

Luxury used to announce itself at the right occasion: a special bag, a dinner jacket, a fragrance saved for evenings. Now it is just as likely to show up in the everyday—a soft layer worn on a flight, a carefully formulated face cream, or a wellness product tucked beside the coffee. That shift makes CBD an interesting case study. It can be sold in oils, gummies, drinks, and creams, but the format on the shelf does not settle the regulatory question.

So, is CBD more like skincare or more like supplements for regulation? The short answer is: it depends on the product and its claims. A topical CBD product may be treated as a cosmetic if it is marketed for appearance or cleansing. A CBD food or supplement faces a much more complicated federal picture. Neither category is a free pass, and a polished package is not evidence of regulatory approval.

This distinction matters in a market where wellness language has moved into fashion branding and comfort has become a design requirement. Consumers encounter claims in packaging, social feeds, and retail environments that are built to feel calm and credible. They still need the practical details: what is in the product, what is it intended to do, and where is the documentation?

## **First, “CBD product” is not a regulatory category**

CBD, or cannabidiol, is a compound found in cannabis. The regulatory treatment of a product depends on more than the ingredient name. Federal agencies look at factors such as how the product is used, its route of administration, its ingredients, and—especially—what the seller says it will do.

That means two products containing CBD can sit in different regulatory lanes. A cream promoted to moisturize skin is not automatically treated the same as a gummy promoted to support sleep. And the claims on a label or website can change the analysis. A product sold as a cosmetic may raise drug-related concerns if the seller claims it treats pain, inflammation, or a disease.

It is also useful to separate regulatory status from quality. A product can have a clean-looking label and a professional website without having FDA approval. A lab report can help document a batch’s composition, but it does not, by itself, make the product legally marketable or prove that it works for a particular purpose.

## **What the FDA said in 2023 about CBD foods and supplements**

In January 2023, the U.S. Food and Drug Administration said that existing food and dietary supplement frameworks were not appropriate for CBD and that the agency would work with Congress on a new regulatory pathway. The FDA cited questions about CBD’s safety, including potential effects with long-term use and interactions with medications. It also noted that CBD had been studied as a drug ingredient.

That update is central to the **CBD foods supplements framework**. Under the FDA’s position, CBD generally cannot be lawfully marketed as a dietary supplement or added to conventional food in interstate commerce under the usual rules. The agency’s 2023 announcement was not an approval of CBD foods, nor did it create a new pathway. It said the current framework did not fit and called for further action.



For shoppers, this is the important takeaway from **FDA 2023 CBD** coverage: “sold online” and “available at retail” do not mean “FDA-approved.” The FDA does not generally approve dietary supplements before they are marketed, and it has not approved CBD as a food additive or dietary supplement. One prescription CBD drug has been approved for specific seizure disorders; that is a separate product, indication, and regulatory process.

## When CBD looks like skincare

A topical product is often the category that feels most intuitive to shoppers. It comes in a jar, balm, or serum and is applied to the skin. But “topical” describes how a product is used, not what it is legally allowed to claim.

Under federal law, cosmetics are products intended to cleanse, beautify, promote attractiveness, or alter appearance. Most cosmetics do not require FDA premarket approval, with important exceptions such as certain color additives. Companies are responsible for the safety of their products and for keeping claims within the rules. The FDA’s Modernization of Cosmetics Regulation Act of 2022 also added requirements involving facility registration and product listing, subject to statutory exemptions.

CBD does not become an ordinary cosmetic ingredient simply because it is mixed into a lotion. The legal status of CBD in cosmetics can depend on the product’s ingredients, source, and intended use. And claims matter. “Leaves skin feeling soft” is a cosmetic-style claim. “Relieves arthritis pain” is a drug claim. Calling a product “skincare” on the front label cannot override what the rest of the marketing says.

For brands, the line should be specific, not coy. Vague phrases such as “supports recovery” may sound appealing, but they can leave consumers guessing whether the claim is about appearance, comfort, or treatment. When a company uses wellness language, it should be clear about what it means and what evidence supports the statement.



## When CBD looks like a supplement or food

Gummies, capsules, tinctures, and beverages are often presented in the familiar visual language of supplements: serving sizes, flavor notes, and a neat list of ingredients. But packaging conventions do not settle the federal status of CBD in those products. The FDA's position on CBD foods and supplements remains a key constraint, and state rules may add another layer.

Other practical questions matter, too. Does the label state the amount of CBD per serving and per package? Is THC present, and if so, how much? Does the company provide a batch-specific certificate of analysis from an independent laboratory? Is the report linked to the product's lot number, and does it show test methods and results for cannabinoids and contaminants?

A report that merely says "tested" is not enough detail to assess a batch. A responsible company should make it easy to find the report and understand what it covers. Even then, a certificate of analysis is documentation about a sample—not a guarantee of clinical benefit [ritual-based lifestyle](#) or a substitute for regulatory compliance.

## Why this question belongs in a fashion conversation

Wellness language has become part of fashion branding. The shift is visible in the way retailers describe garments and daily routines: less emphasis on dressing for a single event, more on pieces that move through work, travel, exercise, and downtime. Luxury is increasingly framed as something lived in rather than reserved for a special occasion.

