

principle applies here with inflammatory skin conditions, says Mamelak. “CBD is also beneficial for eczema, psoriasis and dry and itchy skin.”

Stephanie Ivonne, a licensed aesthetician who serves on the advisory board of the website Smart Style Today, has been particularly impressed with the effects of those anti-inflammatory properties. “Though CBD skin care products can’t cure skin conditions,” she says, “they can soothe and help in healing flare-ups when used in addition to daily preventative measures.”

The benefits of CBD skin care products go beyond treating, according to Elina Fedotova, a cosmetic chemist, aesthetician and founder of Elina Organics Skin Care and spas. She notes that CBD “helps to reduce free radicals, which can help heal your skin from sun damage.” Also, thanks to its “skin-restoring and calming effects, CBD is fabulous for inflamed acne and rosacea-prone complexions.”

ACROSS THE BOARD BENEFITS

All that potential sounds wonderful, but is CBD skin care really for everyone? After all, so many conventional skin care lines are grouped by skin type: People with oily skin shop on different shelves than those who are prone to dryness or, more confusingly, facing the challenge of combination skin.

But when it comes to CBD-based skin care products, everyone can partake, says Fedotova. “CBD is beneficial for every complexion because it contains a blend of beauty vitamins like A, C and E, which are powerful antioxidants that help to promote collagen and have strong antioxidant effects.”

Ivonne concurs. “One thing about CBD skin care that I personally like is that when I recommend that a person try these types of products, there is very little chance of negative reactions, regardless of your skin type,” she adds.

PROCEED WITH CANNA-CAUTION

Like so many things cannabis-related, however, not all CBD skin care products are created equal, warns Mamelak. “The amount of CBD in your product is

important,” he says. “Higher concentrations of CBD will be more effective.”

One way to tell if you’ve got an effective product? Read the label carefully. “CBD should be one of the top ingredients, not at the bottom,” warns Ivonne. While this may seem pretty basic, in the unregulated world of CBD, almost anyone can slap on a CBD label even if the cannabinoid is in extremely low concentrations.

Once you’ve identified a product with plenty of CBD, the form of cannabidiol is next on the checklist. “There are a number of ‘types’ of CBD used in beauty products,” says Mamelak, referring to full-spectrum CBD, broad-spectrum CBD and CBD isolate oils. Full-spectrum CBD oil is the most desirable skin care additive, he explains, because “it has all the compounds found in hemp, includ-



CBD helps reduce sebum and may be effective in fighting acne.”

—Adam Mamelak, MD

ing trace amounts of THC.” That means you’re likely to get more dramatic results.

Finally, says Ivonne, it’s important to know what else is in your CBD skin care. She recommends doing the same research you would with any other beauty product. “CBD products will work better in achieving the healthier skin you desire when they contain other proven effective ingredients, such as retinol for anti-aging and hyaluronic acid for hydration,” she says. And, Ivonne cautions, “Although the use of CBD in our beauty products is fairly new and popular, there is still more research that is being conducted.” So your results may vary, even if you choose products with high CBD concentrations.

EXPERT ADVICE

Ready to take a walk on the hemp side of beauty? Here are the top CBD skin care picks from our experts.



ELINA FEDOTOVA



ELINA ORGANICS CBD AGELESS WRINKLE FILLING SERUM

\$38–\$88,

elinaorganicskincare.com

No surprise: Fedotova’s faves come from her eponymous line. “This botanical serum contains collagen-restoring ingredients and helps to firm the skin,” she says. “It can also improve facial contours by increasing elasticity.”



ELINA ORGANICS CBD AGELESS RICHE LIPOSOME CREAM

\$57, elinaorganicskincare.com

“This lush formula will renew and brighten your skin.”



ADAM MAMELAK



LORD JONES HIGH CBD FORMULA BODY LOTION

\$40–\$60, lordjones.com

“It’s vegan, clean and cruelty-free,” says Mamelak. “And it has shea butter, so it’s soothing and restoring.”



CANNUKA CALMING EYE BALM

\$38, cannuka.com

This balm is eye-opening with beeswax and hemp seed oil.



ILDI PEKAR TISSUE REPAIR SERUM

\$148, ildipekar.com

Mamelak says this serum is worth the price, with its “hyaluronic acid, vitamin C, and aloe.”



It’s important to check the label to see what’s in your products.



STEPHANIE IVONNE

HERBIVORE’S EMERALD

CBD + ADAPTOGENS DEEP MOISTURE GLOW OIL

\$58–\$98, emerald.herbivorebotanicals.com

“The name is a handful but this noncomedogenic oil allows your skin to breathe without risking pores becoming clogged,” she says.

“Those who aren’t fond of fragrances will find a more airy, earthy scent that is very light, even if you have allergies.

This oil moisturizes, gives skin a healthier, supple-looking glow and keeps skin feeling soft and hydrated.”