

The Hemp Body-care Business

by
Paul Benhaim

www.hemp.co.uk

Introduction

Welcome to this introduction to the business world of hemp body-care and cosmetics.

In this brief introduction I will presume you have an overview of the industrial hemp market, or have read [Modern Introduction To Hemp](#).

I will give you an overview of why Hemp is used in body-care products and point you to some websites I have found that offer basic formulas that may be tweaked to include hemp oil in your formulation.

The main purpose of this book is to give you an overview of the industry, where it has come from and where it is going. This is accomplished in the interview with David Bronner of Dr. Bronner's soaps, a well-known and now global body-care industry leader, and pioneer of bringing hemp body-care products to the mainstream.

Have fun, and whatever you choose, choose it for you, as you are part of this Earth and all that it reflects will be you.

Hempfully yours,

Paul

About The Author

Paul Benhaim is a recognized world-authority in hemp research and development, as well as a published author of Hemp-related books and DVDs. He manages the world's most popular Hemp web sites and advises a number of international companies.

As well as acting as an independent consultant and mentor to those interested in business, usually the hemp business, Paul is CEO and Director of a cutting edge Hemp companies involved with hemp plastic and hemp food products.

Paul continues his quest to ensure the path for the widespread use of industrial hemp is accessible to all so new and revolutionary Hemp products may become available to a worldwide audience.

Born in London, after travelling the world for a decade, Paul now lives and works from his rainforest home in coastal Australia.

For further information on some of Paul's projects enjoy:
www.hemp.co.uk and www.hempplastic.com

DISCLAIMER

This book is intended to help you decide if you want to start a hemp business. This book is not intended to be the only business you receive. You are recommended in this book to write a business plan. You should check all the data and facts are up to date and relevant to your location, state and federal laws. It is also strongly recommended that you speak with your lawyer, accountant and bank manager before moving ahead with any business. You may want to consider a personal business mentor as well.

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Why Hemp Oil?

Hemp Oil is the base to most hemp oil cosmetics or body-care products. Cold-pressed hemp oil is mainly used as any heat destroys the best parts of the oil. Some companies use high flow hemp oil which is not cold-pressed and usually rancid – we do not recommend this!

Hemp Oil is high in Essential Fatty Acids (EFAs) or Omega-3 and Omega-6 oils made popular by fish oils (which are high in heavy metals). These are the ingredients that need to be protected. Lack of heat and light and good quantities of anti-oxidants are all important to assist in this protection.

Experiments have shown that Hemp oil, due to its high EFA content, rehydrating and anti-inflammatory properties, is better for skin and hair than vegetable oils such as avocado, almond, or olive oil. Hemp oil is now used as a base in soaps, creams, shampoos, shower creams, lip balms, bathing essences, and ointments.

EFAs work both from the inside out and from the outside in to increase the smoothness of skin and the health of hair. EFAs are used by the body to build and maintain healthy body cells (especially cell membranes), and work directly on epidermal cells, entering the lipid layers of dry skin cells to replenish their oils. EFAs also repair skin damage, help heal wounds and burns, and have antibiotic properties. Research has shown that EFAs are an effective treatment for atopic dermatitis, eczema and psoriasis. Although body-care products are sometimes manufactured using refined Hemp oil, which is less susceptible to deterioration than

food-grade oil, hemp-based body-care products must still be protected from heat, oxygen, and light. Light is particularly damaging, which is why Hemp products usually come in opaque containers, and is why Hemp should never be used on the skin as a sunscreen.

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Other Hemp Ingredients

When hemp is pressed into oil there is a residue of 'hemp cake' or the outside of the seed. This cake is often used in animal feed, however it maybe used as a cost-effective high quality exfoliate in soaps.

Formulations

This book is not intended to give you formula's. You may experiment in your kitchen using materials found from various cosmetic supply stores. See www.hemp.co.uk for some ideas.

What I do want to talk about is the amount of hemp oil used. Mainstream Companies such as Dr Bronners use 2-3% hemp oil as the extra fatty oil present in their formulations. They have shown in double-blind studies that this is enough for people to notice the effects hemp oil has on the skin.

I have experienced using 20-30% hemp oil in formulations I created with my body-care Company. We managed to stabalise the formulations for a 6 month shelf life using opaque containers and suggestions to keep the product

cool. Dr Bronner's were able to give up to 2 years shelf-life for most of their products. The companies I now work with use something in the middle, on average from 5-15%.