Consider the appeal of a well-made layer from lululemon: fabric hand, fit, and construction are not decorative extras. They are part of whether the garment feels good across a long day. Seamless construction, a soft waistband, and a fabric that does not irritate the skin are practical design decisions. Comfort is not merely a mood word; it is something a wearer can test.

The same consumer instinct appears in beauty and wellness. People want products that fit into daily life without friction. But a soft-touch package, a minimal label, or a soothing color palette works like a logo: it signals a point of view, not proof. Quiet status signals may be replacing loud logos in fashion, while restrained packaging performs a similar role in wellness. Neither tells you whether an ingredient is well-documented.

PAGE Magazine, including its Reverie PAGE coverage, can be understood in this broader lifestyle context: the overlap between what people wear, how they care for themselves, and what they choose to bring into their homes. That editorial overlap is useful when it asks sharper questions, not when it lets a fashionable wellness vocabulary stand in for specifics.

## A practical comparison

|                                 |                                                                                                             |                                                                                                                                                                                                    |                                                                                    |
|---------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Product type                    | Typical intended use                                                                                        | Regulatory questions to ask                                                                                                                                                                        | Useful documentation                                                               |
| CBD topical cream or balm       | Applied to skin; may be presented as a cosmetic                                                             | Are claims limited to cosmetic purposes, or do they imply treatment? Are ingredients and safety substantiation available?                                                                          | Ingredient list, safety information, and a batch-specific lab report where offered |
| CBD gummy, capsule, or tincture | Consumed orally; often presented like a supplement                                                          | How does the product fit the FDA's position on CBD in foods and supplements? What do state rules require? Serving and total CBD amounts, THC disclosure, and a lot-matched certificate of analysis | CBD beverage or snack                                                              |
| Consumed as conventional food   | Is CBD being added to food, and what legal basis does the seller claim? Are marketing claims substantiated? | Full ingredient and nutrition information, plus batch testing and clear seller disclosures                                                                                                         |                                                                                    |

## How to assess a CBD product without being dazzled by the design

1. **Identify the format.** Is it applied to skin, swallowed, or added to food? The route of use helps frame the regulatory questions.
2. **Read the claims, not just the front label.** Check the product page, social posts, and testimonials. Disease or treatment claims can raise drug concerns even if the package uses cosmetic language.
3. **Look for batch-level testing.** A lab report should correspond to the product lot and identify what was tested. Brands that publish batch results make verification easier; a generic testing badge does not.
4. **Check what the report omits.** Find out whether it includes cannabinoid levels, THC, and contaminant testing. "Third-party tested" without a report or scope is a thin claim.
5. **Separate compliance from efficacy.** A certificate of analysis is not clinical evidence. A stylish brand story is not regulatory approval. Each claim needs its own support.
6. **Ask who is responsible.** Look for a named company, accessible contact information, clear returns and safety information, and a transparent explanation of the product's intended use.

## What responsible wellness branding can look like

Brands such as Joy Organics can be part of a consumer's comparison set, but the sensible approach is to evaluate any company product by product. Review the actual label and the current documentation rather than assuming that a brand's reputation, category, or marketing language answers every regulatory question. The same standard applies across wellness: specific claims, accessible evidence, and no implication that a supplement or cosmetic is a medicine unless it is authorized as one.

There is a useful lesson here for fashion and retail. Comfort earns trust when it is tangible: a fabric's hand, a seam that does not rub, a garment that holds up after washing. Wellness claims should meet a comparable standard of clarity. Say what the product is for. Show what can be verified. Avoid implying that a gentle aesthetic guarantees a gentle effect.

## Building this story into a Squarespace-hosted site

For publishers working in a Squarespace-hosted site structure, presentation can help readers find the reporting—but it should not blur the line between editorial context and product endorsement. Use the site’s existing author page link style so readers can see who wrote the piece and what other work they have done. Add the PAGE Reader Survey as a clearly labeled reader-feedback link, rather than folding it into a product call to action.

Images served from a squarespace-cdn path should have descriptive alt text that identifies what is actually pictured. A photograph of a CBD jar, for example, should not imply that the product has a verified benefit. Include captions when an image needs context, and avoid using a luxury setting or close-up packaging as a substitute for ingredient or testing information.

## **The bottom line**

CBD is not simply “more like skincare” or “more like supplements.” A topical product may be evaluated under cosmetic rules when its intended use and claims are cosmetic; a product to be swallowed raises the separate, unsettled issues around CBD in foods and dietary supplements. In either case, a label’s category is not the whole story. Ingredients, claims, documentation, and the current regulatory framework all matter.

As luxury moves from occasion dressing toward everyday routines, and wellness language becomes more common in fashion and retail, consumers are being asked to trust more subtle signals. Soft fabrics, quiet packaging, and a well-designed website can make a product feel considered. They cannot do the work of a clear label, a batch-specific lab report, or an honest account of what the evidence does—and does not—show.