

# CBD 'could be dynamic' market for HME

BY JOHN ANDREWS, Contributing Editor

**F**OR AN industry in need of a retail product that fits within any of the HME major categories, CBD certainly seems to fit the bill. As a therapeutic product with potential benefits for a litany of conditions, CBD can effectively be marketed and merchandised for virtually every HME customer, specialists in the field say.

CBD—known as cannabidiol—is a non-intoxicating cannabinoid found in cannabis. On the market for retail sale since being legalized by the Agricultural Improvement Act of 2018, CBD is being touted as an effective therapy for various purposes, including anti-inflammatory, analgesic, anti-anxiety and as a seizure suppressant. These products contain only trace amounts (0.3% or less) of THC, the intoxicating property of marijuana.

Since being legalized, CBD products have flooded shelves in the retail sector from pharmacies to pet supply shops. Jay Butler, director of extended care for Day-

## CATEGORY

### CBD

#### SKY HIGH

■ **Market worth:** In just over two years since being legalized nationally, CBD products racked up an impressive \$7.1 billion in 2019 and is expected to crest \$9 billion in 2020. With demand so high, it represents a prime retail opportunity for HME providers.

#### NOT POT

■ **THC-free:** CBD is commonly confused with marijuana because it comes from the same plant. However, CBD uses a non-intoxicating cannabinoid as its key ingredient.

#### GOOD FIT

■ **Tailor-made:** With a versatile customer base and wide range of applications, CBD is a retail item all providers can carry, no matter what category they serve.

tona Beach, Fla.-based IMCO, told HME News in February: "Google 'CBD' and 30,000 products come up. And it is one of the few things Amazon does not carry."

A Grandview Research CBD market study found the value in the U.S. to be \$7.1 billion in 2019 and estimated the value will grow to \$9.3 billion in 2020. CBD products come in various forms, including hemp oil, lotions and tinctures, gel caps and "gummy" edibles.

Providers interested in carrying CBD items need to do their homework on the nature of the category and commit to educating consumers about product nuances—specifically the difference between CBD and its relative, marijuana. While CBD has federal clearance, it may be restricted or even prohibited at the state and municipal levels.

To date, "the healthcare community overall has been keen to adopt full-spectrum hemp oil and CBD, despite federal and state ambiguity," said Derek Thomas, vice president of business development for Fort Lauderdale, Fla.-based Veritas Farms. "There is white space when it comes to HME's adoption of full-spectrum hemp oil. Where it has been done on different platforms in local and regional markets, national adoption by a big HME operator has mostly been avoided primarily due to

the lack of guidance from federal guidance."

"Full spectrum" CBD means that an oil or product contains all the cannabinoids that are naturally occurring in the cannabis plant.

Until there is stronger federal regulation, HME retailers and consumers need to heavily vet any CBD brand, Thomas said. Yet, at this point, "there is a huge opportunity for HMEs to provide CBD, especially with the onset of COVID-19 restrictions. Home health care is not only safer in terms of COVID avoidance, the direct support of a knowledgeable provider in the home answering questions about applications and uses is needed and not readily available."

## MADE FOR HME

Rocky River, Ohio-based WellCare Brands has deep roots in the HME industry and recently developed a new product called PurCare designed to be HME provider-friendly, offering MAP pricing, sales collateral, sales support and ease of ordering through HME distributor Compass Health Brands.

The PurCare CBD line includes capsules, tinctures, topical cream and a topical roll-on, "but what we are most excited

DYNAMIC CBD SEE NEXT PAGE

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## Oral

### WellCare Brands

#### PURCARE ORAL MIST

- Aerosol, oral mist delivery system.
- Precise 5 mg dose of full spectrum CBD with each pre-measured spray.
- Provides fast-acting relief in under five minutes.

[www.purcarehealth.com](http://www.purcarehealth.com)

### Veritas Farms

#### VERITAS FARMS FULL SPECTRUM HEMP OIL CAPSULES

- Full spectrum hemp oil capsules contain no artificial fillers and contain beneficial cannabinoids, including CBD, CBG, CBC and CBN, and never made with isolate.
- Conveniently made to deliver a precise serving every time.

[www.theveritasfarms.com/product/cbd-capsules/](http://www.theveritasfarms.com/product/cbd-capsules/)

### Tanasi

#### TANASI WATER SOLUBLE HEMP EXTRACT DRINK CONCENTRATE

- 480mg hemp extract drink concentrate is a scientifically developed, patent-pending formulation.
- Line of CBD products developed by a team of Ph.D.'s in a university setting.
- Water-soluble formulation of cannabidiol (CBD) and cannabidiol-A (CBDA) is easily added to your drink of choice and the best way to sip on CBD.

