

# **CBD Based Cosmetics: The Consumer Perspective**

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In the beauty industry, ingredient stories come and go but there is one ingredient that is disrupting the landscape in a radically compelling way: cannabis. Edgier and more scintillating than any other ingredient before, this ingredient comes with some important considerations for brands: from understanding the regulatory requirements of the country/state in which it manufactured and distributed, to the sourcing of legal CBD, to how to properly word claims.

Findings presented in this presentation are derived from two key research studies, TBC's 2018 PinkReport™ *The New Age of Naturals* and a deep-dive research conducted in February 2019, consisting of the insights of more than 7,000 women globally.

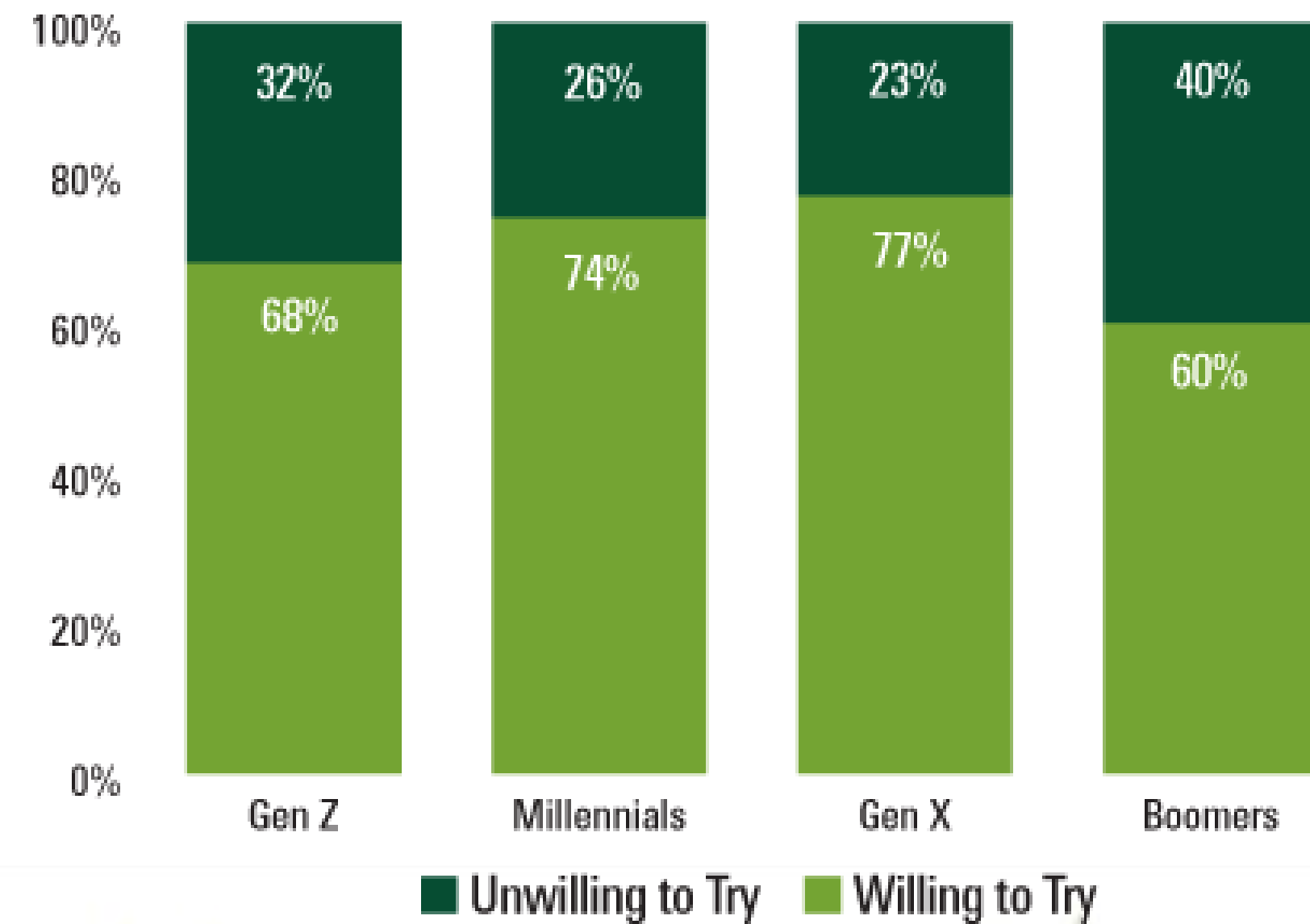
# What We Will Cover Today

- Interest and adoption
- Why she does and doesn't buy cannabinoid beauty
- Where she is buying her cannabinoid beauty
- What products she is purchasing
- Her perception of the benefits of CBD-based beauty/personal care products
- Her favorite brands
- What she wants next



