

CBD & Beauty – Part 2

CBD beauty is still not totally understood by consumers, and misperceptions abound. In Part 2, find out if more than 7,000 US beauty consumers understand the nuances of CBD based beauty, what claims they are seeking, favorite products, brands, and more!



Cannabis confusion

- **50%** believe there's a difference between a marijuana plant and a hemp plant
- **27%** say they know difference between hemp oil and CBD oil

Full spectrum CBD? Broad spectrum? CBD isolate?

- **17%** understand difference
- **46%** don't
- **36%** couldn't say with certainty

S/he's buying products made with:

- **58%** hemp seed oil
- **52%** hemp-based CBD
- **33%** marijuana-based CBD
- **22%** CBD isolate
- **16%** just know products are a CBD product

Fav cannabis-based beauty brands

- Hempz
- The Body Shop
- Josie Maran
- Origins
- Kiehl's
- Milk Makeup
- Lord Jones
- Vertly



What s/he wants to see on the label

- **68%** percentage of CBD as an ingredient
- **57%** specifies that the CBD is from hemp
- **43%** high concentrations of CBD
- **36%** that the CBD is from marijuana
- **35%** high potency

Traditional beauty brands trusted to make quality CBD products

- **67%** Bath & Body Works
- **57%** The Body Shop
- **52%** Estee Lauder

Retailers trusted to carry quality CBD/hemp brands

- **67%** Amazon
- **57%** Sephora
- **49%** ULTA
- **46%** Target
- **38%** CVS

Her/his fav CBD beauty products

- **56%** body cream
- **45%** muscle and joint pain treatment
- **34%** facial moisturizer
- **31%** lip balm
- **28%** hand cream

CBD is on a global high

- **73%** want to try international cannabis-based brands from
 - **58%** France
 - **57%** Italy
 - **57%** Canada
 - **52%** UK
 - **35%** Korea

Her/his cannabis-based product wish list

- **84%** medications (74% in Feb. 2019)
- **69%** dietary supplements (54% in Feb. 2019)
- **59%** CBD infused water/drinks (46% in Feb. 2019)
- **58%** coffee/teas (47% in Feb. 2019)
- **51%** pet food/ medications (38% in Feb. 2019)
- **44%** food additives (32% in Feb. 2019)
- **42%** sports/recovery drinks (30% in Feb. 2019)

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