

cbdMD Botanicals Launches Full Skin Care Line and E-Commerce Site

Charlotte, N.C. December 14, 2021 - cbdMD, Inc. (NYSE American: YCBD, YCBDpA), one of the leading, most highly trusted and best recognized CBD companies, announced the launch of a full-scale e-commerce site dedicated to its clean beauty skin care brand, cbdMD Botanicals.

The site launch (cbdmdbotanicals.com) is accompanied by the release of a complete clean beauty [CBD skin care](#) product suite, with 10 new SKUs being released to the public. Products range from cleansers and moisturizers to everyday oils and exfoliating masks. The entire product suite is formulated with the same Superior Broad Spectrum hemp extract formula found in all [cbdMD products](#), combined with clean beauty ingredients designed to support a complete, healthy skin care routine. According to industry insights from Grand View Research, the global CBD skin care market size was valued at \$234.1 million in 2018 and is expected to expand at a CAGR of 32.9% from 2019 to 2025.

“This marks a new milestone for all of us at cbdMD. The skin care industry is one of the biggest global consumer markets, and cbdMD Botanicals is bringing together the power of CBD and everyday clean beauty ingredients. It’s been a long time coming, and we’re excited to finally release this entire line and dedicated website to the public in order to better cater to the needs of our growing customer base,” said co-CEO of cbdMD, Inc. Martin Sumichrast.

About cbdMD, Inc.

cbdMD, Inc. is one of the leading and most highly trusted and most recognized cannabidiol (CBD) brands with a comprehensive line of U.S.-produced, THC-free¹ CBD products. The cbdMD brand currently includes over 130 SKUs of high-grade, premium CBD products including CBD tinctures, CBD gummies, CBD topicals, CBD capsules, CBD bath bombs, CBD bath salts, CBD sleep aids, CBD drink mixes and full spectrum CBD options. Our Paw CBD brand of pet products includes over 45 SKUs of veterinarian-formulated products including tinctures, chews, topicals products in varying strengths, and our cbdMD Botanicals brand of beauty and skin care products features 15 SKUs, including facial oil and serum, toners, moisturizers, facial masks, exfoliants and body care. The company also offers a line of full spectrum products (approximately 10 SKUs) under its cbdMD brand. To learn more about cbdMD and our comprehensive line of U.S.-grown, THC-free¹ CBD oil products, please visit www.cbdmd.com, follow cbdMD on Instagram and Facebook, or visit one of the 6,000 retail outlets that carry cbdMD products.

Forward-Looking Statements

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans"

and "proposes." These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to the expansion of the consumer market for CBD products, our ability to increase our market share, the availability of the Amazon platform for our CBD products, our ability to expand our business and significantly increase our revenues, our ability to effectively leverage our brand partnerships and sponsorships, our ability to effectively compete in our market, our ability to achieve our net sales guidance, and our ability to report profitable operations in the future. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" in cbdMD, Inc.'s Annual Report on Form 10-K for the fiscal year ended September 30, 2020 as filed with the Securities and Exchange Commission (the "SEC") and our other filings with the SEC. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of cbdMD, Inc. and are difficult to predict. cbdMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this press release.

¹THC-free is defined as below the level of detection using validated scientific methods.

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