So, how much hemp oil you use is up to you – it is not cheap, and makes a difference in small amounts. Most people are EFA deficient and will usually benefit from higher quantities both internally and externally. In fact, most people benefit from any quantity of EFAs. I found with the 20-30% formulations I offered that eczema and other long-term skin problems were really being healed quickly, with regular use. This inspired me to market a higher-price and more exclusive product and advertise the fact that we used so much hemp oil.

To conclude, I recommend you formulate to your chosen markets needs.

Marketing

When marketing your products you will want to consider:

- What does your market want?
- Will the hemp leaf be portrayed, and if so how?
- What name you use- again, do you want to promote the name hemp,
- And if so, what image can you portray

Your design is crucial and needs to take into consideration many nuances – use a professional for advice at least, if possible.

Your labeling needs to be legal, as well as clear, informative and neat. Trial various options on friends and local stores. Market research pays in the long-term.

The price point you choose needs to represent the market needs for your intended product. Then you need to work out your costs and ensure you have enough of a margin. David Bronner in the interview later points to about a 50% margin after all your costs (to a final packed product). This allows you to work with distributors and brokers properly. Then they will put their margin on, and so will the stores. What will be the end price – does that meet your market needs? You may need to re-formulate, or consider a different market segment.

Body-care products are sold not just in health food stores (where hemp is widely known), but also chemists, spas, hotels, gyms and many other outlets – use google to search for similar products and where they are sold.

This is the idea of market-research. Know your facts before you go too far down one path only to discover it is not ideal, you may be reluctant to change if you have invested too much at that time.

Business

If you do want to go ahead with a business then you need to consider the business. What I mean by that is, putting your product aside, what else do you need to consider? How much time is it going to consume, how much resources (time, money etc.) and where do you want to go with your business.

Now, twenty years ago I used to sit around on beaches in Asia wondering how I could save the planet – yet found myself doing nothing. If you sit and have time to watch tv, feeling desperate and thinking about your kids growing up without you having created your own successful business,

then I suggest you get up NOW and start writing down your goals, vision and mission statements.

Personally, I had no idea how to make it until a friend said 'here is how you do it' and led me on my first steps. Now I am offering a professional course directed at those wanting to make money in the hemp industry by providing a successful and sustainable product that is profitable. I used to offer consultancy at \$200 hour which was great for me, but only assisted companies that were already half successful and wanted to grow further. I wanted to make this accessible to all, and that includes you. So if you are interested in my personal input and require assistance in creating your successful business you may learn more about the course at www.thehempconsultant.com

Recipes

Traditional Hemp Hair Growth Formula

*“Boil Hemp seeds until they become black. Remove the seeds and extract the oil by crushing the seeds. The remaining liquid can be used as a drink to soothe the throat and stop coughing. The extracted oil, ma you, is applied to the scalp to clean the pores and feed the hair roots. Used to **cure excessive hair loss and stimulate overall hair growth.**”*

—From the sixteenth-century *Pen T'sao Kang Mu*, translated by Norman Goundry

Recipes on how to make:

Here are some links, and you can easily find more by searching on Google for these and other formulations. I am not affiliated with any of these, they are aimed at giving you an idea of what is involved before you get started. Of course, there are many experienced manufacturer's and producers of similar products out there today that know many the pitfalls and ways to get around them. Sometimes working with a team, and focusing on the marketing and business may fit more of what you do the best. Only you may decide!

Shampoo

http://hair.lovetoknow.com/How_to_Make_Shampoo
http://www.associatedcontent.com/article/272015/how_to_make_shampoo_shampoo_making.html?cat=69

<http://www.burkesbackyard.com.au/factsheets/Making-and-Mending/Homemade-Shampoo---The-French-Alternative/396>

Soap

<http://www.teachsoap.com/>

[http://www.thefarm.org/charities/i4at/surv/soapmake.h
tm](http://www.thefarm.org/charities/i4at/surv/soapmake.htm)

<http://www.makelotion.com/>

<http://www.youtube.com/watch?v=gnITGyeosEU>

<http://ezinearticles.com/?How-To-Make-An-Organic-Moisturizer&id=440996>

<http://www.methodsofhealing.com/make-your-own-homemade-moisturizer/>

http://www.glenbrookfarm.com/face_creams.htm

Interview with David Bronner of Dr. Bronner's

So, enough talk. Let's enjoy this interview with one of North America's most inspiring activists' and hemp promoters, David Bronner of the Dr Bronner family and Company. I find David's point of view very fair, open and real. Hope you will get all you need from this interview to inspire you in the direction you choose.

