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What is CBD, and Why Do I Need It in My Beard?

Your face won't get baked on cannabis, but it might get better looking.

Willie Nelson. Woody Harrelson. Seth Rogan. Matthew McConaughey. Dave Chappelle. Cheech Marin and Tommy Chong. Lil Wayne. And, of course, the one and only Snoop Dogg. These are just a few of the iconic men whose stoner antics have made marijuana not just a substance that people use, but a subculture to which they belong.

But, guys: Cannabis culture is no longer an illicit hobby or a funny punchline. It's a legitimate business. Not just because marijuana is now legal and mainstream in many states, but also because it has been found to have numerous serious wellness benefits. Specifically, CBD, which is one two major active ingredients found in the marijuana plant. The other, of course, being THC. Whether you're a casual smoker, a serious toker or a straight arrow who's never even touched the stuff, that means there's now a place for you in the ganja universe.

Let's be real, though. Although you've heard of CBD and probably nod along knowingly when it comes up in conversation, that doesn't mean you understand what it actually is or what it's really good for. Did you know, for instance, that CBD can give you healthier skin and a better-looking beard? Well, it can. And so much more.

Whether you're a CBD novice or expert, here's a down-and-dirty guide to help you understand what CBD is, what its benefits are and how it can fit into your grooming routine.

What is CBD?

The cannabis plant has two principal active ingredients inside it. One, tetrahydrocannabinol (THC), is a psychoactive chemical that makes you high. Another, cannabidiol (CBD), is a non-psychoactive chemical that might alter the body but not the mind. Which makes it more like an essential oil than a drug.

Depending on where you live and what products you use, the CBD you consume might be derived from marijuana, which has high amounts of THC, or from its cousin, hemp, which has very low amounts of THC. Although marijuana is legal in only some states, industrial hemp has been legal at the federal level since 2018. Even so, some states — including Nebraska, South Dakota, Idaho and Hawaii — have outlawed CBD from both marijuana and hemp.

What are the benefits of CBD?

Although research into the purported health benefits of CBD is ongoing, and more evidence is needed, users claim that it helps them with a number of ailments, including everything from pain and nausea to anxiety and insomnia. Medically, prescription-strength CBD is FDA-approved to treat epileptic seizures, and scientists are currently studying whether it might be useful in treating conditions such as Parkinson's disease, schizophrenia, diabetes, multiple sclerosis and even cancer.

But should I be grooming with CBD?

The short answer is: Yes. That's because CBD has anti-inflammation properties and is a good source of essential fatty acids, as well as vitamins A, D and E — all of which are really good for your hair and skin. So good for it, in fact, that there is emerging evidence suggesting it might be helpful for people with dry skin, psoriasis and eczema.

To get hemp-level handsome, start with your beard: Try Billy Jealousy CBD Beard Oil, CBD Beard Balm and CBD Leave-in Conditioner, all three of which feature 420 milligrams of hemp-derived CBD oil that nourishes and hydrates facial hair to protect it from breakage, split ends and fallout; promotes healthy beard growth; enhances your beard's natural shape; and soothes common beard problems like beard itch and beard dandruff. All three products come bundled as a money-saving CBD Beard Bundle.

Clean-shaven? You can get in on the action, too, thanks to Billy Jealousy's CBD Shave Bundle, which includes three CBD products: a CBD pre-shave oil, a CBD shaving cream and a CBD aftershave. Billy Jealousy CBD Shave Cream is infused with 210 milligrams of CBD oil while Billy Jealousy CBD Pre-Shave Oil and Billy Jealousy CBD After-Shave Lotion each feature 420 milligrams of it. Used before, during and after your daily shave, they moisturize your skin and protect it from irritation. Also, you can use Billy Jealousy CBD Leave-in Conditioner on your hair to get the same benefits on your head that you'd get on your beard (if you had one).

The bottom line: You can't smoke CBD, and it won't make you high. But if you wear it, it might just make you feel better — and look better, too.

Note: Billy Jealousy is currently prohibited from selling CBD to the following states: Nebraska, South Dakota, Idaho and Hawaii.

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