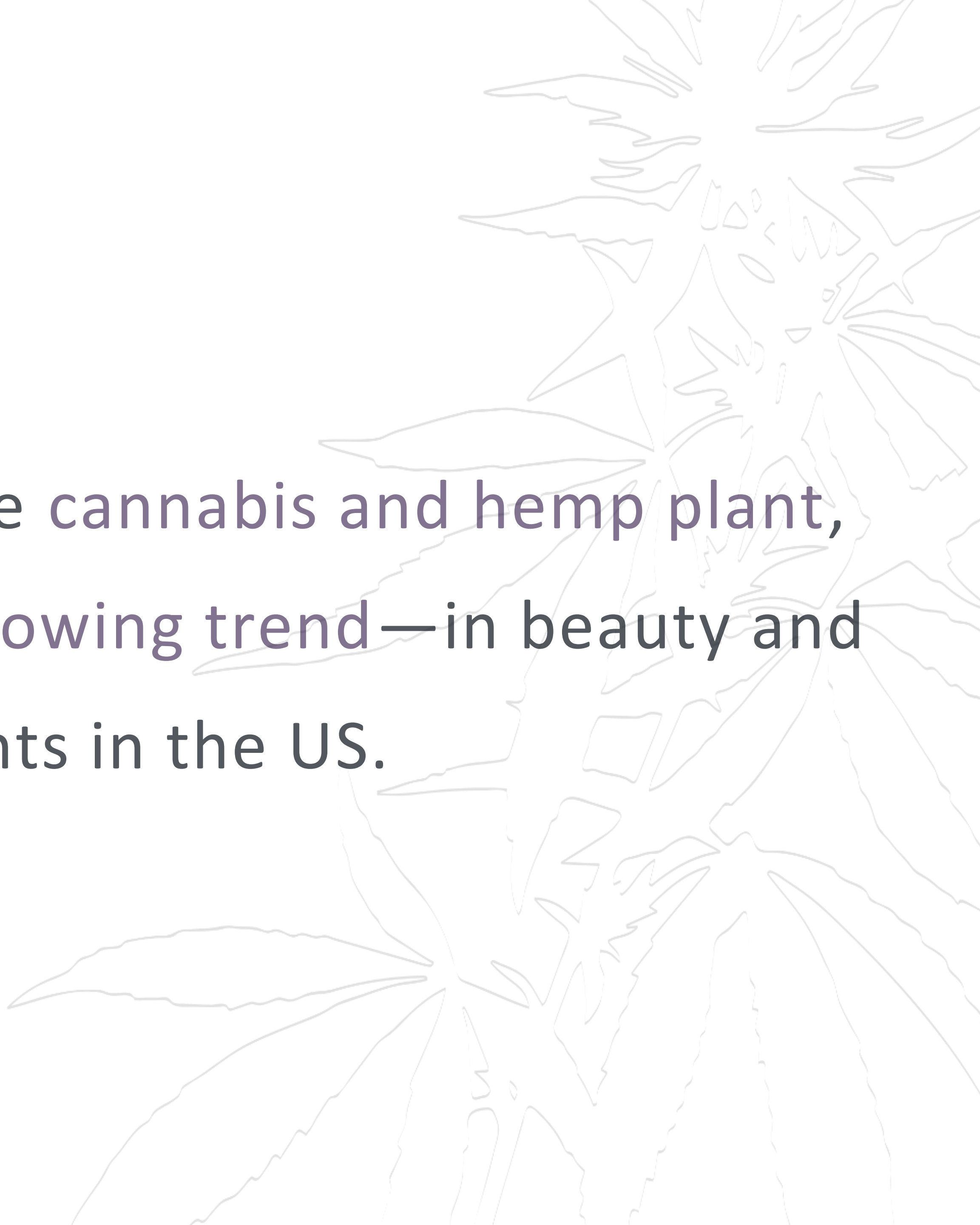





**GLOBAL WELLNESS  
SUMMIT 2018**  
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

# Understanding the American Wellness Obsession with CBD: Why the Cannabis- and Hemp-Derived Ingredient Has Taken Off

**Melisse Gelula**, co-founder, Well+Good, US



CBD, a compound derived from the cannabis and hemp plant, is now the buzziest—and fastest growing trend—in beauty and wellness supplements in the US.



