

# Anthony Joshua to create athlete-focused CBD products with Love Hemp and join brand as shareholder

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oxer [Anthony Joshua](#) is to become a key shareholder in cannabidiol brand Love Hemp.

The two-time world heavyweight champion has signed a three-year tie-up that will see him act as ambassador for the Aquis-listed company, and collaborate on a licenced range of [CBD](#) products for athletes.

CBD stands for cannabidiol -the non-psychoactive compound in cannabis plants. It is used medicinally to treat conditions including insomnia, and to provide pain relief.

Bank of America Merrill Lynch has estimated the global consumer market for CBD is set to reach a value of around \$39 billion by 2032

/ Love Hemp

“My work with Love Hemp will allow me to be involved in the company’s aggressive growth strategy as well as developing my own branded wellness focused CBD products.”

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Calamita said CBD can help athletes achieve faster muscle recovery, effective pain management and reduced inflammation, and that the boxer “will help us deliver this important message to the highest levels of UK and international sport”.

AJ Bell financial analyst Danni Hewson labelled the tie-up a “smart move”.

Love Hemp has reported seeing demand surge since the pandemic hit as people have looked for help with anxiety or sleep disorders.

The brand also recently revealed its newsletter subscribers will be able to get free access to 24/7 online mental health support service Togetherall, which offers some access to trained professionals and a range of courses and resources.