



WellSpa 360SM

The Whole Health Resource for Wellness Spa Professionals

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FUN IN THE SUN

Skin and body treatments that prime guests for summer

Do's and Don'ts
of Summer Retail



Introducing CBG

The perks of integrating cannabigerol (CBG) into the spa and wellness space.

You are likely familiar with cannabidiol (CBD), as it is now a popular body and skin care ingredient. With its anti-inflammatory, pain-relieving and body-balancing properties, CBD has helped the spa industry immensely as consumers integrate it into their daily lives. But CBD isn't the only cannabinoid star in the treatment room.

Cannabigerol (CBG) is making its debut in the spa world. This sister cannabinoid to CBD is one of more than 100 known cannabinoids within the hemp plant. These cannabinoids continue to be researched, studied and tested for topical benefits. As spa professionals, we can then continue to share this knowledge with our guests who absorb the healing plant medicine in and out of our treatment rooms. CBG shares commonalities with CBD, but they don't compete for attention.



Internal Healing

Every cannabinoid in the hemp plant has its own set of perks and medicinal properties, focuses and uses. Cannabinoids that are extracted to become an isolate are considered "pure," meaning an additional process is needed during extraction to isolate the cannabinoid by itself. Because we can isolate CBG in this way, we now are experiencing the shining benefits of this minor cannabinoid.

CBG can be taken internally for an enticing list of reasons, including as an antibiotic and for pain relief, as well as for mood lifting and stabilization purposes. It is becoming increasingly popular because it can be used alone or as a complement to CBD to promote physical and emotional healing.

In fact, an internal product containing CBG as part of a full array of cannabinoids creates an "entourage effect," meaning that they all work together to create the most medicinal healing experience. The most common full spectrum products include CBG, CBD, less than 0.03% THC, CBN and CBC.

Generally, I recommend a full spectrum product for any type of central nervous system imbalance like muscle spasms, low

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appetite, problems with mood and ailments related to the brain directly, like stroke recovery and Parkinson's.

I love to think of this process as creating a custom healing elixir, something that works for the person's body uniquely and communicates with their endocannabinoid system (ECS) perfectly. When we balance the ECS, we are balancing the whole body by taking ourselves out of the sympathetic nervous system responses and facilitating space for our body and mind to truly heal from the inside. The body cannot heal if we are in a chronic state of fear, anxiety or pain. CBG can play a strong supporting role in getting back to balance.

Everyone has a unique ECS, and finding your guests' personalized remedies can be a game changer in their health. Discover what blend and doses work for them by having them keep a journal or log. CBG used by itself or with a team of cannabinoids can create subtle yet therapeutic shifts in and out of the treatment room.

Balancing Body Care

What really makes CBG special is how it communicates with the skin. Like CBD, CBG communicates with CB2 receptors that relate to muscles, skin and joints. So, CBG is a natural analgesic for acute or chronic inflammation. Ailments like eczema, psoriasis or dermatitis can all benefit from CBG topicals. Such products have a number of other great skin care benefits, such as:



🌿 **Pore purification.** CBG lotion, body butter or cream can help reduce blemishes and skin imbalances like body acne, pustules or papules.

🌿 **Skin lipid secretion.** A CBG body butter can support the body's natural healthy skin oils, which are important for protecting barrier function and combatting dry, irritated or itchy skin. This also defends skin from the elements and other harsh conditions.

🌿 **Skin cell turnover.** This can eliminate flakiness on the body, leaving skin hydrated long term. Like any regimen, the more consistently CBG is applied after a bath or shower, the better the results will show over time.

🌿 **Clarifying and balancing.** If skin is dry, oily, irritated or inflamed, CBG can bring it back to homeostasis.

It is important to note that there has not been enough research about CBG and facial skin, so for now I would not recommend using it on the face, as that is different and more delicate than the skin on the body.

CBG in the Spa

Incorporating CBG into spa treatments is easy and seamless. CBG topicals can support your hands-on practice and your retail bottom line. As with any product ingredient, you will find out during the consultation which of your clients will benefit from it. A person's lifestyle, concerns and needs are all part of recommending the correct products. Fortunately, CBG body care can aid in most guests' well-being journey.

A CBG body butter can be added to a hand, arm and foot massage during facials and other body treatments. Remember, working a CBG product into the skin helps alleviate pain and inflammation, calm the central nervous system and clarify impurities. Estheticians and massage therapists can also use a CBG topical for neck and shoulder massages, easing tension and helping the guest melt into their treatment.

For body treatments, moisturizing and hydrating with CBG after a scrub will lock in moisture and protect the skin barrier, leaving your guest feeling nurtured, with a softened body and relaxed mind.

Meanwhile, selling CBG retail products can be a fantastic way to diversify your shelves and increase sales. A client who is already familiar with CBD will likely be interested in mixing up their at-home care with a new cannabinoid.

Encouraging guests to make time for their self-care cultivates better results long term. Using a CBG cream or lotion during their service will awaken their senses, and you can help them re-create that experience at home. Remind them that CBG is a rich topical that can be applied before bed to nourish the skin and calm the body. Walking guests through home-care options with CBG body care can enhance their feelings of well-being and self-love after they leave their appointment.

Consider suggesting internal CBG, as well. Sublingual CBG or CBG oils make a fantastic retail option for clients experiencing mood imbalances, low energy or general body tension. As always, staying within our scope of practice is important when suggesting internal products.

The hemp research industry is only just beginning to discover all the magic of the hemp plant and its benefits. The more education we collect and share, the more we can break stigmas and enhance our spas and wellness practices. We benefit as professionals, and our clients benefit from our education and

experience. CBG is here to make our skin more vibrant, cleanse our bodies and minds, and enable healing all over. 🌿



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