

MODERN SALON

April 2019

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stylists compete
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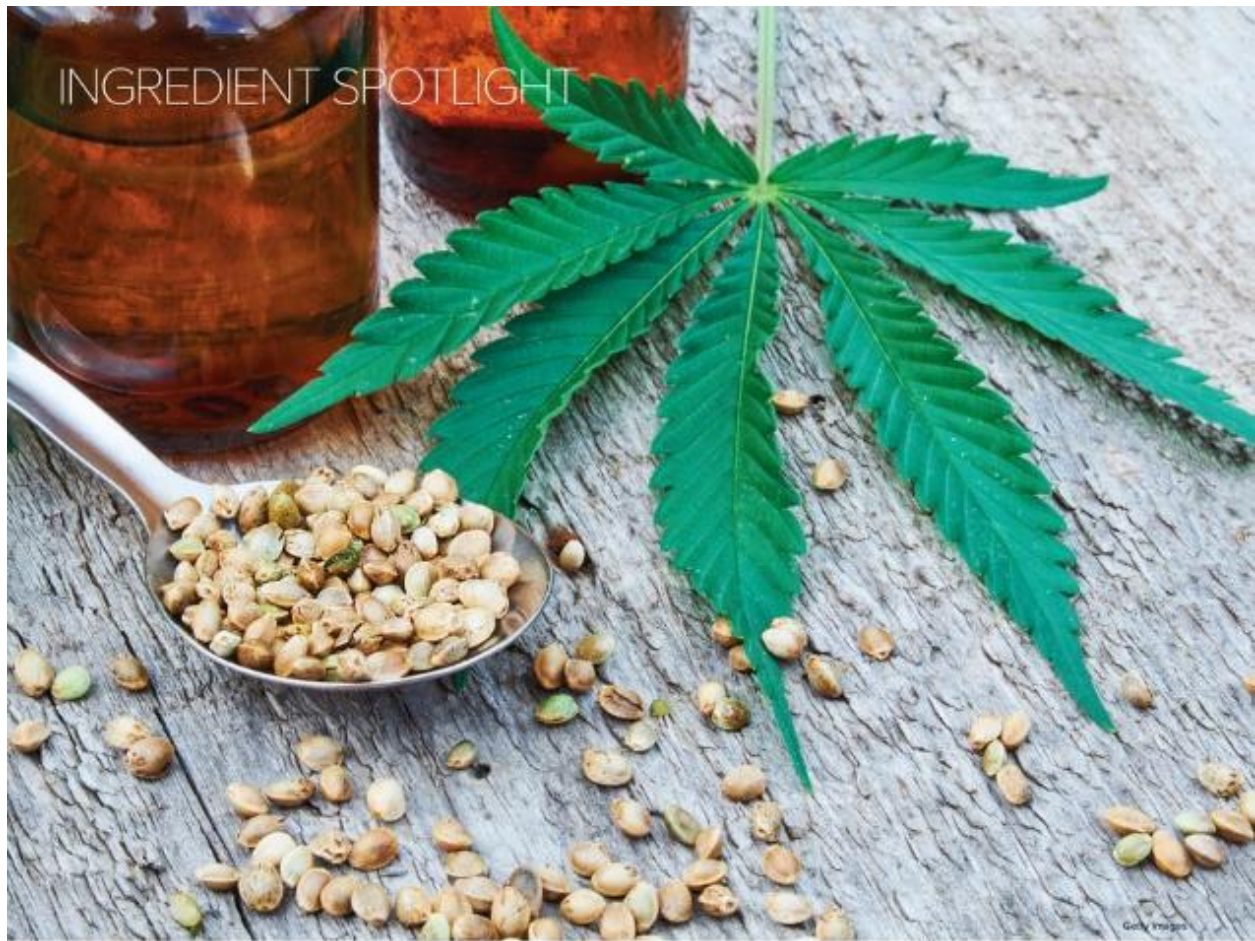
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INGREDIENT SPOTLIGHT



Chill Factor

CBD is the trendiest ingredient right now in beauty. Here's how it can benefit your retail and service offerings.

By JAMIE NEWMAN

PERHAPS THE BUZZIEST three-letter-acronym of late has been CBD. *Forbes Magazine* predicts 700% growth by 2020 (yes, as in next year). *Rolling Stone* just predicted that CBD will hit \$22 billion by 2022. And by 2030, the hemp market is predicted to grow to \$1 trillion. But let's pause for a second: what is CBD?

CBD stands for cannabidiol, one of the 104 chemical compounds known as cannabinoids found in the cannabis plant. Cannabis is the umbrella plant family under which falls marijuana and hemp. Both marijuana and hemp contain CBD, however only the CBD in marijuana contains tetrahydrocannabinol (THC)—a psychoactive compound that causes the sensation of getting “high.” If the plant contains less than 0.3% THC—in accordance with the Agricultural Act of 2014 aka the Farm Bill—it's considered hemp.

