a reason for that. Joe, is there a test that can be done on someone to see, you know, the level of endocannetic testing?

Absolutely. Is that what is a genetic testing read? Read is another he's been diving deep on on that as well. And yeah, yeah. There absolutely is. We're definitely looking to team up with a couple of different genetics testing companies.

There's 13 SNPs that I want to take a look at. Today, there's only two standardized SNPS. You can look the CD1 receptor, you can at the phoenzyme. But ultimately, what we want do is be able to look all 13 so we can find out where somebody is deficient and then we could put together custom packages to balance out the system so it can operate at a high level.

It's just not there yet, you know, as far as what's available. Yeah, well, let me clarify one thing. It is not yet there for where we want it to be, right?

We're always looking for the next thing, how do we get it there? Those two snips are available and I think it is something that people can partake in and look at.

We have already started kind of a genetics test prototype that we are piloting right now. But again, it's only at those two SNPs. It's better than nothing, right?

You look it cannabinoid metabolism, what you're predisposition to. cannabinoid sensitivity, cannibinoids psychosis, stuff like that. So you can get a little bit of a gauge, but as Dan said, it's not where we want it to be because we wanna overall wellness genetic test to like here's what you're predisposition to and here is where you are at, good job, right?

And that's where wanna be one day because that where the next phase of this, a systemic hydrophilic cannabinoid product is, right? And I think that's something we need to talk about too, is that never before has it been systemic, quantifiable milligrams, you could do inhalation and smoking, but you can't quantify the milligrams that goes directly in the bloodstream.

However, in a lipophilic form, which it is you're only vaporizing the oil, goes direct in your blood stream, it's still an oil. So your body has to convert it into different metabolites in order and those are different cannabinoids altogether, right?

This is the first time you've ever been able to have a non-hydroxy 11 or carboxy 7 cannibinoid version in your bloodstream that's systemic and quantifiable.

So that a huge difference and that why we're seeing way better results, way different results because the body's never seen this exposure. Man, there's a lot to learn here about the CBD stuff.

Now you guys are doing a lotta research, right? You guys actively, even Joe, you said something about working with universities. Yeah, University of Illinois, Dr.

Jilal there, he's been fantastic with working on animal studies, looking at toxicity levels, and there has never been any kind of fatal dose of CBD or anything destructive in that sense as well.

Knowing as we were going to go into the market, the understanding the cannabinoid profile, obviously not THC, but just kind of looking at CBD and the overall safety.

But yeah, now it's just moving into case studies, working with the FDA, and working on an initial new drug with FDA specifically. We have various countries that we're in right now as well.

So we are looking at Australia, Thailand, Ecuador, Mexico. What are you guys doing in these other countries? So pretty much the same thing. Really, it's kind of going in and working with human safety studies, starting in human-safety studies and then kind moving on to the next phases in with them and with each individual country.

and then taking the work that we're doing with University of Illinois and kind of bringing it all full circle. Yeah, the next phase is getting into this FDA approval structure.

We're working with our FDA, we are trying to work with Thai FDA. Australia already, you know, preliminarily approved us once we get through all of the various studies that they require.

It's different from country to country, but we know once we get pierced the veil on one country whether it's ours or a different one, they all kind of look at each other and then it is going to be opening it up everywhere.

Once we have this data we can share it with that country and vice versa. So based off of some of it and I don't

know how much you guys are willing to talk about some other things that you Guys are experiencing and seeing and research But what is it that?

You guys, are expecting to see in some, of the research that. You, guys. Are doing with with the animal studies I think what we can say is it's gonna blow people's minds because when you talk about the endocannabinoid system and what Dan's discussed about it, connecting to everything in the body, and you know, even when we talk health and wellness and balance, we're programmed to die.

And we see that as we age, right? Testosterone levels, hormone levels. Everything starts becoming unbalanced as get older. even our endocannabinoid production dives as we get older, right?

After that 35-year-old mark or whatnot, it just keeps going down. What we're trying to do is, I guess the best example I can give you is a lot of people talk about methylation and all that, they have this whole map, and this talks about supplementation where you're deficient so you supplement, what we are talking about is why are you deficent?

We think we can make your factory better to output better so you don't have to supplement. And if we could do that, that's a cascade of events of prevention, right?

You're preventing the disease and we kind of feel like it's gonna show us. that a lot of our problems are because of, our bodies not being able to produce what it needs to.

Even though you're eating the right things, your body can't convert it into the the thing in order to be healthy. And that gets worse and worse as we get older.