# US Consumer Interest and Adoption

**Willingness to Try BPC Products with Hemp or Cannabinoids by Generation**

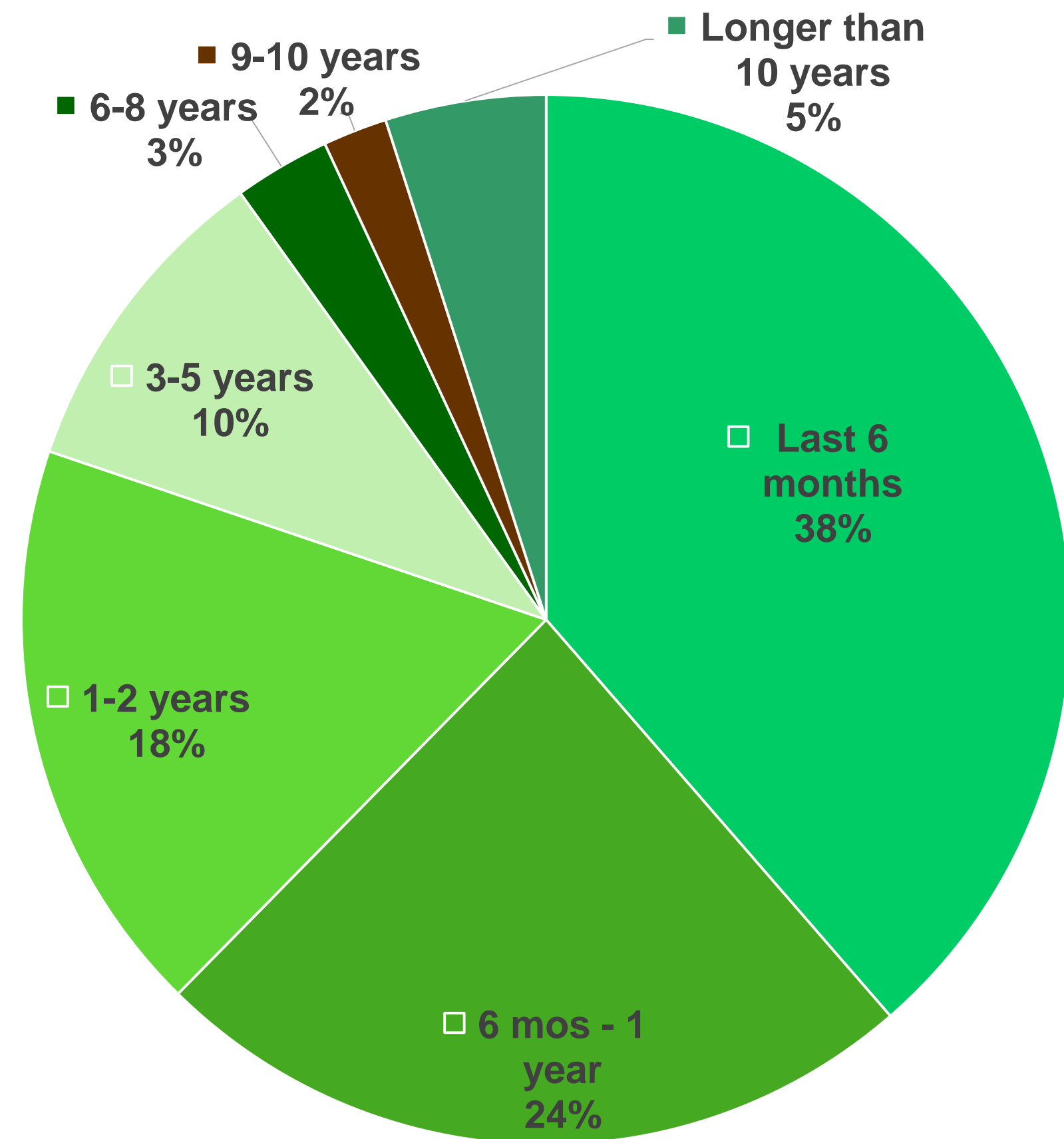


**18%**

**Currently use/have used BPC product that is cannabis derived or contains hemp seed/oil or CBD**



# How Long She's Been Using Cannabis based BPC Products



# Why She Is and Isn't On Board with Cannabis

**56%** cite that its medicinal value is well-documented  
(38% in May 2018)

