



The Buzz on CBD

The calming, anti-inflammatory powers of CBD have made their way into our favorite tinctures, snacks, and drinks. Now, it's time for our beauty cabinet to feel the buzz.



Unless you've been on a social media fast, odds are that you've heard of a little plant-based phenom by the name of CBD. These three little letters are the official nickname for cannabidiol—a non-addictive, non-buzzy compound found in hemp and marijuana—that's being used for everything from insomnia to epilepsy. And now, the skincare industry wants in; so much so that forecasters say the CBD industry will be worth \$16 billion by 2025. But does it really work? VegNews Style Editor **AURELIA D'ANDREA** put these infused beauty products to the test.

A Reason to Smile

The first thing you notice about **ORL CBD Toothpaste** is the bottle—a deluxe glass cylinder that does what no pedestrian toothpaste tube can do: look chic on your bathroom counter. The subtle mint paste itself delivers on its promise to polish your teeth, and the cannabidiol infusion reduces inflammation, making it great for sensitive mouths.

Pretty on the Inside

It's been said that beauty begins from within, and when you're feeling relaxed and stress-free, you can really feel the roots of that maxim at play. Try a dropperful of **The Rooted Co.**'s "advanced nano" CBD oil washed down with your morning cup of Earl Grey and you, like me, might find your mood lifting and your overall outlook noticeably brighter.

Feel the Burn

Remember Bengay, that minty cream your dad used to rub into his shoulders after an overzealous workout? **CBD Daily's** Intensive Cream is the modern equivalent, right down to the mentholated aroma. Rub this rich, emollient cream into your aching muscles and let the plant properties—CBD plus essential oils—work their magic.

Hair, Yes!

If you expect your shampoo and conditioner to not only clean your tresses, but also impart body and sheen, you're going to flip your lid over **EMERA's** shampoo and conditioner made with organic CBD. The herbaceous scent gives

an aromatherapy boost as it imparts nourishing avocado and hemp oils that leave your hair clean, lustrous, and healthy looking.

Under the Sheets

SHEbd's organic sheet masks are the beauty equivalent of a weekend in the country: a special treat that gives your skin a fresh-air-and-sunshine glow. Each two-part cotton mask is infused with antioxidant-rich organic hemp and other plant extracts that soothe and pamper. Pro tip: stash a pack in your carry-on bag and give yourself a high-intensity moisture treatment before deplaning.

Fancy Face

SOL (Strains of Life's) CBD Anti-Aging Cream has the look and feel of a high-end department store moisturizer that costs a small fortune. For a lot less, this velvety, unscented cream delivers the regenerative properties of apple stem cells and the hydrating, anti-inflammatory effects of CBD for supple, vibrant skin.

Bathing Beauty

These break-apart bath bombs by **Joyful Bath Co.** have three things going for them: calming floral aromas, Epsom salts for muscle relaxation, and 35 grams of CBD isolate to plunge you into a pool of wellbeing with every bath. Integrate these into your pre-bedtime routine and give yourself the gift of a good night's sleep.

Aurelia d'Andrea is VegNews' Style Editor and is now obsessed with all-things CBD.