CBD products will make up about US \$200-400 million of the US \$820 million American hemp industry this year, and are slated to reach \$2.1 billion in consumer sales by 2020, according to the [\*Hemp Business Journal\*](#).



## WHAT EXACTLY IS CBD?

Cannabidiol (*can-na-bid-DI-ol*)

one of more than 90 cannabinoids, compounds identified in marijuana and hemp



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Unlike THC, ***CBD does not produce a high***, and is typically grown for health reasons. THC levels in CBD products may not exceed concentrations of 0.3%.

WELL+GOOD EDITORS CAN GET PITCHED  
UP TO 12 CBD LAUNCHES A DAY

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skincare

# WELL+GOOD EDITORS CAN GET PITCHED UP TO 12 CBD LAUNCHES A DAY



skincare



post workout  
creams



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anxiety supplements

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relaxation +  
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insomnia gummies



vegan mascara

# CANNABIS IS GETTING A WELLNESS REBRAND





INDIE PLAYERS TODAY, BIG PLAYERS TOMORROW



*Epidolex*



## WHY CBD IS THE BUZZIEST WELLNESS INGREDIENT IN THE US RIGHT NOW

*If cannabis were discovered today, it would be considered a miracle plant for all it can do. It's relaxing, it's calming, it has high levels of antioxidants and anti-inflammatories, but it won't affect your mind... [The thinking goes] why is it so easy for so many women to get a prescription drug for pain or sleeping issues, yet it is still so difficult to explore the medicinal potential of this plant?*

+ JESSICA ASSAF

FOUNDER OF CANNABIS FEMINIST,

AND OF HEMPIA, WITH CHRISTOPHER GAVIGAN (CO-FOUNDER OF THE HONEST COMPANY)

# WHY CBD IS THE BUZZIEST WELLNESS INGREDIENT IN THE US RIGHT NOW

*Cannabis has been used as medicine by nearly every civilization for the past 5000 years, and it's really over the last 100 years that cannabis has been made illegal. This conversation isn't just about cannabis, it's about an entire coming revolution in the way we think about the molecules inside food and plants as medicine.*