**51%** say because "hemp/cannabis is a good for you ingredient"  
(36% in May 2018)

**39%** it is chock full of vitamins and antioxidants

**38%** good for sensitive skin

**36%** positive product reviews (43% Gen Z)

**35%** believe it is a potent cosmetic ingredient



**47%** don't understand the benefits of using BPC products with cannabis

**29%** don't think they are safe for my skin

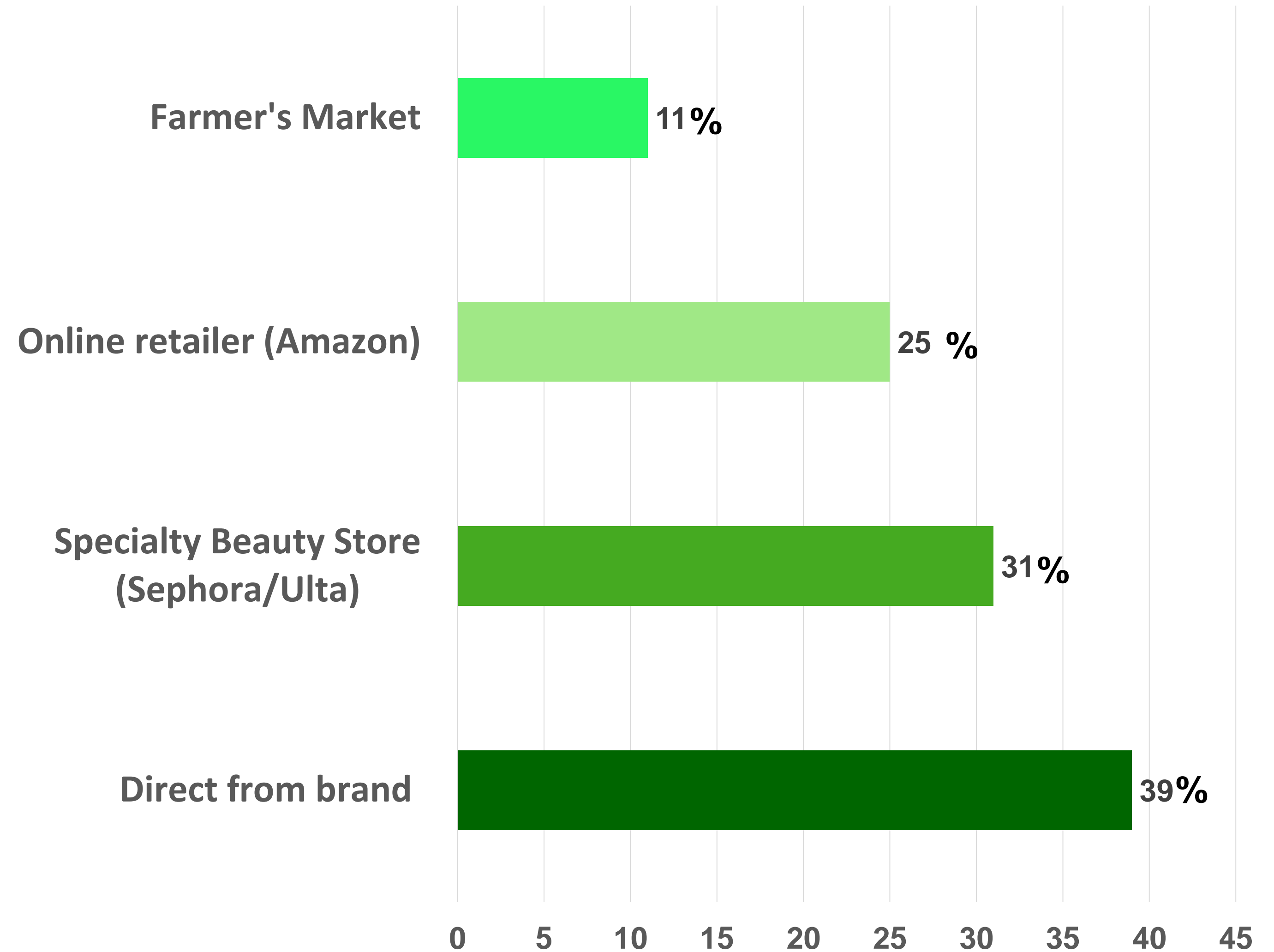
**25%** my current products are good enough