So that's what I think we're gonna see. Yeah, I mean I think the right in the same line and just the work that we have done and looking at like we said I'm in CB 1 and CB 2 receptors on immune cells and being able to get in theirs and wet and stimulating immune systems and you know Modulation and what can that do is also gonna be very important So that's really kind of where we're headed with the research and on everything that We're doing but I me we are going to be researching this for any decades I Think to come well be and look at different combinations of cannabinoids and whatnot It's gonna.

Be it's going be important And it'll be the next step in, I think, in the method. Yeah, well, you know, because I know you guys are kind of limited to how much you can say, especially dealing with the FDA and filing certain things.

But the one person who can talk about it is me. Which, you know, I have clinics and our doctors actively utilize the Pico CBD product, call it research or the right to try, that's what doctors do.

They heavily work on a lot of off-label type of treatments to figure out the solution for patients that are suffering. Right. I've had the opportunity to do the actual Pico IV on myself.

And I could tell you that when I do it, I don't get high. Right? It's not a psychoactive type of drug. But what I feel is if I have any like pain anywhere, like even on my back, that pain just disappears.

You know, The first time I tried it, which was at one of the conferences with a couple of my doctors that were there as well too, I got very energetic.

It was just a good sense of liveliness. I felt good. Almost like I replenished something that was missing. So, Dan, one of the things that our doctors are seeing with patients with like autoimmune issues or some type of inflammatory disease, they're starting to see a lot of that inflammation come down, right?

## Pico Particle Size, Nano vs Pico, and Delivery Advantages

which helps correct a lot of other issues that the patient's having, physically, mentally, emotionally, all of those things. What is it with the PICO CBD that these doctors are potentially seeing that patients are experiencing?

Well, again, talk about the endocannabinoid system, right? If they have some sort of imbalance happening in their body. The endo cannabini system has the ability to identify pro-inflammatory cytokines, has to ability down-regulate proenflammatory cytochines.

We have the CD2 receptors attached to our immune cells, so when we're in a having an inflammation process, neutrophils are kind of, things are out of whack, it has the ability to balance things out.

So the endocannabinoid system's involved in all phases of inflammation. But like Joe was saying, we have cannabanoid receptors attached to all of our immune cells.

Basically, if people are seeing some sort of positive results like that, It's because this is getting in there and balancing out their endocrinabonoid systems.

to where I can identify things properly and then go through the right channels to resolve it. And I have something to add to that. So when you have an inflamed area, super inflame, right?

You're going to have constricted blood flow. Our product is 10,000 times smaller than a red blood cell. In some of those constricting blood-flow areas, barely a blood red-blood cell can get through it, this can just squeak by, get to the part that needs it and systemically get in there.

Nice. How would this work with like athletes, right? Like people that put their bodies through a lot of strenuous exercise, or someone that runs marathons, like Los and Noriega, they're gonna be running the New York Marathon in the next couple months.

What would do for someone who's gonna do a 26 mile run? Yeah, I mean, you're talking before or after? Both. Well, the endocannabinoid systems, it's very involved in muscle tension, muscle tone, muscles constriction, and muscle blood flow, all of that.

So if somebody's training and needs to recover quicker, whether or not they're training for this or they are doing this for recovery, It's just, it can help with their body being inflamed.

It can with the muscle tension, tightness, constriction that they're having. Ultimately, they can put their bodies in a more relaxed state. Also, there's cannabinoids have been proven to modulate calcium levels, which acts as a brake on your neurons firing, right?

So you can possibly in that aspect be a little bit more enhanced. So, Dan, you were talking about after they train, if they do it before they go on a run, what can they potentially experience?

That's a good question. I'm not sure. But that's a really good question. I'm not sure, you know, as far as like doing this beforehand, I would think that it could help with the mental clarity, um, You know as, far is just keeping your mind more balanced.

Cause what's interesting about the endocannabinoid system again, when it comes to stress and tension is it has the ability to fine tune the HIPAA access and control how much cortisol is being released.

So this is something that could possibly keep somebody in more of a calm state, while they're in a high intense situation. Right. Right, very interesting.

There's other things, too, and I think going back to exercise and Dan can kind of go over healthy diets and exercise to actually stimulate, you don't necessarily even need to have external cannabinoids.

You can produce more endocannabinos on your own as well through healthy diet and exercising and whatnot. So just the fact that you are running is something that's going to do that naturally.

Nice. Yeah. What else are we missing about CBD? Like what else? I'm always learning from you guys and every

single time like the other day, you know, we were on a call and miles you were telling me about You know one of the doctors who's was treating like an external tumor cancer tumor and and how It really helped the lady who was in stage four cancer, right?

