



MULTIDISCIPLINARY  
CENTER ON  
**CANNABINOID  
RESEARCH**



THE HEBREW  
UNIVERSITY  
OF JERUSALEM

# JOIN THE CANNABIS REVOLUTION

Cannabis is no longer just associated with **Getting High**  
but is now tantamount to **Getting Healthy**



## Join the Cannabis Revolution

The Hebrew University Multidisciplinary Center on Cannabinoid Research (MCCR) integrates and coordinates the research activities of multiple research laboratories at the Hebrew University into interdisciplinary networks. One of its major objectives is to foster collaborations between its own participating laboratories and many other well-established groups around the globe who are conducting research on cannabinoids, endocannabinoids and medical *Cannabis*. The MCCR is staffed by eminent Scientists, Medical Doctors and teams of highly qualified researchers from a variety of faculties at the Hebrew University and Hadassah-University Medical Center - spanning the entire spectrum relevant to this research.

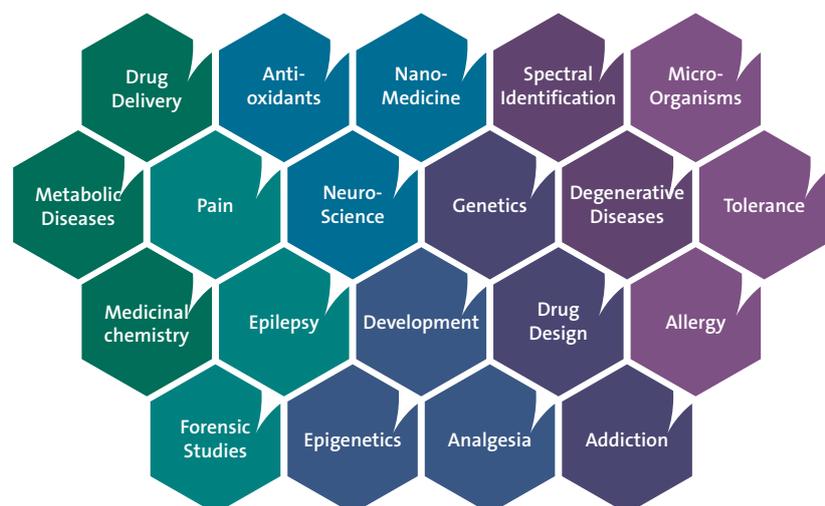
The MCCR covers a vast array of research arenas, aimed at generating synergy between researchers, projects and scientific centers around the globe, in the hope of intensifying the use of cannabinoids for medical treatment and the ultimate enhancement of human health.

## The Cannabinoids Pioneers

Until very recently the *cannabis* plant and its extracts were mostly frowned upon recreational drugs. But its true worth lay hidden until just 5 decades ago when the modern era of serious scientific *Cannabis* research began. Spearheaded by Professor Raphael Mechoulam (the Israel Prize laureate and Head of the MCCR's Academic Committee) at the Hebrew University of Jerusalem, this heralded in a new age with a promising new vision for humankind.

The isolation and identification of the psychoactive ingredient of *Cannabis Sativa* ( $\Delta^9$ -THC), its endogenous counterparts (termed endocannabinoids) and various phytocannabinoids, have ushered in a wealth of pre-clinical and clinical studies, shedding light on the efficacy of the endocannabinoid system to deal with human health and disease. Endocannabinoids rank with the most widespread and versatile signaling molecules ever discovered.

## Our Research Areas



## The Center's Objectives

- To stimulate and coordinate interdisciplinary scientific research projects, and international collaborations aimed at better understanding how cannabinoids involve in various disease states.
- To train young scientists, and support scholarships & awards to encourage graduate students to concentrate their research on cannabinoids.
- To organize an annual symposium on cannabinoids that will bring together students and researchers from all over the world.
- To cultivate close interaction with other research centers and educational institutions both in Israel and abroad - promoting joint seminars and workshops.
- To foster interactions with the international pharmaceutical industry with the aim of converting scientific achievements into commercial value.



## MCCR - Leading the New Era of Cannabinoid Research



### It's Time to Join Forces

The MCCR has great relevance at this specific time in modern history - a time when both international academic institutions and mega-pharmaceutical companies all around the globe are channeling enormous efforts towards, and investing heavily in research in this exciting new field.

The MCCR fills the need for a central, professional body who undertakes to integrate and coordinate all these worldwide research activities into one cohesive whole - assisting collaborations and disseminating collective information.



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For more information or to evaluate the potential for mutual cooperation,  
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