



Press release · February 2021

# GREENTECH GROUP PARTNERS WITH PHYTOGRADE TO UNLOCK THE POTENTIAL OF CBD & PHYTOCANNABINOIDS

The CBD beauty is a real trendy phenomenon that has taken off. In order to meet the growing market demand, Greentech Group and Phytograde have set up a close partnership combining their expertise to unlock the potential of Cannabidiol and other phytocannabinoids as valuable biomimetic natural active ingredients for cosmetic, dermocosmetic, pharmaceutical and nutraceutical applications.

## The CBD-Cosmetics market

According to Market Reports World, the global cannabidiol (CBD) cosmetics market is expected to increase at a compound annual growth rate of more than 30% from 2020 to 2024 to reach \$3.1 billion (USD). Beyond CBD, there is a growing interest on phytocannabinoids.

**Greentech Group & Phytograde have decided to combine their expertise to respond to this growing market.**

**Phytograde masters the sourcing** of sustainably-cultivated industrial hemp and high-quality extraction processes to produce phytocannabinoid-rich raw materials.

**Greentech Group provides** research, marketing and commercial supports to promote these high-grade ingredients worldwide.

Research and development teams will join their expertises to implement a research program on phytocannabinoids to increase knowledge about these molecules and to unlock their potential as valuable biomimetic natural active ingredients for cosmetic, dermocosmetic, pharmaceutical and nutraceutical applications.







## GREENTECH

Pioneer in biotechnology, GREENTECH GROUP creates high-tech active ingredients from natural sources from plant, marine and microbial worlds. Addressed to major markets (cosmetic, pharmaceuticals, nutraceuticals, feed & food, agronomy and environment), the GREENTECH GROUP's innovations represent proven and sustainable alternatives, based on balanced relationships with local producers around the world, in the service of future generations. We source nature to resource the future.

## Cannabidiol (CBD) Isolate Powder

Cannabidiol (CBD) Isolate Powder is a premium high-quality product. The ingredient is obtained by supercritical CO2 extraction and features at least 98% cannabidiol, a very high concentration allowing to have an odorless and tasteless crystalline white powder with optimal activities for skin benefits.

Recent scientific evidences suggest CBD could protect the skin through an activation of skin antioxidant defenses, limit skin aging as well as balance oily and acne-prone skin. Some studies also showed a great potential as a soothing ingredient for sensitive and stressed skin, as well as a natural solution for dermocosmetic applications such as psoriasis, atopic dermatitis and seborrheic dermatitis.

CBD is a biomimetic active ingredient due to its similarity with endogenous cannabinoids and its potential interaction with the endocannabinoid system in skin, to promote skin homeostasis. The ease of formulation of Cannabidiol (CBD) Isolate Powder has made it a key ingredient in the cosmetic industry.

## High quality sourcing & traceability

The hemp is sustainably cultivated, combining a high level of biodiversity with environmental practices that preserve natural resources.



Cannabidiol (CBD) Isolate Powder is produced from rigorously selected hemp (hemp varieties authorized by the French regulation). It is cultivated in South America on the most fertile and richer soils, without GMOs and phytosanitary products, thus offering an optimal quality of extract (heavy metals-free, pesticide-free).

In regulatory terms, Cannabidiol (CBD) Isolate Powder is an ingredient with guaranteed purity (0% THC guaranteed) and complies with current regulations. The product is COSMOS approved by ECOCERT. All stages of production are controlled, from cultivation methods to the most advanced insulation processes.



### PRESS CONTACTS:

**Jean-Yves BERTHON, GREENTECH CEO** • +33(0)4 73 33 99 00  
greentech@greentech.fr - www.greentech.fr  
Biopôle Clermont-Limagne - 63360 St-Beauzire - France

**Agence Qui Plus Est** - 04 73 74 62 35  
Anne-Cécile Runavot - 06 34 87 35 87 - anne-cecile.runavot@quiplusest.com