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# Controlling Your Cannabis High: As Edibles Become Mainstream, This Mother-Son Team Has A Solution

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[Cannabis](#) edibles are becoming an increasingly popular alternative to smoking, even though the latter has long been the go-to option for many cannasseurs.

**Amanda Reiman**, chief knowledge officer at **New Frontier Data**, [told](#) Green Market Report there has been a noticeable upsurge over the last year in demand for edibles over other non-smoking forms of cannabis, particularly among the older population. Even though flower remains a top choice for many, according to the annual survey conducted by Reiman's company, [edibles are taking their fair share](#) of the market.



preferred form of consumption. An overwhelming majority,— 71%, chose edibles over flower, which was the runner-up at 22%.

## Why?

For starters, edibles are a much healthier way to consume marijuana since they do not involve smoke. Moreover, edibles allow for a more controlled dosage since it's easier to measure the amount of cannabis in each serving.

"For consumers that want lower-dose products, edibles appeal to them," Reiman added.

## Are There Risks?

Yes, [edibles come with a](#) few disadvantages. Due to taking longer to feel the effects of edibles, it can be easy to inadvertently overconsume. Also, because edibles take longer to take effect, it can be hard to time and modulate the high, which can lead to an intense experience that can be difficult to manage.

Instead of entering through the lungs and gaining instant access to the bloodstream, edible cannabis passes through the digestive system, where its first stop is the stomach. Once it reaches the liver, THCA is transformed into a metabolite termed 11-hydroxy-THC and disseminated throughout the body. Similarly to THC, this substance binds to the CB1 receptor of the human endocannabinoid system but leads to stronger impacts.

## Mother-Son Duo Has A Solution

Luckily, a Boston-based mother and son, **Eli Stoloff** and **Alice Stone**, may have a solution, a chocolate bar called "Soft Landing," [reported](#) CBS News.

Stoloff, a Cornell University graduate, also calls it "a reverse edible," as it "brings you down" in cases of overconsumption.



The family duo got the inspiration after reading a medical journal article on a naturally occurring molecule that can be found in certain herbs and spices that purportedly reverse the effects of THC. Eighty percent of participants taking part in a medical survey on their product rated Soft Landing as "effective" or "very effective."

**Jean Hope**, co-founder of Yamba Market in Cambridge, is intending to help Soft Landing reach shelves.

"It really balanced me out," Hope, who wants to invest in the new product, told WBZ. "And I felt the impact right away. And my conclusion was, this works!"

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