**18%** it's just hype

**14%** are afraid it will make me high



# Where She is Buying Her Cannabis Infused/Derived BPC Products



# The Cannabis Based Products She is Purchasing

**55%** Body Skincare Cream

**42%** Hand Cream

**40%** Lip Balm

**31%** Bath products (soap, body wash, cleanser)

*Up from 23% in May 2018*

**27%** Facial skincare

*Up from 18% in May 2018*

**25%** Treatments (i.e. eczema, dry skin, redness)

*Up from 16% in May 2018*





# Perceived Benefits

- 48%** Relieves inflammation (*Claims no-no*)
- 45%** Calms skin (*Claims no-no*)
- 38%** Soothes muscles (*Claims no-no*)
- 35%** Reduces irritation (*Claims no-no*)
- 31%** Cures acne, psoriasis and eczema (*Claims no-no*)
- 30%** Leaves skin feeling hydrated

**Key Takeaway for Brands:** Beware of implied claims or claims that are medical in nature. Carefully worded consumer claims will make your products shine and help create legally-defensible, believable marketing messages that resonate with consumers without heightening the risk of regulatory headaches.



# Her Favorite Brands



JOSIE MARAN  
Luxury with a Conscience.®



# The Appeal of International Cannabis Based Beauty

67%

*of US women surveyed, would be interested in trying cannabis-based beauty products from other countries*

The top countries she purchases or would be willing to purchase cannabis-based beauty products from:

