

European Industrial Hemp Association is delighted to have received positive Safe Assessment for natural isolate CBD in the UK

PRESS RELEASE

For immediate release

16/07/2024, Brussels – The European Industrial Hemp Association (EIHA) Consortium celebrates a significant and long-awaited breakthrough as the collective **Novel Food (NF) application on natural CBD isolate officially receives positive Safety Assessment by the UK's Food Standards Agency (FSA)** and now the application moves to the Risk Management phase.

This event also marks the FSA as the pioneering regulatory body to classify CBD products as an approved NF, setting a precedent not yet seen by counterparts such as the EFSA in Europe or the FDA in the USA. The EIHA commends the FSA for their bravery and foresight in establishing a regulated environment for CBD products, showcasing their commitment to consumer safety and industry innovation.

This milestone not only heralds a new era for the hemp sector in the UK but also underscores the importance of legal certainty for business operators and consumers. The FSA has provided a clear and stable regulatory framework that ensures EIHA Consortium members can operate with confidence, knowing their products meet strict safety and quality standards. This legal certainty is invaluable, as it encourages investment, innovation, new product formulations in the burgeoning CBD market.



The EIHA consortium's success is a testament to the **rigorous toxicological studies** conducted on behalf of our members, which are **protected by intellectual property rights for the next five years** from the approval date. This intellectual protection grants these companies a significant competitive advantage, allowing them to lead the market with evidence-based, safe, and compliant natural CBD isolate products.

The EIHA would like to extend a special thanks to ChemSafe, our service provider, for their exceptional support and expertise throughout the application process. Their contribution has been crucial to our success.

Additionally, the consortium remains open for partners to join. We welcome interested parties who wish to be part of this thriving and innovative sector.

About EIHA:

The European Industrial Hemp Association (EIHA) represents the common interests of hemp farmers, producers, and traders working towards the development of a sustainable and prosperous hemp industry. For more information, please visit our website.

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