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When it comes to your beauty routine, you just may want to turn over a new leaf.
Meet today's "it" ingredient: cannabis.

BY A.J. HANLEY

orget pot's stoner, burlapwearing associations. In recent years, cannabis has gone from counterculture to beauty counter, making an appearance in everything from face serums and lip balms to bath salts and shampoos. The buzz centers around CBD (short for cannabidiol), a hemp-derived compound that, unlike its fellow cannabinoid THC (tetrahydrocannabinol), won't get you high. Devotees swear by CBD for its abilities to relieve chronic pain, ease anxiety, induce sleep and more. With loosening cannabis laws and a growing fan base, hemp is gaining ground in the medical community. So what's it doing in our beauty staples?

ILLUSTRATION: ALEYNIKOV PAVEL/SHUTTERSTOCK.COM

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"Cannabis has so many incredible benefits," says Jenelle Kim, a formulator for the Cannabis Beauty Defined skincare line. "It contains a lot of omega-3 fatty acids and vitamins, so it soothes, hydrates and nourishes." Kim teamed hemp oil with a proprietary blend of botanicals that have been passed down over generations. "They work synergistically to amplify the antioxidant effects of CBD, protecting skin from future damage," she says.

In addition to CBD's smoothing and

free-radical-fighting powers, research suggests the extract is anti-inflammatory and potentially antimicrobial. There's evidence it can effectively treat some inflammatory skin conditions like psoriasis and acne," says David Bank, M.D., a dermatologist in Mount Kisco, New York. He cites 2014 research that found CBD suppressed breakouts by regulating oil production. And in a 2017 report from the University of Colorado School of Medicine, cannabinoids were shown to reduce inflammation and itch

in patients with psoriasis, eczema and atopic dermatitis.

While the results are promising, more research needs to be done, Dr. Bank says. "The jury is still out on the beneficial effects, if any, of hemp CBD oil when applied topically."

Science may soon catch up to the cannabis craze. In the meantime, beauty companies will continue launching luxe products infused with hemp and other skin- and hair-friendly ingredients, Here are 12 addictive picks:

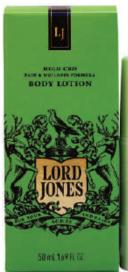


EXPERIMENT WITH THESE INTOXICATING BEAUTY FINDS:

- 1/Milk Makeup Kush High Volume Mascara; \$24, sephora.com
- 2/Dirty Girl Farm Hemp Patchouli Body Wash; \$9.25, dirtygirlfarm.com
- 3/Lord Jones High CBD Pain & Wellness Formula Body Lotion; \$60, lordiones.com
- 4/Bella Bomba da Bagno Bath Bomb;
- 5/Dr. Bronner's 18-in-1 Hemp Almond Pure-Castile Soap; \$11, drbronner.com
- 6/Khus + Khus Sen Face Serum; \$80, credobeauty.com
- 7/Jersey Shore Cosmetics Super Sativa Medicinal Hydrating Balm; \$10, jersevshorecosmetics.com
- 8/Lush Cosmetics Jasmine and Henna Fluff-Eaze Hair Treatment; \$27, lushusa.com
- 9/Cannabis Beauty Defined Exfoliant; \$55, kannaway.com
- 10/Andalou Naturals CannaCell Botanical Shampoo and Conditioner, \$10 each, andalou.com
- 11/Dr. Kerklaan Therapeutics Natural Skin Cream; \$65, drkerklaan.com
- 12/Vertly CBD Infused Lip Balm; \$22, credobeauty.com















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