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
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

- Last 6 months: 38%
- 6 mos - 1 year: 24%
- 1-2 years: 18%
- 3-5 years: 10%
- 6-8 years: 3%
- 9-10 years: 2%
- Longer than 10 years: 5%
- Longer than 11-12 years: 2%
- Longer than 13-14 years: 1%
- Longer than 15-16 years: 0%
- Longer than 17-18 years: 0%
- Longer than 19-20 years: 0%
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

- Direct from brand: 39%
- Specialty Beauty Store (Sephora/Ulta): 31%
- Online retailer (Amazon): 25%
- Farmer's Market: 11%

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

HEMPZ

JOSIE MARAN
Luxury with a Conscience.

THE BODY SHOP

Kiehl’s
SINCE 1851

ORIGINS

LORD JONES
HANDCRAFTED IN NORTHERN CALIFORNIA

Milk MAKEUP
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.

- Medications: 74%  
- Dietary supplements: 54%  
- Coffees/teas: 47%  
- CBD infused waters/drinks: 46%  
- Products in pet food: 38%  
- Food additive: 36%  
- Sports Drinks/Recovery Drinks: 30%
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