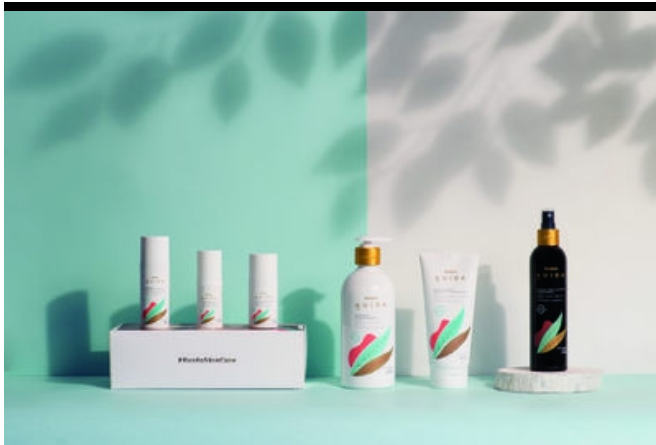


CBD CONVERTS FROM BEAUTY TO HAIRCARE

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With the **hype around cannabidiol** (CBD) continuing to grow, it was unsurprising that the ingredient made a star appearance at this year's show.

According to Colombian pharmaceutical brand Khiron, CBD is credited as being three times more effective than vitamin E at boosting skin firmness, hydration and protecting against free radicals, and is swiftly becoming the go-to product for skincare. Through its own expertise in the field, the company has launched dedicated beauty collection **Kuida**, made up of seven products, including a body mist, eye contouring cream and regenerative night cream. In a bid to educate its customers, each product is accompanied by a breakdown of its physiological benefits through the brand's product shop.

Lithuanian brand **You & Oil** is drawing on bioactive phyto components (plant chemicals) and the replenishing properties of CBD to address very specific skincare needs. Among its latest launches are a breastfeeding cream designed to target sore nipple skin while simultaneously increasing the skin's strength and elasticity, and an acne cream that prevents bacteria from spreading and helps to reduce inflammation.

With skincare ingredients **often translated into haircare**, several brands explored the use of cannabidiol in hair products. American brand **Emera** is using CBD, which integrates with the body's endocannabinoid system, to regulate hair loss, hydrate hair and promote a healthier scalp. Still in the early stages of formulation, Italian brand Trendy Hair is reportedly working on a CBD dye that nourishes as it colours.