When derived from the hemp plant, CBD does not have a psychoactive effect, despite many misconceptions. It does, however, especially according to devotees of the ingredient, yield other benefits—pain relief, anti-inflammatory properties and calming effects—which have recently made it a popular ingredient in beauty products.

“CBD has hit the mainstream,” says Kevin Wachs, co-founder and CEO of **Earthly Body** CBD skin care and **Emera** CBD hair care. “And it's here to stay. You can't ignore the benefits.”

Earthly Body has experience in the cannabis realm—they've seen success with their hemp-based CBD Daily Skin Care collection. After seeing the benefits for skin, the company decided to create a collection for hair, as well.



INGREDIENT SPOTLIGHT



CBD PROPERTIES & USES

The history of cannabis dates back thousands of years. Humans have been cultivating cannabis since 4,000 years BCE because of its versatility—it was used for food, clothing and shelter, and the oils derived from the plant's seeds were used to light lamps. So why the surge in popularity now? Approximately every five years, the Farm Bill gets an update. So while the 2014 Farm Bill helped define hemp versus marijuana, the 2018 Farm Bill allowed more of the mass production of hemp. Farmers can now legally grow hemp for commercial use, and this opened the floodgates for products containing CBD oil.

The hemp plant has a stalk, seeds and flowers. The stalk is the fibrous part of the plant that's used to make paper, rope, etc. The flower is what the hemp CBD oil comes from. It contains amino acids that some claim add strength and enhance collagen and elastin in the hair to increase the hair's diameters, leading to fuller, thicker-looking hair. One of the amino acids, tyrosine, might help maintain hair color. It's rich in essential fatty acids including omega 3, 6 and 9—which help to retain moisture in the hair, and it contains a high level of antioxidants to protect the hair from environmental and other stresses.

In 2019, **HempBeauty** launched a full product line that utilizes the benefits of CBD.

"The recent passing of the Farm Bill 2018 will fuel this groundbreaking CBD movement," says HempBeauty co-founder **Lindsay Soloman**.

HempBeauty products are designed to help target pain and reduce inflammation while offering antioxidant and anti-aging properties. According to the brand, CBD benefits include:

- **Anti-inflammatory properties:** CBD interacts with receptors in the brain and immune system. This creates anti-inflammatory and painkilling benefits that help with pain management.
- **Antioxidant properties:** CBD is said to be a more powerful antioxidant than vitamins C, E, A or any omega-3 fatty acid alone.
- **Anti-aging properties:** The endocannabinoid system (ECS) is essential to the support of basal cells, which make up approximately 90% of the epidermis. By providing support to the ECS, CBD helps prolong cell life to help skin appear more youthful.

"The benefits keep evolving," Wachs says. "We discovered, for example, that the scalp has receptors that activate CBD, which leads to healthier scalp conditions. We can address issues like dryness, flaking and itchiness. And all salon pros know that healthy hair starts with a healthy scalp. Even if a client doesn't have scalp issues, CBD will make the scalp, and ultimately the hair, healthier."

HEALTHY HAIRDRESSER Q & A WITH DR. ANDREW KERKLAAN, DC

Beauty professionals are prone to repetitive stress injuries, and CBD is one option to help alleviate pain and tension. Additionally, incorporating CBD into your salon service offerings brings a wellness component to those services and helps build add-ons to increase revenue.

Dr. Kerklaan Therapeutics, a CBD-based topical product line, offers nonpsychotropic pain relief and wellness benefits.

Here Dr. Andrew Kerklaan, founder of Dr. Kerklaan Therapeutics, explains the benefits of CBD.

How can a hairdresser use CBD creams for pain caused by repetitive stress (e.g. wrist strain, leg cramps from standing, tension headaches)?

Dr. Kerklaan: "Hairdressers are definitely prone to repetitive strain issues and injuries. Repetitive strain on wrists and legs can easily trigger inflammatory and muscle tightening. There is the potential for chronic irritation.

"Topical CBD, especially combined with cooling agents like eucalyptus or peppermint, has shown to help diminish muscle tension, pain and inflammation. Also, CBD is completely nonpsychoactive, so it's great for using at work."

How can salons integrate CBD-infused products into their services?

Dr. Kerklaan: "Two services that immediately come to mind are integrating CBD topicals into manicures and pedicures, as well as neck and shoulder massages.

"CBD products would add an extra relaxing element to both services. The most frequent issues I see in my clinic are neck and shoulder injuries. Many people who suffer from this type of pain feel sensitive to getting their hair washed. Having CBD cream available to relieve pressure in the neck is a terrific bonus to offer clients."

Stylists are up close and personal with clients during appointments. How can they start the conversation about CBD?

Dr. Kerklaan: "Health and wellness is a huge focus now and using a natural, plant-derived product to diminish muscle pain is definitely part of a wellness strategy.

"CBD has also exploded lately; it's likely a client has heard of it. Clients trust and look to their stylists for information, so initiating a conversation would likely be welcomed."

Beauty professionals should listen for conversation entry points such as a client saying, "I'm so tense," or "My neck and back are aching." These comments offer beauty pros an opportunity to share the services and retail options their salon offers.