**58%** France

**57%** Italy

**57%** Canada

**52%** UK

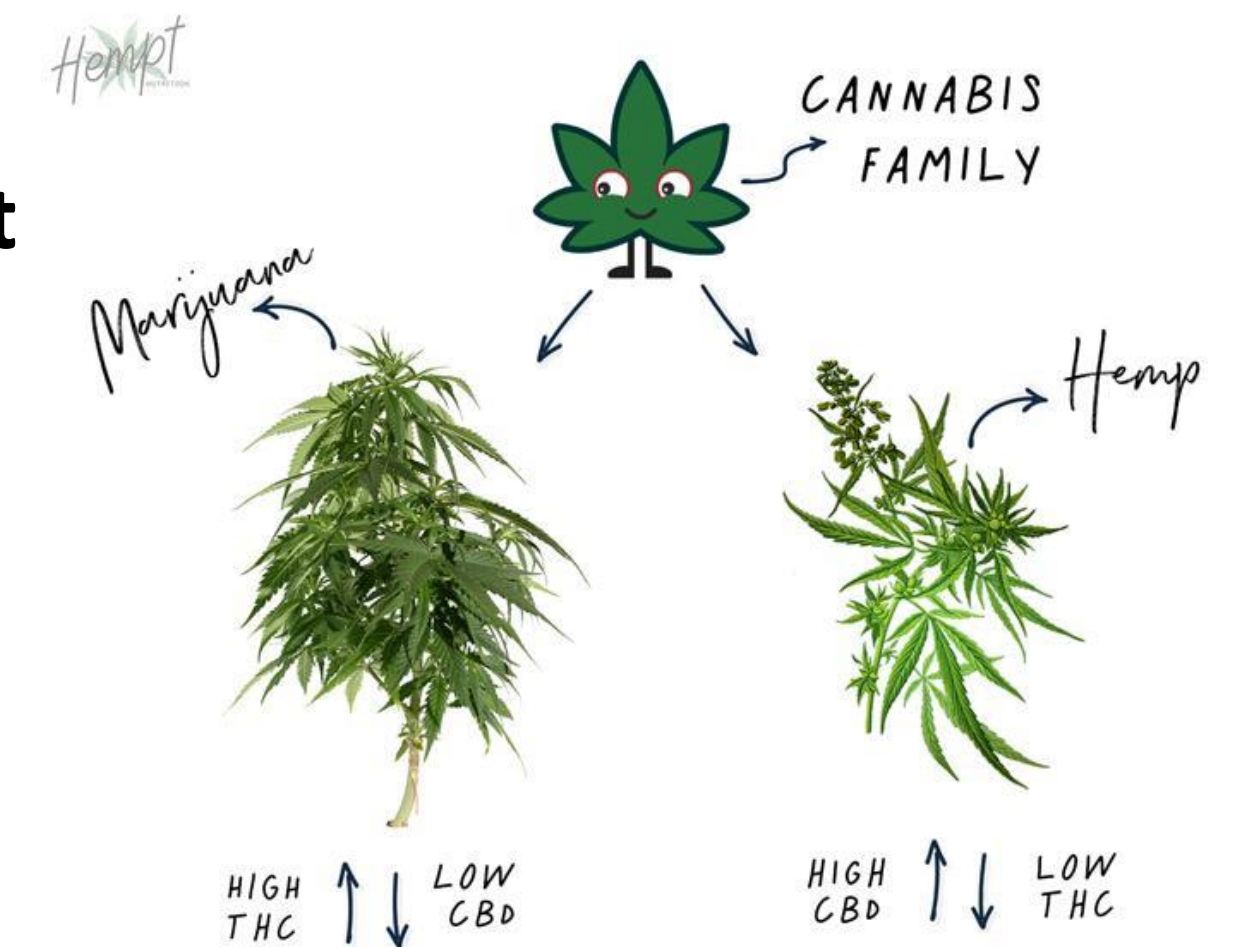
**35%** Korea



# Cannabis Confusion

*From legal definition to whether or not it is legal to travel with CBD BPC products, the consumer still has many questions. Brands have the opportunity to educate!*

Only **50%** believe there is a difference between a marijuana plant and a hemp plant  
**27%** state they know the difference between hemp oil and CBD oil



