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
WHAT EXACTLY IS CBD?

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

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

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

- skincare
- post workout creams
- anxiety supplements
WELL+GOOD EDITORS CAN GET PITCHED UP TO 12 CBD LAUNCHES A DAY

- skincare
- post workout creams
- anxiety supplements
- relaxation + clarity drinks

THE AMERICAN WELLNESS OBSESSION WITH CBD
THE AMERICAN WELLNESS OBSESSION WITH CBD

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

- skincare
- post workout creams
- anxiety supplements
- relaxation + clarity drinks
- pain + inflammation
THE AMERICAN WELLNESS OBSESSION WITH CBD

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

- Skincare
- Post workout creams
- Anxiety supplements
- Relaxation + clarity drinks
- Pain + inflammation
- Sexual health
WELL+GOOD EDITORS CAN GET PITCHED UP TO 12 CBD LAUNCHES A DAY

- Skincare
- Post workout creams
- Anxiety supplements
- Relaxation + clarity drinks
- Pain + inflammation
- Sexual health
- Calming chocolate

THE AMERICAN WELLNESS OBSESSION WITH CBD
WELL+GOOD EDITORS CAN GET PITCHED UP TO 12 CBD LAUNCHES A DAY

- Skincare
- Post workout creams
- Anxiety supplements
- Relaxation + clarity drinks
- Pain + inflammation
- Sexual health
- Calming chocolate
- Insomnia gummies
THE AMERICAN WELLNESS OBSESSION WITH CBD

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

- Skincare
- Post workout creams
- Anxiety supplements
- Relaxation + clarity drinks
- Pain + inflammation
- Sexual health
- Calming chocolate
- Insomnia gummies
- Vegan mascara
CANNABIS IS GETTING A WELLNESS REBRAND
INDIE PLAYERS TODAY, BIG PLAYERS TOMORROW

GW Pharmaceuticals
Epidolex
Coca-Cola
by CHLOE.
Origins
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
THE AMERICAN WELLNESS OBSESSION WITH CBD

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

- Sleep: 69%
- Anxiety: 68.75%
- General Calm: 68.5%
- Chronic Pain / Sore Muscles: 60%
- General Happiness: 23%
- Skin Health / Beauty: 18%
- Menstrual cramps: 16%

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
CONSUMER DEMAND FOR CBD IS INCREDIBLY HIGH

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

2017 Revenue in the US

Turmeric
$4.9 million

CBD
$200-$400 million

Botox
$1.4 billion

THE AMERICAN WELLNESS OBSESSION WITH CBD

2017 Revenue in the US

Turmeric
$4.9 million

CBD
$200-$400 million

Botox
$1.4 billion
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)
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).

The company provides brand transparency of sourcing, production details and certifications on their website.
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).
- The company provides brand transparency of sourcing, production details and certifications on their website.
- The product has been vetted and reviewed by journalistic sites like *Well+Good* and others, or has the endorsement of respected wellness practitioners.
“I would use CBD for beauty or wellness if I could find it in more stores”