

Analyzing the Rise of CBD Beauty

In early August, the holding group that owns the beauty and wellness CBD brand, Lord Jones, was acquired for \$300M. Within the beauty world, that deal was seen as a validation of CBD. Though still in its beginnings, the CBD beauty movement is rising concurrently with self-care, clean beauty, and consumer interest in ingredient efficacy. Younger generations, in particular, are interested in trying this new, buzzy trend; accordingly, it does appear that CBD beauty has potential for longer lasting and larger growth.



HIGH PROJECTIONS

CBD beauty could reach

\$25B
globally in 10 years

That would mean that CBD skincare amasses 15% of the total skincare market at that time

CBD AS SELF-CARE

33%

of all women see using skincare as relaxing

46%

of 18 to 34-year-old women feel that way

The growth of CBD brands fits within the corresponding self-care movement

OUR GLIMMER COMMUNITY RESPONDS

When asked if they had any interest in beauty products made with CBD or Hemp oil and if they had tried any:

- 65%** responded that they are interested in trying
- 14%** currently use
- 7%** had never heard of beauty products with CBD or Hemp oil
- 6%** were not interested in trying
- 4%** had already tried



THE RISE OF THE CBD BRANDS

The share of all facial skincare launches with Cannabis Sativa Seed Oil grew from

.2% in 2015

1.8% in 2018



SUMMARIZING CONSUMER INTEREST

370%

The amount that online searches for CBD beauty products had risen through the first three months of 2019

"I have not used CBD or Hemp Beauty products but would love to try them." – Glimmer Community User

WITHIN THE "HEALTH-HALO"



Many consumers associate CBD with solving for pain, anxiety and depression, inflammation, and acne

51% of women reported that efficacy is most important when purchasing beauty

NEARLY HALF OF ALL WOMEN INTERESTED IN CBD MAKEUP

By generation, the breakdown is as follows:



67%

Gen Z

62%

Millennials

33%

Gen X & older

LEARNING YOUR



25% of our Glimmer community members said that they understand the benefits of Hemp oil

24% said that they understand the benefits of CBD oil or skincare

8% use CBD to manage pain

3% take CBD to manage anxiety

Source: Beauty Independent, "Lord Jones' CBD Competitors Could Follow Its \$300M Deal with Jackpots of Their Own," August 6, 2019, The New York Times, "Beauty's New High: CBD Oil," January 30, 2018, Benzinga.com, "Jefferies Expects CBD Beauty Market to Reach \$25 Billion in 10 Years," March 12, 2019, Glimmer 2019, Mintel, Ingredient Trends in Beauty - US - October 2018, Mintel, Color Cosmetics - US - July 2019, Mintel, Facial Skincare and Anti-Aging - US - April 2019