



Beboe Launches Luxury CBD-infused Skincare Line: “Beboe Therapies”

Los Angeles, Calif. (April 15, 2019) -- Luxury cannabis leader Beboe announces the launch of Beboe Therapies, a CBD-infused skincare collection that combines the brand’s unmatched plant expertise and quality standards. Beboe Therapies cultivates the purest formulas to deliver the magical benefits of CBD.

Beboe offers the sophisticated cannabis consumer an experience unlike any other on the market. Each Beboe Therapies product is formulated with the same high potency, high quality CBD found in Beboe’s premium vaporizer pens and pastilles and elegantly packaged in the brand’s signature rose gold.

“Expanding into skincare was a natural progression for the brand. For us, it all comes back to a love and admiration for the plant. The benefits of CBD are highly regarded, and we believe in nourishment from the inside out,” said co-founder Scott Campbell, whose celebrated artwork can be seen on all Beboe packaging. “Everything we do is with the utmost attention to detail. We’ve spent the past year developing this line in a way that meets our quality standards.”

“Beboe Therapies touches all of the senses, without sacrificing efficacy,” added Kiana Anvaripour, VP of Marketing. “We’ve used the best plant-based nutrients with rich terpene profiles for an easy but decadent everyday regimen. It’s calming, brightening and hydrating for the ultimate glow.”

The first two products in the collection -- a face serum and sheet mask – are now available online.

Face Serum

100% blend of thirteen premium synergistic phytonutrients to create a powerful antioxidant elixir. Helps reduce the appearance of blemishes and fine lines, and revitalizes complexion.

- 300 MG CBD
- \$148 for a 1 oz. bottle

Sheet Mask

A concentrated blend of active ingredients, vitamins, and alpha-hydroxy acids designed to brighten complexion, even skin tone, smooth fine lines, and boost elasticity. Each mask is adorned with one of Campbell’s unique designs.

- 50 MG CBD/mask

- \$78 for a pack of five

Beboe Therapies are available at www.BeboeTherapies.com and will be sold in select luxury retailers including Barneys New York, Neiman Marcus and more.

ABOUT BEBOE

Beboe is the Los Angeles-based leader in luxury cannabis. Founded in 2017 by friends and cannabis growers Scott Campbell and Clement Kwan, Beboe's mission is to destigmatize legal cannabis through heightened experience and education. With sleek packaging and social dosing, Beboe offers the sophisticated cannabis consumer an experience unlike any other on the market. Each product is dosed to complement individualized social settings - ranging from afternoon tea to dinner parties to weddings - so cannabis can be safely and stylishly incorporated into every aspect of a lifestyle. Beboe THC/CBD blend products are sold through licensed distributors and delivery services throughout California and Colorado, and CBD products are available online and through select retailers. In 2019, Beboe was acquired by Green Thumb Industries Inc. (CSE: GTII) (OTCQX: GTBIF). For more information, please visit www.beboe.com.

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