And these are little things that are very interesting to kind of like hear about what other doctors are experiencing with their patients and Yeah, I mean, you know, this is clinic by clinic, we hear these stories and testimonials, and the list is too long, right?

We just talked about muscles and the body and systems and all that. I mean the cannabinoids, they can really help in the brain, right? And just how we feel and different levels of hormones.

So really, anything where you're unbalanced, that's really what we're looking at. If you are unbalance, this is endocannabinoid system, it's only job is to balance the body and keep you alive.

So yeah, what can we tie strings to that? We can make a murder scene in here and tie a string to everything. And we know it sounds like snake oil. It totally does.

But when you get into the science of it and you read the papers and understand the intricacies of your body, it kind of starts to make sense and it's silly.

It's like really silly because you don't want to say too many things because then people are like, you're just a wackadoodle. You know what I mean? I think there's some like 30,000 research papers right now on cannabinoids.

And most of them kind of end in the same thing, which is, oh, if this was only more bioavailable, this is only systemic. You see this, how, you know, and it's just, knowing a wealth, that's kind what we're looking at.

So, so really it was now just carrying that research on further. What does this particle size do? What is this do as a more systemic vehicle? So that really kind where we are at and that is really the message that we want to.

Just saying we don't want to give anybody false hopes, you know, or anything like you're bringing up cancer or whatnot. No, because we have to prove it.

But we will prove that. And that's what we'll be doing more research on. The clinics that we work with are, you know, we have some cancer clinics, that are working with the product.

So. I think Joe should really quickly get into what we've set up with, the clinic stuff, right? As far as Advanced MD. Yeah. We've developed something that's really.

It's kind of the first plug and play system that is designed for case studies. To where a doctor can go in and through a company called AdvancedMD, they've never set their software up, this way, but they've been fascinated with kind of how we've retooled this.

But essentially, you'll be able to go in a patient can go and their medical records can Go into their profile, they'll get their surveys, all their blood testing, the protocol for exactly what the doctor needs to be looking at for that specific case study.

And everything will be fed through let's say a four to an eight week process. to where we can actually start getting real data back. And we could do this throughout the entire world.

Yeah, in an auto-translate, right? To different languages and back and forth. So we'll have everything. We're making a hub. Yes, we have that moving forward with being able to, because as they pointed out, We hear feedback from all these different clinics on all of these things.

But we, yeah, have pretty unusable, testimonials, things like that, that we present. The next step is really looking at the case studies. First thing was getting the product right.

Getting the products to a point to where it could go through a 0.45 micron filter, then a.1 micron and then to go to E-beam radiation, E radiation to make sure that the project, as it's bypassing all these systems that are there to protect you, we need to be sure the that product is sterilized correctly.

And then now moving forward to, okay, now let's start looking at the data. making sure we did everything we need to do with University of Illinois, and then, I think we're at about 75,000 doses now have been out, you know, throughout.

And so really, yeah, now it's looking at working with the FDA, working on case studies, work at frequency and dosage and things like that for various things.

What is the, when doctors reach out to you guys and say, I want to utilize this in my clinic, what's like their main expectation? What are they looking for?

Well I think Dan can get, you know, heavy into this, but I, think the biggest thing to talk about is that it's, People are already educated on what the lipophilic version can do, right?

I mean, CBD business is blown up. It's billions and billions of dollars, But, you know, they already know that it's there.

## Research, Clinical Use, and Potential Applications

It's just like you're human, right? And we know what it could do on that level. But now that you have systemic and hydrophilic, it is like the next level, so they're already well-educated.

They've been wanting it. The nice thing is we do have a forum on the back end of our website that is just for medical professionals as well. So they can communicate.

Amongst themselves, you know, to where I'm not coming up and saying, this is what it's good for. This is good. You guys kind of speak amongst yourselves.

So you guys understand, Hey, how is this working or how was this dosage working? And that's really want that open communication between the, between medical professionals.

It's really kind of coming from another medical professional as you just experienced yourself and are able to kind relay your own personal experience.

That's the world of functional medicine. And that's all we want because we are not doctors. We're not medical professionals. Dan's in with them all day long and whatnot.

Like I said, he learns by osmosis. at this point, it's really allowing them to talk amongst themselves and giving us feedback on directions of where we need to be looking at case studies, where do we have to take the system?

Absolutely. Would you say they know a lot more about CBD than someone coming in blind, like usually? No, sometimes no. Sometimes they don't know anything.

