



October 21, 2022

INDUSTRY-WIDE BULLETIN 22-06

RE: Advertising of Regulated Marijuana Concentrate

Dear Stakeholders,

The Marijuana Enforcement Division (MED) is issuing this Industry Bulletin to remind stakeholders of MED rule requirements pertaining to the advertising of Regulated Marijuana Concentrate.

Advertising Regulated Marijuana Concentrates

HB21-1317 required the State Licensing Authority to establish requirements that any advertising or marketing specific to Regulated Marijuana Concentrate include a notice regarding the potential risks of Regulated Marijuana Concentrate overconsumption. Effective January 1, 2022, licensees advertising Regulated Marijuana Concentrate are required to include the four warning statements reflected in the [tangible educational resource](#) (see the warning statements under “Risks and Precautions”) in any Regulated Marijuana Concentrate advertisement. This information was also published on the Division’s website - [Resources for MED Licensees webpage](#).

The Four Warning Statements that Must be Included on Concentrate Advertising

- Psychotic symptoms and/or Psychotic disorder (delusions, hallucinations, or difficulty distinguishing reality);
- Mental Health Symptoms/Problems;
- Cannabis Hyperemesis Syndrome (CHS) (uncontrolled and repetitive vomiting);
- Cannabis use disorder / dependence, including physical and psychological dependence.

Any Regulated Marijuana Concentrate advertising without these four warning statements would be considered a violation of MED Rule 3-705(B).

MED Rule 3-705(B) – Advertising General Requirements

B. Potential Risks of Regulated Marijuana Concentrate Overconsumption. A Regulated Marijuana Business Advertising Medical Marijuana Concentrate or Retail Marijuana Concentrate shall include a notice as determined by the Division to patients or consumers regarding the potential risks of Medical Marijuana Concentrate or Retail Marijuana Concentrate overconsumption.

MED encourages the review of the 3-700 Series of MED Rules for licensees actively participating in advertising.

Additional Resources

[INDUSTRY-WIDE BULLETIN: 21-11 RE: New Statutory and Rule Requirements Effective Jan. 1, 2022 \(HB21-1317 Regulating Marijuana Concentrates\)](#)

[2021 Legislation Summary](#)

[MED Compliance Tools](#)

[MED Rules webpage](#)