



# CBD & Beauty – Part 1

CBD is today's superstar beauty ingredient and with good reason. Powerful, intriguing, and continuing to make a mainstream splash with consumers, cannabis-based beauty products are everywhere. But CBD beauty is still not totally understood by consumers, and misperceptions abound. Find out what more than 7,000 US beauty consumers think of CBD beauty and its benefits, where they shop and for what, and how CBD beauty is becoming more mainstream in our two-part series.

## Usage is blossoming, up 7% in previous 6 months

	February 2019	August 2019
Have used cannabis or CBD based beauty	18%	25%

## Non-users are curious

- **68%** don't currently use cannabis or CBD based products but are willing to try
- **45%** of non-users are more willing to try CBD products now than a year ago. Why?
  - **49%** there is adequate proof they are safe
  - **47%** products are becoming more mainstream
  - **47%** evidence that CBD based products will work to solve my beauty/personal care needs

## S/he's been using CBD Beauty for

- **34%** last 6 months
- **28%** 6 months – 1 year
- **20%** 1-2 years
- **3%** - early adopters, longer than 10 years

## Why s/he digs CBD beauty

- **61%** medical value is well-documented
- **58%** potent ingredient that will address my cosmetic concerns
- **57%** hemp/cannabis is a 'good for you' ingredient
- **50%** safe for sensitive skin
- **46%** chock full of vitamins & minerals
- **43%** positive product reviews



## Why s/he doesn't use CBD beauty

- **48%** don't understand the benefits
- **34%** don't think it's skin safe
- **32%** say CBD beauty is just hype
- **27%** it's illegal on a federal level
- **15%** are afraid of getting high!

## Self-reported benefits of using CBD beauty

- **49%** healthier feeling skin
- **48%** reduction in irritation
- **47%** relieves pain
- **46%** relieves muscle pain and stiffness
- **45%** healthier looking skin
- **45%** soothes skin/smooth/softer skin

## CBD for the win! She reports CBD products deliver better results than Non-CBD based products.

(Asked only of those who indicated they've used CBD products in these categories.)

Consumer self-reported benefits of CBD	CBD Based Product	Non-CBD Based Product	Same level of benefit
Muscle/joint pain treatment	86%	3%	10%
Eczema/Rosacea treatment	77%	4%	17%
Bath balm	75%	4%	19%
Body treatment	74%	6%	19%
Anti-redness treatment	73%	3%	22%
Facial oil	72%	5%	21%
Acne treatment	68%	5%	26%
Anti-aging facial skincare	66%	6%	26%
Facial moisturizer	65%	6%	29%

## CBD products s/he's buying today

- Body lotion (**56%**)
- Muscle/joint pain treatment (**45%**)
- Facial Moisturizer (**33%**)
- Lip balm (**31%**)
- Hand cream (**28%**)



## Where s/he buys CBD personal care/beauty products today

- **41%** directly from the brand (up from 39% in Feb. 2019)
- **37%** online from outlet such as Amazon.com (25% in Feb. 2019)
- **31%** specialty beauty (Sephora/ULTA) (same as Feb. 2019)
- 24% dispensary
- **13%** farmer's market (up from 11% in Feb. 2019)

## Non-user is interested in trying CBD

- **80%** facial moisturizer
- **78%** body lotion/cream
- **76%** anti-aging facial skincare; muscle/joint pain treatment
- **71%** facial cleanser; hand cream
- **69%** masks/peels

## Even if a traditional beauty product can't claim it, consumers more and more PERCEIVE CBD products as being known for

(Asked of those who have OR have not used CBD beauty products.):

### August 2019

- **77%** relieves irritation
- **68%** soothes muscles
- **67%** calms skin
- **58%** reduces irritation
- **50%** calms/cures acne, psoriasis and eczema
- **46%** reduces redness/hydrates skin

### February 2019

- **48%** relieves inflammation
- **45%** calms skin
- **38%** soothes muscles
- **35%** reduces irritation
- **31%** cures acne, psoriasis, eczema
- **30%** leaves skin feeling hydrated



**CLICK HERE TO VISIT OUR NEW WEBSITE to learn how TBC can help brands get to know consumers better through research and consumer in-home use testing. Contact us to understand what a CBD Beauty brand CAN and CANNOT communicate to the public if categorized as a cosmetics product.**

Call 703.871.5300 or visit [benchmarkingcompany.com](http://benchmarkingcompany.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty Product Testing and specialized beauty consumer research.