

CBDTODAY[®]

PROFILE | Page 6



Ayurvedic principles drive product formulation at L'eela.

REGULATION | Page 10



A state-by-state guide to laws and regulations.



INFUSED BEAUTY

THERE'S A NEW TREND IN THE COSMETICS INDUSTRY
AND IT'S HEAVILY FOCUSED ON HEMP



TRENDS

Pairing CBD with herbs, oils, and natural extracts can enhance the health and wellness benefits of both.

PAGE 16



SCIENCE

Before plant-based medicine can advance, science has a lot of catching up to do.

PAGE 30

SENIORS, CBD, AND THE LAWS OF ATTRACTION

By Abbie Rosner

CBD's unique healing qualities and the wellness needs of seniors are proving to be a perfect match. Disappointed in pharmaceuticals that may do more harm than good, an increasing number of older adults are exploring CBD to treat a host of conditions that commonly ail them.

Those watching CBD's meteoric rise should take note: The 55-and-older demographic is a consumer force with which to be reckoned. According to a Brightfield Group study, 20 percent to 25 percent of adults who use CBD are 50 to 60 years of age. A January 2019 study by Consumer Reports indicated 15 percent of adults age 60 or older have tried a CBD product at least once, and the percentage is expected to grow. The Consumer Reports study also found 12 percent of Baby Boomers who use CBD do so to help relieve stress and/or anxiety, and 42 percent use CBD to alleviate joint pain.

The reasons behind the potent pairing between older adults and CBD can be found in the body's endocannabinoid system (ECS). Regulating everything from sleep and mood to resilience, illness, and injury, the ECS loses tone as we age. The body has a harder time countering inflammation and oxidative stress, resulting in persistent pain from conditions like arthritis and fibromyalgia, which can lead, in turn, to anxiety and sleeplessness.

Dr. Benjamin Caplan, a Boston-based physician and specialist in cannabis medicine, explained, "As the human engine gets rusty over time, the battle for the ECS to try to balance it becomes more difficult."

A PLACE FOR CBD SUPPLEMENTS

A keen observer of new developments in cannabinoid research, Dr. Caplan noted, "We have seen that supplementing cannabinoids into an aging system can help support refreshing or replenishing damaged or decaying tissues."

Phytocannabinoids like CBD can fortify the ECS in its mission to maintain a host of bodily systems in a state of homeostasis, the healthy balance so essential to our sense of wellbeing. Older adults are the clear beneficiaries of an augmented ECS, and more and more seniors are discovering a daily dose of CBD can help them achieve that precious equilibrium. And when they do, family and friends are the first to hear about it.

FEAR OF FLYING

Many older adults are familiar with medical cannabis and may be curious to try it, but they can be put off by the prospect of psychoactive effects. Clinicians specializing in cannabis medicine, who tend to serve a predominantly older population, consistently report the number one concern expressed by their senior patients is, "I don't want to get high."

Dr. Laurie Vollen, a physician practicing in Albany, California, has heard these misgivings many times. Serving a patient population primarily of adults in their seventies, Dr. Vollen has become expert in tailoring non-intoxicating, CBD-dominant treatment regimens. She likes her patients to take full advantage of cannabis's "entourage effect," recommending whole-plant-extract CBD products containing only tiny amounts of THC. Ironically, her

main complaint is patients have a difficult time finding a decent selection of CBD-rich cannabis products in Bay Area dispensaries.

HEMP-DERIVED CBD IS A GAME CHANGER

Even if they live in a state where medical cannabis is an option, many seniors do not feel comfortable visiting a dispensary where cannabis products are sold. The recent introduction of non-intoxicating, hemp-derived CBD products in brick-and-mortar outlets that are familiar and widely accessible to older adults, however, is proving to be a game-changer.

According to Jamie Schau, a research manager covering CBD for Brightfield Group, older adults, who tend to be relatively conservative, have been surprisingly open to CBD. With their fears of psychoactivity allayed, accessibility ensured, and an abundance of anecdotal evidence to pique their curiosity, the barriers for seniors to try CBD are tumbling down.

A MARKET FORCE

A youth-centric attitude among cannabis and hemp industry players, however, seems to underestimate the magnitude of interest among seniors. As Brightfield's Schau observed, this blind spot is to their detriment. "As companies and their strategy teams deliberate about which segments of a market to pursue, there tends to be a great deal of energy focused on Millennials and their buying power, with older adults often overlooked—especially when it comes to buzzed-about new products like CBD," she said. "But data show this is a big mistake.

"Baby Boomers make up a massive consumer segment in CBD," she continued. "Nearly one-third of mainstream CBD users are over the age of 55. A large number of those consumers are looking for relief from chronic conditions requiring frequent use, meaning their purchases are more regular. Therefore, spending among this demographic will be higher and brand loyalty greater."

Indeed, for older adults a daily dose of CBD easily can become a standard practice. The Brightfield Group found 37 percent of older consumers use CBD five or more days per week, versus 25 percent among the general population. Furthermore, more than 30 percent of older consumers purchase pricier tinctures, compared to 21 percent among younger generations.

REACHING THE OLDER ADULT MARKET

According to Brightfield Group findings, the main driver of CBD sales among seniors is a recommendation from a family member or friend. So, how can CBD companies creatively reach this formidable demographic?

"The hypothesis that older adults aren't being reached as much as they could be is absolutely correct," Schau said. "Some companies are finding print ads and local radio and TV news are really effective in reaching older communities.

"Also, many medically oriented products, such as precisely dosed medical delivery channels, are tapping into the older market," she continued. "Older adults will feel more comfortable picking up products in formats they are familiar with, like capsules and softgels."

The important thing, she added, is to reach out to a significant market segment in ways that make sense for them. "There are numerous efforts to reach a varied target consumer base," Schau said. "But quite honestly, until relatively recently it's been kind of a free-for-all. Still, our work has always shown that older users have been a big part of this market, so their importance in the emerging CBD space is not a big surprise." ●