They're like, what is this? But like you were saying, as CBD in general, having nothing to do with Pico IV, we do have stack of studies of how CBD traditionally has helped with anxiety or tension or stress.

Also, how we have cannabinoid receptors attached to all of our immune cells, right? How this could potentially help with immunomodulation, just as far as talking about what CBD has done.

previously, but then you get into the gastrointestinal issues and there's many different studies that have been done. So we'll send that to them as kind of like a baseline of where to check.

But if you're looking at how the endocannabinoid system manages inflammation in the body, you just really talk about what the ECS does, that the DCS is very involved in balancing our immune system.

Neural protection all of these things and you know, you kind of draw the conclusion of what this system does and understand that we're just Enhancing this we are supporting it.

We're giving it what it needs Guys so right now what I'm gonna do is I want to go down the line Whoever wants to start can start but I don't want you to just take a minute or two and Tell all the listeners and viewers what you want the world to know about Pico IV wants to go first.

I'll go. Pico IV is going to change medicine. We're going change about creating awareness around an endocannabinoid system. This is a system that we can target for very specific health conditions.

Not because PICO IV, because Pharma has over one over 1,000 patents of synthetic cannabinoids to target the endocannabinoid system. They have them in phase two, phase three studies.

So it's coming. What PICO-IV, what we stand behind is, and what are, is we are the return to ancient botanical wisdom. We believe that the future of medicine is what medicine used to be, right?

Synthetics only became a thing over the last hundred years and we wiped away 5,000 years of medicines. So by educating about the endocannabinoid system that we have a system in our body that connects to everything and that can stimulate, we can support this system naturally.

We coach people how to take care of their bodies, what to eat, get back to whole foods, Get away from the processed and the pesticides and be the exercise.

All of these things stimulate the endocannabinoid system. So what Pico IB is, is we are the return to ancient botanical wisdom and we're going to create Awareness around a system in our body and this is whole body wellness.

We're not targeting symptoms anymore. For targeting the whole That's what where I see us going in the future And I think taking it a step further and he kind of he really touched on it Any of the compounds that we're looking at these are all natural plant-based medicines that were looking and that's really that kind Of our future as well as this as we're exploring the cannabinoid system and what Pico IV CBD product can do.

It's actually looking at these others, you know, and we've seen what we were looking what curcumin's been doing on an oral level, um, with no bioavailability, even with cancer, CoQ10 and all the benefits there.

So that's really kind of the other future that we need to be looking as with, as, we now apply this technology to these other compounds. What is the particle size now of curicumin gonna be able to do?

And what's, what the combination between the various cannabinoids and maybe these other compounds. So that's just, it's a lot of research and that really what we're working into right now is we are going through evolving the company.

We're actually in precede and series a and kind of going to funding and whatnot on that. That's where most of it, the funding is allocated towards. It's really just research development and, and moving from, I call it the new pharma sometimes where it like we were moving away from that big pharma mentality back in the natural plant-based medicines.

and really seeing what these can do. So. Absolutely. Miles? I mean, I think everyone needs to know that, you know, this product is well polished. And like Joe said before, we had to get the product right first, and we've achieved that.

It goes through, FDA regulations say, a particular removal needs be done in an ISO 7 room, down to.22 particulate

removal filtration. And we take it a step further, because we knew we were going to be in the spotlight, and we're at.22, then.1 in an ISO five room.

Which is a higher. Yeah, which costs us $35,000 a day. We take this very seriously because, we know that you're putting something in your body that needs to a fail rate of one in every 10 quadrillion vials, you know what I mean?

And then we even go a step further and go through e-beam irradiation to where there's absolutely no way that it's gonna fail and be something great for people.

But we are going through, we're looking for investment right now because this has been a self-funded project. We've gotten this far, but as everyone knows in the medical industry, it takes a lot of money to get this proven and get it done right and go through FDA approval.

But I think everyone should know, we have made, and in last six months I've made 13 new products I know that we can get through, and we're gonna do all of the toxicity, efficacy studies and whatnot, but that's gonna take a lot of money to get all that research done, But it's going to open the health world up to something they've never seen before.

You know? Absolutely. Amazing. Guys, so right now we are going have a little fun really quick. So one of my favorite podcasts is called The Diary of a CEO with Steven Barlet.

And he came out with these conversation cards. So I'm going to give it to you. I'll see you open it up, grab one from the middle and then pass it down.

And what we're all going do one at a time is you're going read the question of the card. You're gonna answer it. Oh, it's a QR code, so I got to scan it first.

No, that's that for you to make a donation.

