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ULU , Unit 11, Dodo Works , 7 Ambrose Street  
Cheltenham GL50 3LH  
United Kingdom

Paul Hembury, the founder of ULU, has been a prominent figure in one of the most high-pressure environments in the world: the very top level of global motorsport. Paul, embarked on a lengthy program of research to find healthy alternatives to the traditional stress-busting props of alcohol or tobacco. After spending time in California and seeing the benefits of CBD firsthand, he knew he needed to set up an online UK CBD company to support busy, stressed-out individuals – ULU was the answer.