100% Cannabis CBD Range, Made in Britain, Now Sold in Selfridges

Monday 4 July, 2022

BRITISH CANNABIS™ launches its super-premium collection of 100% cannabis supplements and cosmetics in one of the UK's most famous premium-retailers on 4th July 2022.

The full range of award-winning CBD by BRITISH CANNABIS™ products includes:

- Smooth, golden, **Refined CBD Oils**, in four easy-to-follow strengths, including the MVP award-winning 1000mg expression.
- Full-flavour, full-plant **RAW CBD Oils**, also available in four strengths.
- Convenient, precise-dose **CBD Oral Capsules**, in two strengths.
- Clinically proven **CBD RESCUE CREAM®;** a recent *Cannavist m*agazine and *Your Healthy Living* r ng cannal available in two strengths.
- *Your Healthy Living* Silver CBD Product of The Year: **CBD Dermal Patches 500mg;** convenient, hi mg CBD v aromatic natural terpenes.

The range debuts in Selfridges London at the new Feel Good Bar and via Selfridges.com.

Since launching 7 years ago, BRITISH CANNABIS™ (listed as CBD Health Foods Ltd) has experienced exceptional demand for their high quality and great tasting CBD products. Today, BRITISH CANNABIS™ is proud and inspired by the launch of their premium, flagship range in Selfridges.

The CBD by BRITISH CANNABIS™ collection will be showcased in the Beauty Hall at Selfridges London, a place to discover products that spark innovative wellbeing practices and thought-provoking ideas and home to world-leading brands.

CBD by BRITISH CANNABIS™ products have won multiple awards in recent years, including the Highly Commended 2021, P3 MVP Award for 1000mg CBD Cannabis Oils, ICP magazine's 2022 CBD Product of The Year, and Your Healthy Living magazine's 2022 Silver Award for Best CBD Products (for CBD by BRITISH CANNABIS™ Dermal Patches 500mg).

All of the food supplement products in the CBD by BRITISH CANNABIS™ collection are included on the Food Standards Agency's public list of products that are legal for sale on the UK market via the successful submission of BRITISH CANNABIS'™ Novel Foods applications. A recent update by the governments Food Standards Agency saw BRITISH CANNABIS™ ranked as the UK's largest CBD manufacturer by number of publicly listed CBD products manufactured.

More than just CBD – The BRITISH CANNABIS™ Story

CBD by BRITISH CANNABIS™ is not 'just CBD'; these 100% cannabis products contain hundreds of other beneficial cannabis compounds, terpenes, flavonoids, phenols and more. All of these natural elements and yet still being compliant with regulations and legal for sale within the UK. Each product is rigorously tested for accuracy, purity, and THC-free status for consumer peace of mind.

Every product contains the knowledge and expertise that has been amassed over the last 7 years of BRITISH CANNABIS™ existence, evidenced in the growing, extraction, research, development, and manufacturing that saw this British start-up grow to be the leading authority in consumer cannabis products within the UK.

BRITISH CANNABIS™ CEO, Thomas Whettem, celebrated the news, remarking: *"This is yet another great milestone in the BRITISH CANNABIS™ story. It is a testament to the levels of excellence we demand within our supply chain and products, that we are now stocked at an iconic, prestige retailer in Selfridges.*

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We set out to create 'the champagne of CBD oils', with more beneficial cannabis phytochemicals than any other CBD products compliant and legal for sale today. Our premium, THC-free products are both UK-born and UK-manufactured, thus debuting in Selfridges London seems very appropriate."

BRITISH CANNABIS™ launched a television campaign in March 2022 for its premium flagship range, CBD by BRITISH CANNABIS™, as part of a half a million pound investment in awareness building and consumer recruitment 2022/23.

Set in the style of a classic health and beauty advert, the creative aimed to break down barriers to legal cannabis-derived products, gaining broadcaster approval to make more industry-specific references than any campaign to date. Shown across dozens of premium channels on the SKY and Channel 5 networks, this marked the first time that the SKY network had opened its doors to CBD advertisers on their linear stations since 2019.

BRITISH CANNABIS™ Managing Director, David Ralson, commented on the launch: *"As proud as we are of our tested, trusted, super-premium CBD supplements and cosmetics, we are equally proud to now be bringing them to the world-class shopping experience at Selfridges, as part of our distribution expansion plans.*

For over a century, Selfridges have brought premium health and beauty products to the forefront in exciting ways – and especially in their new Feel Good Bar. As one of the UK's original British-made CBD ranges, with a heritage in this young industry of nearly seven years, the match of Selfridges and CBD by BRITISH CANNABIS™ seems a perfect fit.

I hope that Selfridges shoppers grow to love and trust our CBD range as much as our existing loyal customer base, who over the years have given us over 1,500 5-star reviews on Trustpilot."

BRITISH CANNABIS™ can be reached on +44 (0) 203 965 2420 or via email at info@britishcannabis.org

Find us on LinkedIn – search 'BRITISH CANNABIS' or search '@BritishCanna' for Facebook and Twitter.

BRITISH CANNABIS™ - A UK CBD Industry Original

Established in 2015, **BRITISH CANNABIS™** is the largest independently owned producer, manufacturer, and distributor of legal cannabis-derived products in the UK. With a focus on innovation, quality, accuracy, and compliance that has backed products from this UK cannabis industry original for 7 years.

About The Feel Good Bar at Selfridges London

This summer, Selfridges launches new destinations to help customers optimise wellbeing, with a focus on improving and enhancing sex and sleep as essential pillars of physical and mental health.

With sales of wellbeing supplements, superfoods and ingestibles up almost 125% at Selfridges since last year and almost 700% compared to pre-pandemic, The Feel Good Bar launches as a new permanent wellbeing destination at Selfridges London, dedicated to the discovery of feeling good. The bar will be a place for visitors to explore more than 250 of the latest and best products in wellbeing innovation, ranging from gut health to hormones, the ultimate hangover cures, and sleep hacking. The destination will be anchored by a new energy-lifting bar concept brought by JENKI, introducing a menu of matcha and alternative drinks that reimagine drinking

culture.

Company Contact:

British Cannabis

T. +44 (0) 203 965 2420
E. info@britishcannabis.org
W. https://britishcannabis.org/

Additional Contact(s):
Steve Batchelor (Marketing Director)
Tom Whettem (Chief Executive Officer)
David Ralson (Managing Director)

View Online

Additional Assets:

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