



MMCC
 MARYLAND
 MEDICAL
 CANNABIS
 COMMISSION



GENERAL ADVERTISING REQUIREMENTS

**For Growers, Processors, Dispensaries, Independent Testing Laboratories,
 Certifying Providers and Third-Party Vendors**



All Advertising:

DO include a statement that medical cannabis products are for use only by certified patients

Medical and Therapeutic Claims:

DO make medical or therapeutic claims only when supported by substantial clinical evidence

DO include information on side effects and risks

Websites:

DO use an age-screening mechanism (18+)

Social Media and Mobile Apps:

DO include notifications that:

- A person must be 18+ to view the content
- Cannabis use is only for certified patients

Product Packaging:

DO include the following statements:

- Consumption of medical cannabis may impair your ability to drive a car or operate machinery. Please use extreme caution.
- There may be health risks associated with cannabis use, especially during pregnancy or breast-feeding.
- This package contains cannabis. Keep out of the reach of children and animals.



All Advertising:

DO NOT make false or misleading statements

DO NOT use designs or pictures that:

- Encourage recreational use of cannabis
- Target minors (cartoons, mascots)
- Display use of cannabis (smoking, vaping)
- Are obscene

Signage:

DO NOT place ads within 500 feet of a:

- School
- Licensed Child Care Facility (including registered home child care centers)
- Substance Abuse or Treatment Facility
- Library or Recreation Center
- Public park or playground

(This does not apply to ads placed on property owned or leased by a grower, processor, or dispensary)

Product Packaging:

DO NOT use labels or packaging that:

- Resembles commercially available food or candy
- Contains statements or designs suggesting the product is anything other than medical cannabis
- Contains logos that suggest the product has been endorsed by another state or agency

For more information, visit mmcc.maryland.gov