+

JEFF CHEN, MD, MBA

DIRECTOR OF THE UCLA CANNABIS RESEARCH INITIATIVE

# WHY CBD IS THE BUZZIEST WELLNESS INGREDIENT IN THE US RIGHT NOW

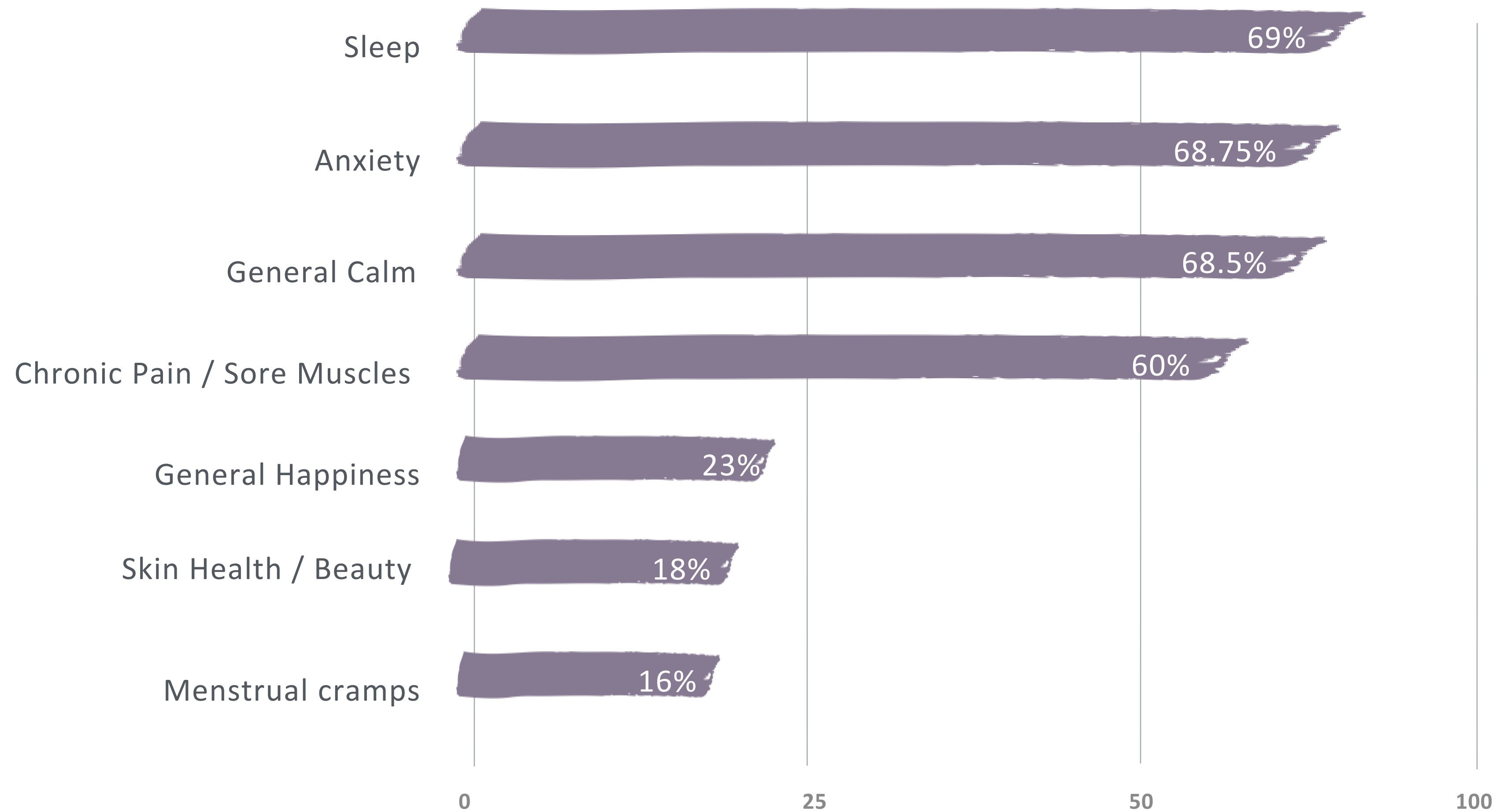
*“Every one of my patients is asking me about CBD. So many people are skeptical of psychiatric medications. Still, they want a silver bullet and this season it’s CBD. I’m eagerly awaiting the evidence....”*

+

DREW RAMSEY, MD

ASSISTANT CLINICAL PROFESSOR OF PSYCHIATRY AT COLUMBIA UNIVERSITY

# WELL+GOOD SURVEY OF 1000 READERS ON WHAT THEY USE CBD FOR



75%

of Well+Good readers  
have tried CBD for wellness—half  
of them for the first time  
in the past 6 months

# CONSUMER DEMAND FOR CBD IS INCREDIBLY HIGH

2017 Revenue  
in the US

Turmeric  
\$4.9 million

CBD  
\$200-\$400 million

Botox  
\$1.4 billion

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## THE LEGAL STATUS IS SHAKY

Federally CBD is mostly legal,  
especially topically

Differs to municipalities and  
states to regulate CBD,  
which is why you need a  
AAA guide to CBD use

This makes product  
distribution a challenge

## THE SCIENCE IS TBD

Consumer enthusiasm outpaces the  
science on CBD

CBD has been FDA approved for epilepsy,  
studies support it helps with public  
speaking anxiety, and many additional  
studies have been done on rats

Much of the buzz is anecdotal

## HOW TO CHOOSE A QUALITY CBD BRAND

- + The packaging indicates the mg or amount of CBD in the product, as well as the type (full-spectrum or isolate)



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- + The product has been vetted and reviewed by journalistic sites like *Well+Good* and others, or has the endorsement of respected wellness practitioners



Healthy Cafes

CBD is the new superfood

CBD Lattes and Wellness Drinks

Clean Beauty

87%

*"I would use CBD for beauty or wellness if I could find it in more stores"*



# W E L L + G O O D

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[wellandgood.com](http://wellandgood.com)

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