**35%** would feel comfortable bringing along their CBD based beauty products on an international flight

**49%** would feel comfortable traveling by air domestically with their products in tow

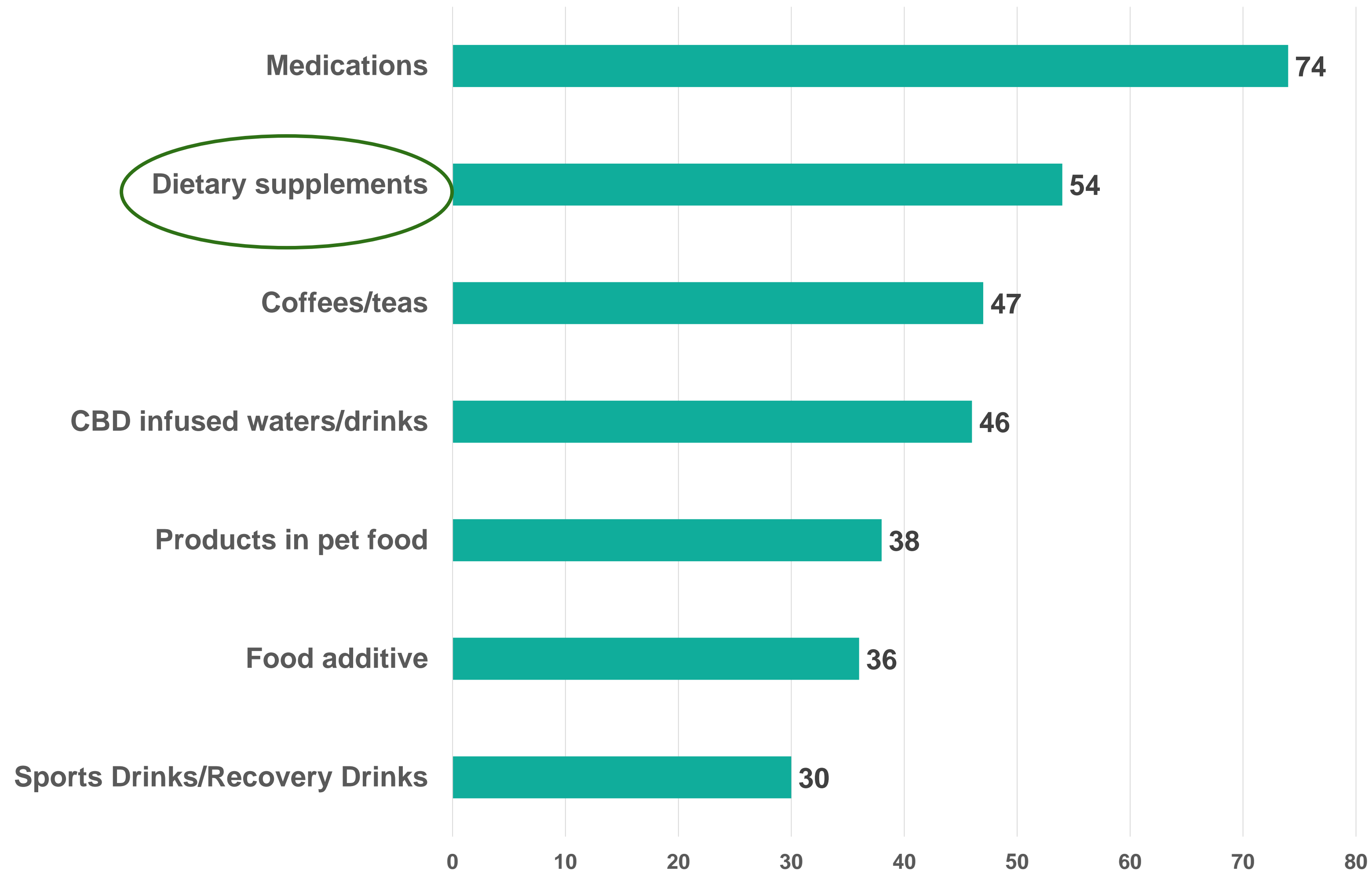
## Top Concerns:

- *Not sure it is legal in other states/country*
- *Not sure if I'd make it past security at the airport*
- *I wouldn't be able to explain the difference between CBD in cosmetics and marijuana if asked*



# What She is Looking for in the Next 5 Years

CBD has gained a lot of attention in the past year. Here is where women envision CBD as part of a typical lifestyle.



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