



BODY HYDRATORS

Citrus-scented **Apothecare Everyday Body Cream** leaves dry skin completely rejuvenated (\$40, apothecare.com). **Indigo + Haze Moisturizing Body Cream** contains 200 milligrams of hemp-derived CBD oil for ultimate skin soothing (\$45, indigoandhaze.com) and **Cannuka CBD Nourishing Body Cream** blends CBD with antibacterial manuka honey to hydrate skin and reduce inflammation (\$28, cannuka.com)



HEAD TO TOE

Emera Nourishing CBD Scalp Therapy calms scalp irritation while restoring the balance needed for healthy hair growth (\$30, emerahealth.com). **Wink SPF 30 CBD Sunscreen** protects skin with full-spectrum, antioxidant-rich CBD and UV blockers (\$34, wink-wink.com) and boost your self-care ritual with **VERTLY Bath Salts**, which combine CBD and magnesium to temper body mind and body (\$26, vertlybeauty.com)



PAIN RELIEVERS

Made with natural botanicals and whole-plant CBD, **Papa & Barkley Hemp Infused Bath** dispatches instant pain relief (\$30, papasandbarkleys.com), including **Lord James High CBD Formula Body Lotion** is a celebrity favorite for alleviating sore muscles (\$60, lordjames.com) and **Nightsw Wellness Premium CBD Cream** is a gym-bag essential for aching joints in need of TLC (\$35, nightswellness.com)

LOOKING AHEAD

The Future of CBD

The common thread among the experts featured here: they all believe this is only the beginning of the CBD story. "As the industry evolves, we'll start to see more clinical trials and clinically proven benefits, which will yield more demand for CBD in various new, user-friendly formats," says Lewis. "I also think we'll start to see improvements in the chemistry of CBD as scientists and product formulators think about improved bioavailability and how to get CBD into the body more efficiently." Bumparter shares this optimism: "We will see the fastest evolution of a market in this century," she says.

"The public is rather familiar with THC and CBD, but there are hundreds of other cannabinoids from the cannabis plant, not to mention that our own bodies can make endocannabinoids, such as 2-AG and AEA, which we're still investigating," says Dr. Friedman. "There is also a whole host of synthetic cannabinoids being developed in the lab to optimize the best properties of plant- and human-derived cannabinoids."

Research shows CBD could also make an effective substitute for opioids used in pain management, as one 2018 study found that the number of opioid prescriptions filed had dropped significantly in states where marijuana is legal. "I'm very interested in seeing how CBD can be used to help curb the opioid epidemic in this country," says Dr. Younger.

Right now, more evidence is needed to support the broad acceptance of CBD, as well as its decriminalization. "I don't think we are that far away, given the progression of state-based medical marijuana legalization—it's currently in 33 states and Washington, DC—and the 2018 Farm Bill," says Dr. Friedman. "We're slowly but surely getting there."