



The Cannabinoid Alternative:

One Company is Aiming to
Treat Addiction with CBD

*by Matthew Van Deventer,
graphic by Lightspring*

Opioid addiction has become an issue at the forefront of the country, even deemed a national health emergency. For decades hospitals, physicians and emergency departments have been handing opioid pharmaceuticals out to their patients like there are no consequences attached, only enabling patients to fall into life-long patterns of addiction. Florida CBD company Recovery ReLeaf wants to be a solution for those suffering from addiction or who want to avoid opioids and pharmaceuticals all together.

Co-founder and owner of Recovery ReLeaf Deanna Muniz said they want to reach people who “silently suffer”. In other words, they want to be available to the millions of people who need relief from physical ailments as well as mental health issues, but don’t understand that CBD is an option.

“We want to be different than most CBD companies. . . yes, we do sell products, but we really deal with your everyday person who silently suffers,” explained Muniz, who worked in the healthcare industry and has personally dealt with addiction and mental health issues, both of which led to her introduction to CBD.

Muniz is no stranger to the constantly changing regimen of pharmaceutical drugs the healthcare industry will impose on its patients. Take one pill for one ailment, it brings on nausea — then you start taking something for that, but it causes headaches and so and so on.

In her 20s, Muniz was on about 48 different medications, in and out of comas, and on and off pharmaceuticals to treat seizures. The doctors didn’t know what to do. She has a variety of autoimmune disorders, including lupus.

Her father got hooked on opioids and died of an overdose when he was 45 and she lost her son who had autism. She grappled with depression and anxiety and even became suicidal. “I mean, I was hit in every possible way on this planet you could be hit,” continued Muniz.



“Fear stops most people from really moving forward, evolving, and learning and being teachable.”

Roughly two years ago, she started taking CBD to help with her autoimmune diseases as suggested by a nurse she was working with, and a year later she helped launch Recovery ReLeaf.

Muniz breaks down those silent sufferers into a few groups. One of them is the elderly, who may automatically lump hemp and marijuana together, tagging onto CBD the age-old stigmas that come with smoking marijuana.

That community, continued Muniz, is talking about medical marijuana, and they are talking about options they can use to help with ailments not uncommon to aging like arthritis or general discomfort. However, they don’t want to be judged by their peers for using cannabis. “Fear stops most people from really moving forward, evolving, and learning and being

teachable,” explained Muniz.

The second group Muniz refers to as the recovery community. This includes those trying to fight off addiction. Often someone going through rehabilitation, trying to get off whatever it was they found themselves addicted to, may end up relapsing after an injury, when they wind up in the emergency room being prescribed opioids for pain. They need to take something, but fears of a potential for relapse are imminent.

The third group Muniz demarks are those suffering from mental health disorders ranging from chronic anxiety and depression to attention deficit/hyperactivity disorder or ADHD. Some medications can cause a relapse, not fit into an organic lifestyle, or are just generally hard on the body.

Since launching their e-commerce site about a year ago, Recovery ReLeaf has garnered a clientele of about 300-400 customers, according to the company's other founder, Natali Jedlicki. Their top three sellers are their 1000-milligram vanilla tincture, 250-milligram CBD cream and their pet products come in third.

Because they are so close to the recovery community, Jedlicki said they decided to go with a more potent tincture. "We wanted to make something effective, which is why we went higher on the milligrams, so it would really pack a punch and that the consumers would really get value for their money," said Jedlicki.

Education and transparency are a huge part of who they are, said Jedlicki, they even have customers who have government jobs, some who have been fired in the past because of faulty product information from other companies. Jedlicki will be the first to tell customers that if they are taking a whole plant extract of 500 mg or more on a regular basis, THC will build up and they will test hot by the end of the week.

It's just one instance in which they try to be as honest as possible. They work closely with new and existing customers to help them decide what dosage they should be using, even taking into account other medications they are taking. Jedlicki said that's Muniz's department. While CBD won't necessarily harm someone, certain medications or additives, like grapefruit, may make another medication or the CBD itself less effective. And they always recommend checking in with a doctor about incorporating CBD into a regimen.

"We're just trying to give people the proper quality of life, with the proper education so that they're empowered to really make the right decisions for themselves and know exactly how to go on the journey," explained Jedlicki. 🙏



"We wanted to make something effective, which is why we went higher on the milligrams, so it would really pack a punch and that the consumers would really get value for their money."