

Wash and Where

Shampoos, conditioners and treatments have become more complex—but buying them is easier than ever!

Head Lines

Looking to make a splash with a specific ingredient that's garnering attention in beauty is Emera CBD Haircare, a new professional brand founded by Earthly Body, a hemp beauty brand. Company officials contend Emera CBD is the first prestige hair care line to harness the benefits of 100% organic cannabidiol (CBD) oil from sustainable, harvested, non-GMO industrial hemp plants.

According to Jun Amaraο, Emera's chemist at Botanical Labs, tapping into the benefits of CBD "seemed the perfect opportunity to bring a new, revolutionary ingredient to the hair care industry," he said.

According Chatsworth, CA-based Emera, its CBD hemp oil-infused hair care products are said to work synergistically with the body's endocannabinoid system to deliver maximum moisture retention, improve the appearance of fuller, thicker hair, promote healthy hair and scalp, and provide an extra layer of protection against every day wear-and-tear. In addition to formulas being based on an exclusive blend of antioxidant-rich CBD, hemp seed and avocado oils, each product is enriched with botanical extracts that nourish, soothe and protect hair and scalp.

According to Amaraο, CBD oil contains "all 21 known amino acids which are the building blocks of protein. It's also high in essential fatty acids such as omegas 3, 6 and 9. And, it's highly antioxidant-rich and full of vitamins, ranging from A, B, C, D, and E, just to name a few. CBD oil's nutrients help build up collagen and elastin, which are essential to hair strength, and prevention of breakage. The essential fatty acids help to prevent moisture loss and keep hair well hydrated. It also has an amino acid called tyrosine which helps to maintain hair color."

He also pointed out more benefits: CBD oil, he said, increases the diameter of each hair shaft, giving the appearance of thicker, fuller hair, and the calming benefits can sooth the scalp and restore balance and encourage healthy hair growth.

Emera's range includes leave-in products, such as nourishing scalp therapy treatment, plus shampoo and conditioner. But will customers see the benefits of CBD in rinse-off products like shampoo and conditioner?

Amaraο says yes.

"Emera's Nourishing CBD Shampoo is sulfate-free, gentle and non-stripping, allowing the vital nutrients in the CBD oil, including amino acids, proteins and vitamins, to penetrate and attach to the cortex of each hair strand, delivering key benefits despite being a rinse-out product. Similarly, the amino acids, vitamins and proteins from CBD oil that are in Emera's Nourishing CBD Conditioner, form a complex with the quaternaries, attaching to the hair shaft and delivering many benefits, including hydration, strength, combability and shine," he said.