

EXPERT ADVICE

# From claims to plant-based blends, where will CBD go next?

Joel Palix, Chairman of Sana Lifestyle, a distributor of CBD wellness products, reveals the key opportunities for the sector

**E**merging excitement around plant-based wellness, paired with the fact that the cannabidiol (CBD) market is tipped to be the leading growth category for wellness in 2021, means more companies than ever are turning their attention to the benefits of cannabis.

Sana Lifestyle is a distributor of CBD and plant-based wellness products across health, beauty and dermatology. Based in London, the company was founded in 2019 by BBC *Junior Apprentice* winner Arjun Rajyagor and his former Boston Consulting Group colleague Ben Hamburger. It offers a full-service solution from manufacturing through to regulation management and point of purchase.

## Which brands does Sana Lifestyle work with?

We work with some of the best-established and respected brands across the global CBD market. Our highly curated portfolio enables us to support all types of UK retailers and address consumer needs, as well as price points.

Sana Lifestyle's brand partners include fourfivecbd, Cannuka, CBDistillery, Bota Hemp Skincare, Provacan and Cannabotech The Botanical Pharmacy. We work with these brands because of their outstanding quality control and the fact they all have proven success in their home markets.

## What services do you provide?

While our core business is distribution, we also strive to provide our partners with advice and support to expand their brand within the UK market. Our team is on hand to assist at any point, from concept and creative assistance to retail strategy and support, to D2C development and back end management.

### Joel Palix, Chairman, Sana Lifestyle

Joel Palix has more than 30 years' experience in the health and beauty industries, leading major names like Yves Saint Laurent, Clarins and Feelunique. He joined the Sana Lifestyle senior leadership team as Chairman in 2020 [sanalife.style](http://sanalife.style)



For retailers, it can be complex to navigate the regulations and Sana Lifestyle's deep knowledge and expertise allows us to handle this on their behalf.

## What are the main cosmetic and wellbeing benefits of CBD?

Beauty is one of the fastest moving markets in the world and in the last 18 months we've seen that 'beauty' is being replaced by 'wellness'.

Natural sources are increasingly in demand; consumers understand that 'natural' is better and they want to achieve beauty on the inside as much as beauty on the outside. That's what makes CBD such an exciting category and why the wellness revolution is

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Consumers are on the lookout for trusted brands as they become familiar with CBD

such an energising one to be a part of.

From sleep to skin care and beyond, we are seeing more and more consumers including CBD as part of their core wellness routine.

## How is consumer perception of CBD changing?

The US and Canada have led the CBD revolution and we are seeing rising interest across Europe. In the UK market, CBD is relatively new and there are still misconceptions about how it works. With improving regulation, UK consumers are beginning to understand more about the transparency of ingredients.

CBD usage is increasing rapidly and consumers are looking for a trusted brand to try.

## What are the under-explored opportunities involving CBD?

In terms of specific claims, the industry is waiting for the results of clinical trials currently underway around the world to validate the health benefits we have been hearing from users for years.

With regard to product types, as regulations become more straightforward, we will see more innovative products entering the market, leveraging new technologies including water soluble encapsulations. We are also seeing an increase in brands mixing CBD with other plant-based products. We are launching a CBD and medicinal mushroom range this year with our brand partner Cannabotech The Botanical Pharmacy.

## What other cannabinoids are of interest to brands?

We are seeing CBG products start to enter markets globally, which looks like the next 'hot' cannabinoid of interest for the wellness market ●