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CBD spray full-spectrum oil used in Paul Labrecque's CBD ritual massage in Palm Beach. The oil is used without being diluted with lotions or serums. [Carla Trivino/palmbeachdailynews.com]



By Carla Trivino

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CBD is taking the beauty industry by storm with companies and celebs getting their hands on the new "miracle" treatment. Actresses Kristen Bell and Emma Roberts have admitted to using it in their beauty routine for the Met Gala, and Kim Kardashian West even hosted a CBD-themed baby shower for her fourth child.

Companies like Lord Jones and Saint Jane have created CBD products for skincare and beauty lines in the form of lotions, oils, makeup and bath bombs, and now high-end department stores including Neiman Marcus and Barneys are getting in on the action. Last year, the CBD market reached \$619 million in the United States and is expected to grow to \$22 billion over the next three years, according to cannabis research firm Brightfield Group.

CBD, which is the non-psychoactive compound of the cannabis plant and will not get you high, is said to help with stress, pain, inflammation, skin hydration, and is even regarded as a miracle treatment for acne.

"CBD is perceived as the next hot thing," board certified dermatologist Kenneth Beer said. Dr. Beer has a practice in West Palm Beach where he focuses on skin cancer and cosmetic dermatology and has written more than 60 publications and four textbooks. His practice also performs clinical trials on new products for the U.S. Food and Drug Administration (FDA).

Dr. Beer has considered using CBD in his line of products and believes it has some benefits in terms of it being a good moisturizer; but for now he's waiting for the standardization of CBD, which he believes will happen in the next six to 12 months.

"Once it is standardized, it will allow doctors to recommend more accurately and patients to select more intelligently," Dr. Beer said.

Meanwhile, he thinks consumers who want to try the new craze should stick to products from reputable brands that are made in FDA-approved facilities. "The consumer will be able to find out how good or bad the products are for them individually," he said.

As for benefits, Dr. Beer said CBD is good for moisturizing and anti-inflammatory effects. The risk is that it is not yet purified and can become an irritant, he said. "Theoretically, you could get an allergic reaction because it is a plant-based product."

CBD massage

"I'm a big believer in CBD and I've been using various products for the last year or so due to arthritis in my hand and foot," said Brian Cantor, founder of Paul Labrecque Salons.

After experiencing the benefits firsthand, Cantor decided to launch a CBD ritual massage for energy work and as an anti-inflammatory treatment across all salons including the one located at The Royal Poinciana Plaza in Palm Beach. "It's not euphoric. You don't get any sensory change, but there's a calming element that comes with it."

The salon's massage therapist, Jessica Edwards, hasn't used CBD products, but while performing the hemp oil massage on clients, she's noticed how much it stimulates muscles. "I'm very curious about trying it myself now," she said. "There are many respected massage therapists in my field that swear by it."

She begins the massage with a sage hydro-sol spray to clear the energy in the room. Then, she starts the massage with a little bit of coconut oil and a 1,000-mg full-spectrum, organic, hemp-derived enhanced cannabidiol oil with lidocaine and arnica extract. This is meant to treat sore muscles, joints, cramps, swelling, fatigue and inflammation by increasing blood flow and circulation in the body.

"This is organic grown, pure oil extract, and it's not mixed in with a massage cream so it's really potent and effective," Cantor said.

After the massage, Edwards offers a cup of turmeric tea meant as another dose of anti-inflammatory and calming treatment.

The CBD oil used in the massage is from a Coconut Creek-based manufacturer, My Hemp Benefits, which uses strict guidelines and industry protocols for its formulas. The facility is FDA registered, and inspected and approved by the Florida Department of Agriculture.

Paul Labrecque on Palm Beach is offering CBD massages with a 60-minute service for \$190 and 90 minutes for \$240. Cantor is planning to expand the salon's CBD services to scalp treatments for irritated and flaky skin, along with a full CBD line of Paul Labrecque products including shampoo, conditioner and hair-styling oil by the end of the year.

CBD add-on

While Olivia Stephens Salon, at 283 Royal Poinciana Way in Palm Beach, does not offer CBD beauty services, it does use a CBD powder isolate, which can be mixed with lotion, oil or serum, as a \$20 add-on massage during mani/pedis and facial treatments.

Nail technician and hair stylist Jennifer Crause uses CBD to treat arthritis in her hands and recommends it to clients as a hand or foot massage.

"By trying it myself first, before I'd be willing to provide it in my services, I can speak truthfully that it works when used regularly," Crause said. She recommends weekly massages.

After the manicure or pedicure service, Crause wraps the arms and hands or legs and feet with hot towels for 10 minutes. The heat is meant to relax joints and muscles while opening the pores to allow the CBD-infused lotion, oil or cream to be absorbed by the skin and retained by the joints and muscles during the massage.

Holistic aesthetician and nutritionist Sheena Desilva offers the CBD add-on service at the end of a facial as a scalp massage to treat dandruff and eczema. The CBD powder isolate is dissolved into an oil, which is then used to massage pressure points on the scalp for 10 minutes.

The powder is made from 100 percent organic CBD isolate made in Colorado by Jade Harvest Hemp. The company's website says their claims about their products have not been evaluated by the FDA.

Desilva said about half of her clients ask about the CBD add-on.

"Some of our clients are a little more educated than the others, but sometimes it's also up to us to educate them. There's no THC. Some of the benefits are that it helps with anxiety, eczema, dry skin, and any type of joint inflammation."

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