P: Hi David, what's up?

D: Hey Paul, it's been pretty crazy we have just had our hemp history week and that was fun. We have organized town hall meetings around the country – around 175 of them – local activists and societies and regional hemp industry got together. A lot of interesting stuff came out.

P: So you are a busy activist as always?

D: Yes. Actually last October we dug up some lawn and planted some hemp seeds and got arrested, but got lots of news. We are regularly doing a lot of that stuff.

P: Good stuff. Great way to get some extra marketing for hemp!

D: Yeah, hey Paul before we start you are probably the best man to ask, and I am pretty excited. Is there a waterproof hemp plastic?

P: Sure, why?

D: Cool, can you produce a bath out of hemp plastic?

P: Sure, why?!

D: We currently run promotional events around the country and we have made a huge wooden bath tub. We go to a festival and make soap and water into a foam and people can blast it on each other and wash it off. We are showing how they can save water with foamy soap. We are trying to do the whole thing super-ecological. We would love to have a hemp plastic composite bath.

P: That is possible, though moulding for that size of product is not financial viable. There is another spraying technology for 100% hemp, but that is not waterproof. It can be coated in acrylic to make it waterproof. The production is not ready yet, but when that changes that may be ideal. I will let you know and help you create a special project for that soon.

D: Great, we would love to promote that work. It is such an awesome event. People get ecstatic and think it is the best thing. We want to promote organics, fair trade and hemp.

P: May I ask you some questions about Dr Bronners – one of the world's leading hemp body-care companies?

D: Sure, shoot ahead, though you maybe disappointed with what I have to say.

P: Let's see. What was your role in choosing hemp oil for Dr Bronners and how did that come about?

D: Yes, I was the main driver. I came out of Amsterdam, in the mid-90s – probably when we first met. I was all fired up about sustainability and hemp and adopted a vegan diet. I wanted to figure out a way to transitional our company to be more sustainable. I read the emperor and got fired up about hemp oil and omega-3 and pushed the family to do some trials as a super fat ingredient in soap. Then we got some blind trial tests and the customers gave positive

feedback to the after affect of the lather, their skin felt smoother after drying. That was in 1998-9. We started using hemp oil from 1999.

P: And now you use hemp oil in all your soaps?

D: Most of the hemp. It is a super-fat ingredient, which means it is used a couple of percent. It is not in the body of our products. A more of an additive, not a main ingredient. That relates to the fragility to omega-3 and that it oxidizes at room temperature in clear bottles.

P: What is a super-fat?

D: When you make a soap you saponify an oil with an alkali and often soap makers use super-fat with an oil that is not saponified for added emoliancy. That super fat oil can be any oil. Hemp is better than olive for example. Because omega-3 and 6 means more smooth feel and that is why it is a great super fat oil. You do have to be careful with oxidation though. You need to use a pretty robust anti-oxidant system.

P: Could hemp be used in higher percentages if you shorten the shelf life and put the product in packaging that protected it from light?

D: Yes, the person to talk with is Jerry Shapiro with Merry Hempsters. He certainly goes higher than anyone else I know but he does have problems with stability. His product line is awesome, but does have consequences.

P: What % does he go up to?

D: I think it is the number 1 ingredient in his lip balms. Probably 30%

P: How has using hemp affected the company?

D: It definitely helped. Originally we were like, what are we doing with the formula, that has been around and successful for 50 years, why change? But between the hemp, organic, fair trade, there are a lot of factors, but when we put hemp oil in the soap we were an \$8m company and today we are at \$33m. Hemp is definitely part of that. The fact we are super-activists and promote regularly. We are aggressive about the causes we support and get awarded for that.

P: What are the top three things someone should know if they want to start their own hemp body-care business?

D: Well, I think you will appreciate this, a saying I have is 'I would not wish hemp on my worst enemy'.

P: You mean – it is a big task.

D: Yes. It is a hard business, no joke.

P: Yes, and it is very addictive too. Once you have the 'passion' it doesn't leave too easily.

D: You should know what the advantages are of hemp – the fatty acid profiles. One of the first signs of omega-3 deficiency as far as your diet goes is dry flaky skin so using hemp in topical lotions is great. It can be absorbed directly by the epidermis. Basically to know the clinical, the cosmeceutical benefits of hemp. Also, the generic business stuff like price it right, know your market, make sure you give it good shelf-life stability, make sure you give it the right levels of tocopherol or whatever you are going to use.

