

## **Cannabis Product, Packaging, and Labeling Talking Points**

### **Slide 1**

- While only items for oral ingestion require Board prior approval, all types of cannabis products must meet the package and labeling requirements.
- Retail/Barcode – optional if licensee wants to share the lot number, unique business identifier number of the product; and weight of the product. This information can be available on handouts also.

### **Slide 4**

Especially appealing to persons under the age of twenty-one. Meaning a product or label that includes, but is not limited to:

- The use of cartoons;
- Bubble-type or other cartoon-like font;
- A design, brand, or name that resembles a noncannabis consumer product that is marketed to persons under the age of twenty-one;
- Symbols or celebrities that are commonly used to market products to persons under the age of twenty-one;
- Images of persons under the age of twenty-one; or
- Similarities to products or words that refer to products that are commonly associated or marketed to persons under the age of twenty-one.