

# CBD in the Beauty Industry

*CBD: a trend on the rise. What is CBD? How is it being utilized in the beauty industry? Despite any misunderstandings, CBD is finding its way into salons, spas, and specialty services everywhere.*

## CBD, not THC

CBD, or cannabidiol, is made of hemp plants are bred to contain CBD and very low amounts of THC. One of the major misconceptions about CBD is that it is the *same* thing as THC. However, it is not. CBD is legal because it contains less than 3% THC, so there's no worry about feeling the psychological and physical effects of being intoxicated.

- 52% don't understand the benefits of CBD
- 30% believe the product is not safe
- 18% think they will get 'high' from the product

A major benefit to CBD is pain management; it is also helps when controlling problems with insomnia and anxiety.



*Image source: medium.com*

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We say it all the time: your skin is your largest organ, therefore you need to take care special care of it. Our skin is naturally equipped with an endocannabinoid system, which can be toned by using CBD products.

We mentioned earlier that a main benefit to CBD is pain management.

### **Other uses include:**

- Anti-inflammatory
- Reducing acne and blemishes
- Controlling oiliness/dryness

- Regulating hormone production
- Aiding in hair growth process, especially for those with disorders

We are seeing CBD in skin care products like hand creams and lip balm, as well as in bath and body products like body oils. These make for great products an esthetician can offer and sell to their clients.



***Image source: [memphisflyer.com](http://memphisflyer.com)***

If you're interested in CBD products, take some time to research its benefits. This will help you find a product that is best for you. Keep in mind, any product containing CBD should have it in an isolated state, meaning it is 100% pure; pure CBD does not smell.

***Do you have any favorite CBD products? Let us know in the comment section or on social media, we'd love to hear from you!***