P: What else can help?

D: Citric acid can help accumulating metal ions that can

catalyse oxidation. I want to say that cosmetic industry is not easy, but hemp does give you an edge, just make sure you have a tight formula and good quality design.

P: Would you recommend people to use the word hemp or the hemp leaf in their marketing? Can you give some results people would expect when they launch a hemp cosmetic company?

D: I think hemp and cannabis is hot. There is a significant cultural shift happening. Even industries that have nothing to do with cannabis are interested. The buyers and marketing managers are interested in the cannabis culture. I was in an Apple™ store and there was some ear phones that were called 'smokin buds' or something. It is really mainstream now, so yes, tell people it is hemp/cannabis. Though of course you need to know your market. The natural health industry is of course no problem. But if it were an exclusive day spa or 5 star hotel chain... It is actually hard to find, in a health food store, any cosmetic that doesn't contain hemp seed oil at this point in the USA.

P: Most hemp oil that gets used in North America comes from Canada?

D: Yes, absolutely.

P: Now, if you had one secret about a hemp cosmetic formula, if you haven't already told me, what would it be?

D: Do a lot of R&D, customer trials, blind customer trials, be sure your product is good. Make sure you know your advantages and something that will hold up as you grow and start to be successful.

P: What about the business side, is there some secret there you could share?

D: Yes, it is about quality and design – but also be sure of the margins are sustainable. Especially with the distribution, be aware of all the chargebacks you are going to have to deal with. So, at the end of the day, your gross margins should be at least 40% That is after product and packaging to let you meet all the demands at distribution.

P: Would you let me know more about those margins?

D: If you are selling to a distributor you want to make sure that margin above your cost, that is manufacturing the product and putting it packed in boxes in your warehouse to the price you sell you would want 40 or 50% ideally. The distributors are going to be asking for 20% discount a lot for special promotions. You will have to pay for retailer ads and trade support. And then you have brokers to pay. They are key. Definitely use brokers. We learnt that with our trials with Alpsnack.

P: That is the hemp food bar?

D: Yes, we did not know the food industry margins and found out the hard way. The more we sold, the more we lost. That was not good.

P: I believe the hemp food market is much larger now

D: Yes, it is really starting to boom. Hemp milks are super hot. Non-dairy alternatives. All on a boom. Food is big. Less of an issue with shelf life as well. You still promote the omega-3 and 6 that way.

P: Now I am guessing you have seen quite a few small companies start their own hemp cosmetic business, what

are the main problems these companies find and how should they deal with that?

D: It is a phenomenal amount of work, and many people do not realize that, like I am sure you would. It is a full commitment. Especially if you want to grow. To finance growth. You need to sell lots of stuff, but then not get paid for 60 days – that is pretty rough. Having bank finance or other source is great, super great. And be willing to work your butt off. Hold on to the vision and hope it works out. There is no formula but all these ingredients help out. Super effort, tight design, quality formula, price right, great margins but not pricing out of the market.

P: Thank-you, anything else you want to add?

D: Not really, it has been a hard slog, but hemp is starting to get there now, it is great to be a part of that. It has never been a better time to get involved. We don't have the DEA putting pressure on us anymore. Go for it! Just know what you are doing!

P: Thank-you David for your foundational work in establishing a successful hemp industry in cosmetics. I use your products and love them!

D: Thank-you Paul for doing all the work you are doing. What you are doing with plastics and food is the reasons we got involved in hemp. Keep me posted!

If you want ongoing advise on how to use business plans, spreadsheets, how to plan marketing and trials and how to deal with all levels of clientele you can find out more about how easily accessible that is at

www.thehempconsultant.com

BUY HEMP OIL

You can source cold-pressed quality hemp oil in small amounts or bulk for wholesale from the links found at www.hemp.co.uk

Hemp Shopping

All products available from www.hemp.co.uk from September 2010

Hemp Foods

Hemp Protein Powder

This Hemp Protein Powder has a gourmet nutty flavor that tastes so good you can eat it straight from the jar. Use it to create delicious shakes, add it to juices, smoothies and green drinks. Buy 100% raw, cold milled Hemp Protein Powder from <http://bit.ly/cd7hCO>

