



15.09.2020

Press

## THE BODY

The first specific CBD Expo in Europe for the sports, beauty and wellness market  
**Leading the Way to Promote the Safe Benefits of Cannabinoids**

**THE BODY** will open the doors in Cologne/Germany on March 26-27, 2021 to present the first premium platform for CBD lifestyle products and hemp textiles for sports, beauty, wellness and health in Europe. National and international leading brands will present the latest CBD trends and innovative products. Premium retailers, distributors and investors will find the latest trends and products.

**Presentations of int. CBD Brands, Panel Discussions, Testing's, Vaping Area, Athletes Corner, Pets Lounge, Beauty Area, Hemp textile Symposium and int. Special Guests will turn THE BODY into the ultimate CBD Show experience**

**THE BODY** is an international premium B2B and B2C CBD Show that will present and introduce a wide range of legal available CBD products and new innovative CBD products that are ready to become a lifestyle trend for the sports and beauty market.

**THE BODY**TEC is a Hemp Textile Symposium that offers the opportunity to meet and network with manufacturers, investors and distributors and gather information about the new technologies, collections and fabrics made of hemp. Global players such as Levi's ( Save Water, Wear Hemp ) and Nike ( Nike Air Zoom Hemp ) use hemp and its just the beginning of the most sustainable fabric to come, HEMP

It is the first specific CBD Premium Show in Europe that targets the lifestyle, sports and wellness segments with a hemp textile symposium. We also run a quality control on each exhibitor in order to promote the best quality CBD brands available on the international market. A special segment for professional athletes will inform about what pro athletes need to ask/consider when buying and using CBD in order to avoid a doping ban. We have talked to WADA ( World Anti Doping Agency ) and NADA who support us. Interviews are available on our website.

In our Beauty Area you will find the latest innovations of wellness and beauty products.



**THE CANNAVIST**



**Exhibitors** will reach international premium buyers, retailers, distributors, investors, licensees, white label clients and will also get information about legal status, retailer issues, payment options and meet int. Hemp/CBD Unions to represent their interests.

**Buyers** will find the high quality, most innovative and competitive CBD products/brands on the market that.

**Consumers** will have the chance to get all information they are looking for about CBD and are able to test CBD products onsite.

**Press** will be provided with a wide range of information and int. guests & professionals that can be questioned about CBD

Contact:

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