## Future Development, Funding, and Closing Reflections

Anyone can go first, All right, how do you take care of you? Am I asking you that or me? How do I take of me. Well, first Pico IV, you know, monthly. No, just kidding.

What I do is, I guess really. Actually, within the last two years or so, I looked at myself and I'm not that big of a person, but I realized I was skinny and unhealthy is what I call it.

You are what you eat, right? So I really started educating myself on eating healthy and what my body needed. supplementation with vitamins and whatnot and now I'm doing the Pico IV as well as some PICO water soluble pills, broad spectrum and stuff to supplement the endocannabinoid system, but also working out.

I don't think everyone needs to be a bodybuilder, but I do think that you need to understand that your organs and your heart especially, you needed to get that kind of exercise or else you're not gonna be around here for your family.

You're gonna not be here around for kids or maybe your grandkids one day, right? You gotta start thinking about other people other than yourself. And I think, that's how I take care of me is they're my motivation and that kinda what I'm doing now, so.

Amazing. Yeah. There's a wild one. Yeah. Oh, there's really small fun of that. It says, if you could say one thing to a family member you've lost, who would it be?

And what would you say and why? That's pretty deep. Don't cry. You're making me cry I might, you know, um, I would probably be my grandfather. He was in a submarine that exploded.

However, he was he in the front half of this submarine and he is the only one who survived out of his crew somehow. So I will ask him to tell me that story.

and how that went and why. I would ask him, what did you take from that? What would you pass on to me? Because I never really got to know him. You know, I've never got any of his wisdom.

So I want to kind of probe that story in for him to explain what he got from it. That's kind the direction I'd go. What a powerful story. Yeah. And I know Dan for at least 10 years.

Never even knew that. It's fascinating. So I'm going to have to hold it back here. What topic is no one talking about now that historians will study in the future?

Kind of funny. We just went over that. Obviously we just plugged. I don't need to sit here and plug Pico IV anymore. There is this awareness right now, that we're starting to see books like Lifespan that go into Reverse aging and whatnot.

I think this is this pivotal moment in time where we're make America healthy again and what not and things that they're they are looking at and studying and I Think that this a good time, you know in our inner in her history to where?

we are starting to take health a lot more serious and and there are ways to maybe reverse age and Things that like miles have talked about so yeah, that's the thing.

That's hopefully this the time that we see that that change and Remember when people used to die? That was a great time. Don't die. So guys, as we wrap up here, if there's anyone listening to the podcast or watching the podcasts and they truly resonate with today's message, what is one thing that each of you can leave them with?

You know, I think, for the product level, if you're looking for something, If you actually specifically looking at Pico IV, going to picoiv.com, taking a look at, there's a provider map on there.

I'm sure you'll probably find one in your area. And being able to go and talk to the doctors there and actually get them their advice on, maybe if there is something that they feel maybe CBD might be able help them out with, and go through that.

That would be the biggest takeaway from this, hopefully. There are people that they can go and talk to medical professionals. They can talk specifically about our product.

Absolutely. Dan? One thing. Yeah, well, medicine was plant-based medicine. It was natural for thousands and thousands of years. Imagine the trial and error that they went through to figure out what was safe and what wasn't.

You know, people probably died. People got sick. They did all the hard work so we know what is safe to take today. So let's honor those people that came before us that did.

All of the. Hard work for us to. Figure out. What natural sources are are safe for. Us to And let's start looking into a new way of medicine, which is the old way.

Let's just reverse time there. I think, help us educate yourself about the endocannabinoid system, but help get the research completed. In any way, shape, or form, I that's what we need.

We have the right administration in effect right now. Help us get this over the finish line, because we can't do it alone. we cant. need an army. And we gotta build this following and just educate your self on it and make your own decision but you'll see it.

Awesome. And where can people find you guys? picoiv.com. PicoIV. com. Yeah, take a look at the map with any aliquivitas that are going up right now as we speak, which is pretty fantastic.

I love it. Gentlemen, it was a pleasure having you, guys, on a Healthy Point of View podcast. Thank you. Guys, you heard it here. Listen, science is 25 years ahead of medical practice.

It's because of technology and innovations like this where we could truly change the course of medicine. The things that are gonna be coming up in the next few months to the year with Pico IV, You need to watch it.

There's a lot more behind the scenes than what we talked about on this podcast. I'm telling you because I am on the advisory board of PECO. Dive deeper into this and understand there's gonna be a lotta new solutions on taking care of your health, especially with people that are chronically ill.

Guys, make sure you follow, subscribe, share this with all of friends, family, coworkers, and we'll see you for the next one.