Hemp Seed Nut

Otherwise known as shelled hemp seeds – these are the tastiest and most pure way to enjoy the drug-free nutritional qualities of hemp seeds. A complete protein (35%), omega 6 and omega 3 Essential Fatty Acids (35%) and is a source of GLA (1%). These are delicious sprinkled on salads, cereals, yogurt or cooked grains. I eat it straight from the bag! This hemp seed nut is cold mechanically pressed and packaged without additives or preservatives and grown without herbicides or pesticides from Non-GMO hemp seed. So what are you waiting for? Buy now from <http://bit.ly/dmmXL6>

Hemp Seed Nut Butter

Like peanut butter or tahini, but tastes better and is much better for you as nature's source of complete protein (35%) and Omega 6 & 3 Essential Fatty Acids (35%). May be spread on breads, bagels, crackers and croissants.. So get some from <http://bit.ly/a3dCGe>

Hemp Seed Oil

Certified Organic Hemp Seed Oil is nature's richest source of the Essential Fatty Acids (75%) and is a rich source of GLA (3%). Hemp Seed Oil is preferable over flax seed oil as it offers a good balance of Omega 6 to Omega 3 fatty acids (3.75:1) so it is suitable for life long consumption. And you will have a long life. Tastes a lot better than fish oils with a mild nutty flavour. Can be eaten straight (I do) or added to juices, smoothies, soups and sauces. It is a great base to any salad dressings. Hemp Oil is

not ideal for frying. Also available in capsule format. Go <http://bit.ly/dBRP6F> to buy now.

Hemp Cosmetics

Hemp oil is used as the base of cosmetic products because it helps make the skin feel young, and smooth. Hemp Oil has been shown to improve eczema and other dry skin ailments. Hemp Oil in cosmetics is absorbed by the skin and after a short while of using such products I am sure you will notice the difference yourself. A great range of hemp cosmetics is available via www.hemp.co.uk - shipping worldwide.

Hemp Jewelry

Want to share something special and let them know you care about the planet as much as you do them? You will want to tell that to yourself when you find Phat Hemp's excellent range of Hemp Necklaces, Bracelets, Jewelry for men and women. Lots of one of a kind eco friendly jewelry found <http://bit.ly/9i0i44>

Cannabis Seeds

For growing medical marijuana – where legal only. One of the largest Dutch marijuana seed suppliers based in Amsterdam offers of 30 classic strains from the place where high quality breeding has always been an art. Don't waste your time with inferior seeds, buy from <http://bit.ly/a805ts>

Got a problem with smoking?

The cannabis coach is here to help you stop smoking cannabis. A 100% guaranteed risk-free program is available <http://bit.ly/cyTKvR> – please share with anyone that has a problem smoking cannabis.

Hemp Clothing

At the time of going to press we were updating our recommendations for hemp textiles and clothing. You may visit the relevant page at www.hemp.co.uk for more information or email info@hemp.co.uk to find what you are looking for.

Hemp Plastics

From the original www.hempplastic.com site you will find opportunities for access to hemp plastic materials, products and more. Go there now!

Hemp Fibre, Industrial Hemp Growing Seeds, Hemp Stalk, Hemp Mulch, Hemp Insulation, Hemp Building Products and more

All available from www.hemp.co.uk

The Hemp Network Business Opportunity

The Time For Hemp Is Now... Join The Hemp Revolution!

The Hemp Network represents the first marketing distribution channel in history that will provide consumers with hemp products on a direct sales and a network marketing platform.

We are in an industry that has been around for thousands of years, with new uses for hemp being constantly developed. The use of hemp is growing dramatically and will continue as more recognized uses occur.

Over the past few years it has become apparent that with the increasing pace of new products hitting the market, there is a need to move those products throughout the world at a very fast rate.

The Hemp Network has been formed to provide a marketing vehicle for massive global distribution of these new products and services as they hit the market, which is imperative to capture market share.

Expectations are that our marketing team will become a major force in the exploding hemp product marketplace... and we are offering individuals like you the opportunity to capitalize on this exploding market.

The Hemp Network offers the winning combination of product, people, management and vision to all work together to create a very large global marketing company with our agents earning income from people spread around the world.

There has never been a more perfect time to take advantage of an industry that has been around for thousands of years, with products derived from hemp being used by millions of people today. Over the past few years it has become apparent that with the increasing pace of new hemp products hitting the market, there is a need to move those products throughout the world at a very fast rate.

Join our very special team and get unique support for your new business! Go to <http://bit.ly/cTavt0> now.

**FIND MORE BOOKS ON DIFFERENT PARTS OF
THE HEMP INDUSTRY AT**

www.hemp.co.uk