

Cultural Daily

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Celebs Love CBD: How Cannabidiol is Reaching Hollywood's Largest Stars

Our Friends · Thursday, January 23rd, 2020

If you've been paying attention to the news at all in the news all, you know that CBD has become the hot new product. Indeed, it seems to have been adopted by all sorts of people in society, everyone from the average American to celebrities.

That celebrity use has made a big impact in terms of making people more aware of all of the benefits that CBD may be able to offer. Celebrity involvement in the CBD market has run the gamut, with some celebrities discussing how they use the product and some going as far as to create their own CBD lines.

So, which celebrities use CBD, and what do they use it for? Here's an overview.

Celebrities Who Use CBD

There are hundreds of major and minor celebrities who have used CBD. These include:

- [Kim Kardashian](#), who has previously said that her use of CBD "saved her life." She even went as far as to have a CBD-themed baby shower.
- [Mandy Moore](#), who said that she uses CBD to help her deal with the pain caused by wearing high heels on the red carpet.
- [Seth Rogan](#), who has become very involved in the area of CBD and cannabis advocacy. As a result of his mother-in-law's battle with Alzheimer's, he became very involved in that area, even going as far as to found a non-profit which raises money for Alzheimer's research.
- [Alessandra Ambrosio](#), a Victoria's Secret model who has said that CBD helps her sleep and deal with anxiety.
- [Jennifer Aniston](#), who echoed Ambrosio's comments while also adding that she felt CBD helped her deal with stress.
- [Morgan Freeman](#), who uses marijuana and CBD to cope with the pain and fibromyalgia caused by a near-fatal car wreck over a decade ago.

As you can see, the reasons are very broad and wide-ranging, just like real life CBD use. Indeed, CBD has been touted as a potential cure for all of the illnesses and disorders mentioned above. More research is needed in every one of these areas, but it is clear that CBD has potential here.

Celebrities Who Started Their Own CBD Businesses

Celebrities have done more than just discuss the various benefits of CBD: In some cases, they have embraced their entrepreneurial spirit and gone into the CBD business, starting their own CBD lines. In many cases, this business venture was driven by a celebrity's own CBD experience. What is perhaps most interesting about this is that so many different celebrities have started their own companies, and all based on many different varieties of personal experience.

On one end of the spectrum, you have sports and boxing legend Mike Tyson, who lent his name and personality to DWiNK, a CBD-enhanced drink (so named after Tyson's famous speech impediment). Tyson inspired the company's name and [appears in its hilarious video](#), but doesn't appear to have much more involvement in the company.

On the other side of the spectrum is Melissa Ethridge, the world-famous singer who struggled with breast cancer. Ethridge said that cannabis use helped her survive chemotherapy. As a result, she founded Ethridge Farms, which sells its own brand of cannabis. Ethridge has been a vocal advocate for cannabis because of her own personal experiences.

And then, of all people, there is Martha Stewart. Stewart, of course, became world-famous as a cooking and decorating expert before turning her brand into a business juggernaut. CBD is among the businesses that Stewart is expanding into. Inspired by her friendship and partnership with Snoop Dogg, Stewart partnered with Canopy Growth and will be unveiling her own line of CBD products.

What Effect Does Celebrity Endorsements Have?

It's difficult to determine. Celebrity endorsements clearly work, as they are used in product after product. However, for a new market like CBD, a trusted celebrity endorsement or comment can be absolutely critical. After all, CBD is still largely unheard of, having only been legalized in December 2018. According to survey data, 1 in 7 Americans have tried the compound, but that still means that there are hundreds of millions who haven't, and many of those people unquestionably have no idea of what CBD is or what it may do. As such, a celebrity endorsement can not only familiarize someone with CBD, but it can help create a level of trust about its overall use.

Regardless of celebrity involvement, the good news is that there are many CBD companies out there. If you are going to buy from a CBD company, make sure to do your own research and only go with a company that sells [high-quality, independently tested CBD products](#).

Image: [unsplash-logo](#)Kimzy Nanney

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