

# CBD and hemp: A complete guide to the super plant and 12 Indian brands to get on your radar

Try products from brands like Boheco, Hemploom, Satliva, Juicy Chemistry to know how hemp and CBD are changing the wellness, grooming and fashion industries

By Namrata Kedar  
29 June 2021



The conversation around CBD and hemp has reached an all time ‘high’ (pun intended) – blame it on 4/20, when the ‘buzz’ around the subject peaks each year. Derivates of the Cannabis Sattiva plant, these misunderstood ingredients have severed all ties with marijuana and have become mainstream in the recent years.

Brands world-over are now incorporating them into their products for their myriad benefits. From sprinkling hemp seeds with abandon on our morning oatmeal for a dose of protein and dressing in sustainable hemp to applying CBD-infused face oils on our face for its calming effect, we are embracing this power plant in our everyday lives.

With so much curiosity around this subject (no, CBD and hemp won’t make you high), we tell you a little about CBD and hemp, along with homegrown brands that are harnessing the potent power of these to create wellness, lifestyle, skincare, and fashion products for you.

## **What is CBD?**

Cannabidiol or CBD is one of the active ingredients derived from the cannabis sativa plant – the other one being tetrahydrocannabinol or THC. CBD is non-psychoactive as opposed to THC, which is responsible for the high associated with marijuana.

CBD has several benefits, from relieving pain, alleviating anxiety, and is highly anti-inflammatory – it has all the pain relieving qualities minus the mind-altering effects of THC. It is also used extensively in skincare for its wealth of nutrients and antioxidants. These offer powerful skin benefits and are beneficial in treating skin conditions such as dryness, inflammation, psoriasis, eczema, as well as radical damage. It also reduces sebum production to fight acne.

## **What is hemp?**

A variety of Cannabis Sativa, hemp contains a negligible amount of THC. The super-plant plays a catalytic role in improving environmental conditions. It is sustainable, eco-friendly, and is multipurpose – you can get fibre from its stem, protein from the seeds, and oils from its leaves and flowers. The fibre is woven into a fabric that is biodegradable, carbon negative, and conserves water – hemp needs one tenth the amount of water cotton does to cultivate. The fabric has antibacterial qualities, is durable, and only gets softer with each wash.

Hemp oil is used to formulate skincare and wellness products while the nutrient-dense seeds are healthy to consume.

## **12 homegrown labels that are using CBD and hemp in their products:**

## Reistor



Stemming from a compelling need to incorporate sustainability in fashion, Reistor is all about timeless pieces and minimal yet impactful. Reducing environmental impact, the label makes use of hemp to create their planet-friendly collections. Their shirts, hoodies, and jackets have a genderless appeal to them and are washed in muted tones of white, sand, and slate grey.