<https://tanasi.com/collections/water-soluble-cbd/>

## Tinctures

### Tanasi

#### TANASI FULL SPECTRUM OIL TINCTURE 350MG FLAVORED HEMP EXTRACT (50MG/ML)

- Scientifically developed, patent-pending formulation derived from premium Tennessee grown hemp flower.
- The Tanasi brand is line of CBD products developed by a team of Ph.D.'s in a university setting.
- Flavored tinctures contain proprietary blueberry, citrus, mint and cinnamon terpene blends.

<https://tanasi.com/product/cbd-tincture-350mg/>

### Veritas Farms

#### VERITAS FARMS FULL SPECTRUM HEMP OIL TINCTURES

- Fast-acting CBD oil tinctures contain full spectrum hemp oil extracted from the flowers and leaves of hemp plants grown on its 140-acre farm in Pueblo, Colo.—never from isolate.
- Available in citrus, peppermint, watermelon, strawberry and unflavored.

<https://www.theveritasfarms.com/product/cbd-tincture/>





## Tinctures

### Green Compass Global

**OUR FAMILY OF PRODUCTS: CBD TINCTURES, TOPICALS, IMMUNE BOOSTER, BATH SOAKS AND SKIN CARE**

- Vertical integration: Local USDA certified organic farms. Small batch processing with CO2 extraction, all third party lab tested with COA provided.
- Full spectrum and isolate options and several delivery methods to choose from.
- Formulated with USDA-certified organic essential oils from all over the world.

<https://messcbd.com/greencompassglobal.com/>

## Topicals

### Veritas Farms

**VERITAS FARMS FULL SPECTRUM HEMP OIL SALVES**

- Contains whole hemp oil extracted from all natural hemp plants grown in its 140-acre farm in Colorado.
- Used by rubbing on the skin, Veritas Farms' full spectrum CBD topical salve is available in lavender eucalyptus, cooling menthol and unscented.
- Starting at \$39.99.

<https://www.theveritasfarms.com/product/cbd-salve/>



### Tanasi

**TANASI FULL SPECTRUM HEMP CBD SALVE**

- 150mg hemp extract salve is a scientifically developed, patent-pending formulation derived from premium Tennessee grown hemp flower.
- Line of CBD products is developed by a team of Ph.D.'s in a university setting.
- Combines almond oil plus beeswax in a one-to-one ratio of Tennessee hemp-derived cannabidiol-acid (CBDA) and cannabidiol (CBD). To use, gently massage into skin.

<https://tanasi.com/product/cbd-salve/>



### Muscle MX

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- Soothing relief for muscles and joints while protecting and nourishing skin.
- Combines CBD, essential oils and antimicrobial SilverSol Technology.
- Made in the USA with natural ingredients and no THC.

[musclemx.com](https://musclemx.com)



## DYNAMIC

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to share is our new Oral Mist sublingual aerosol," said Andrea Mangini, director of marketing for WellCare Brands. "It is a pre-measured, sublingual aerosol that combines the benefits of full spectrum CBD with nano-sized particles, allowing for faster absorption."

HME providers have a market-

ing advantage over major chain stores, Thomas said, because they can offer CBD products directly in the client's home.

"Privacy and fear of the unknown are concerns for many consumers considering full-spectrum hemp oil, but they can be mitigated by in-home delivery," he said. "Combined with a strong educational component, HME operators could position themselves to carve out a strong niche in the category."

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### KEY DEMOGRAPHICS

While the primary consumers of CBD products tend to be age 40 and over, the demographics can range from 20-year-old college students to 75-year-old retirees.

Referral sources can include holistic health and wellness practitioners, therapists and pharmacists, as well family and friends who are already incorporating CBD into their wellness routines, Thomas said. **HME**

**PürCare offers safe, trusted and effective CBD-based wellness remedies focused exclusively on age 40+ caregivers and their loved ones**



PürCare has been developed with HME dealers in mind and we proudly offer a dealer locator, MAP pricing, and online education targeted towards seniors and caregivers.

We also provide ease of ordering for HME dealers through our exclusive partnership with **Compass Health Brands**, allowing dealers to achieve their free freight thresholds and leverage all the advantages **Compass Health Brands** has to offer.

Our newest launch, the PürCare Oral Mist, is the first of its kind and one of the most effective delivery systems available to consumers.

- Fast-acting relief in under 5 minutes
- Nano CBD for greater absorption
- Up to 8x the bioavailability of all other methods
- Precise 5 mg dose with each pre-measured spray
- 200 Doses – offering a 30-day supply
- Full spectrum CBD derived from select hemp cultivated in the USA



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FULL SPECTRUM CBD

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