

## MINIMAL the Beauty & Wellness Brand that Stands Out in the Industry by Combining CBD Oils and Natural Ingredients



Designed for skincare junkies and novices alike, Minimal creates artisanally crafted beauty and wellness products that feel luxurious and deliver a wealth of nourishing benefits

**DENVER ? June 15, 2020 /Canna Newswire/ ? ]**Minimal, the new beauty & wellness brand, announced the launch of its signature line that sets apart by creating trend-driven products enhancing natural and organic ingredients with high-potency CBD oil. The line is available for the US at [yourminimal.com](http://yourminimal.com).

"Since discovering the benefits of CBD for my skin, I saw the need for a brand that removes the misconceptions surrounding it," said Matt MacKinnon, Founder, Minimal. Suffering from eczema himself, MacKinnon felt that prescribed steroid creams were harsh and ineffective.

Minimal uses clean, recognizable ingredients to simplify skincare without compromising quality, offering everything the skin and body wants, and nothing it doesn't ? simplified self-care.

The brand provides an easy solution for beauty and wellness needs and shares everything about its ingredients. Drugstore brands try to be extra by adding unessential chemicals and fragrances that only heightened the problem. Minimal is about sharing the benefits of CBD oils and providing a natural and effective solution simplifying the trial and error gap that MacKinnon went through.

Minimal moves away from harsh, chemical-based ingredients and instead demystify the misconceptions around CBD ingredients and advocate for its benefits. CBD not only calms and soothes the skin, but it is also ideal for reducing stress, pain, inflammation, sleeping difficulties, and offering better focus and productivity. Minimal cares about brand transparency and wants to provide clients with products they can understand and use without fear of further damaging the skin or the environment.

"I should be able to understand what's in my skincare when I read the ingredient list, and unfortunately, that's often not the case," Said Erin Draper, Community Development Director, Minimal. The brand omits the "fluff" that often defines the beauty market by saying no to sneaky chemicals and false promises.

Minimal launches ingestible CBD oils and essential skincare products elevated with CBD Oil and organic ingredients that are simple to understand - no biology degree required. All Minimal CBD is 99% pure and directly derived from the hemp plant grown in Colorado to ensure the highest level of quality.

The Signature line is composed of five skincare essentials:

- M. Facial Moisturizer with 1000mg CBD - 30ml (\$59.99)
- M. Restorative Night Cream with 1000mg CBD - 30ml (\$59.99)
- Uplift Eye and Lip Retinol Cream with 125mg CBD - 15ml (\$9.99) \$59.99
- Total Serum with 250mg CBD - 30ml (\$69.99) \$59.99

- Body Lotion with 200mg CBD, in 2 scents - 150ml (\$\$49.99)

To meet the needs of consumers, Minimal's ingestible CBD oils offer broad-spectrum or pure isolate CBD oil in, both in three different strengths.

- Broad Spectrum CBD: 350mg, 550mg, 1000mg (\$49.99-\$89.99)

- Pure CBD: 500mg, 1000mg, 2500mg. (\$49.99-\$99.99)

At the core of Minimal's values is their care for the environment. Minimal strives to leave as little of a carbon footprint as possible. The brand not only focuses on providing natural ingredients but also taking concrete actions to help the environment.

"Taking care of the environment is a core brand value for us, so we have partnered with the Nonprofit organization One Tree Planted to help with reforestation efforts in the US by planting a tree for every product sold," said Matt MacKinnon, Founder, Minimal.

### **About Minimal**

Established in January 2020, Minimal offers ingestible CBD oils and skincare formulas that use essential oils, natural juices, and organic ingredients. The ingestible CBD oils support wellness by enhancing mood, reducing anxiety, and improving sleep quality. The combination of CBD oil with natural ingredients provides a synergetic skincare routine. Minimal's full line is available now in the USA at [www.yourminimal.com](http://www.yourminimal.com). A live chat is available to support the shopping experience. All purchases include free shipping. With each purchase, a tree will be planted in the USA and beyond. Find us on Instagram [@minimalcbd](https://www.instagram.com/minimalcbd).

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