



Marijuana Infused Edibles Packaging and Labeling Rules

Washington State Liquor and Cannabis Board

December 18, 2018



Housekeeping Items

- Attendees are muted for this presentation.
- To view the presentation on your full screen, click the diagonal double-headed arrow in the white bar.
- To return to the screen with the Q&A section, click the “Return” button at the top center of your screen on the menu that appears when you hover over the blue area.
- Entire presentation will be given before Q&A.
- Submit your questions in the Q&A section on your screen by typing them in and hitting “Enter.”
- Questions will be answered as time allows.
- All questions not answered will be answered in writing, and emailed to all attendees along with a link to the recorded webinar.

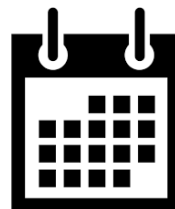


Washington State Liquor and Cannabis Board

Webinar Topics



LAWS & RULES



IMPORTANT
DATES



EDIBLES



COLORS



SHAPES



CANNABIS
IMAGES



PACKAGING
& LABELING



REQUIRED
SYMBOLS



WEBSITE
RESOURCES



Rule Making Overview

The intent of these rule revisions is to:

- Streamline the review and approval process for marijuana infused edibles.
- Ensure all products, packaging and labeling is not especially appealing to children.

These revisions reflect input from the industry and the prevention community.



Rule Making Process

1. The agency notify the public that the agency is considering a change or changes to rule.
2. The WSLCB will propose the new rules.
3. The public has the opportunity to comment and make suggested changes.
4. The Board considers comments and decides whether to move forward with the proposed rules, or to change them based on public input.
5. To receive notice of the WSLCB rules process, sign up at: [WSLCB Rules Notification](#).



Important Date

January 1, 2020

All products, packaging and labeling must be in compliance with requirements of WAC 314-55-105 and Board Interim Policy 10-2018.

These include but are not limited to:

- The updated warning statements
- The requirement of the universal symbol
- Approved Colors for packaging (Marijuana infused edibles only)
- Approved Shapes (Marijuana infused edibles only)
- Products must be dull in color (Marijuana infused edibles only)

All products have been given a compliance date extension to January 1, 2020 for all product, packaging and labeling revisions.



Types of Edibles

When evaluating if a marijuana infused edible product is especially appealing to children, the WSLCB will look at the following:

- Appearance
- Similarity to commercially available products that are marketed towards children
- Color



Approved Packaging & Labeling Colors



RGB: 225, 37, 39
CMYK: 0, 86, 100, 10
Hex: E52100
Pantone: 485
Red shade



RGB: 152, 38, 44
CMYK: 0, 75, 71, 40
Hex: 98262C
Pantone: 7622
Maroon shade



RGB: 255, 164, 0
CMYK: 0, 36, 100, 0
Hex: FFA400
Pantone: 137
Golden Yellow shade



RGB: 254, 218, 36
CMYK: 0, 14, 86, 0
Hex: FEDA24
Pantone: 115
Lemon Yellow shade



RGB: 0, 133, 36
CMYK: 100, 0, 73, 48
Hex: 008524
Pantone: 2258
Green shade



RGB: 128, 140, 37
CMYK: 9, 0, 74, 45
Hex: 808C25
Pantone: 2306
Avocado Green shade



RGB: 0, 51, 160
CMYK: 100, 68, 0, 37
Hex: 0033A0
Pantone: 286
Blue shade



RGB: 0, 32, 91
CMYK: 100, 65, 0, 64
Hex: 00205B
Pantone: 281
Dark Blue shade



RGB: 0, 132, 118
CMYK: 100, 0, 11, 48
Hex: 008476
Pantone: 327
Teal shade



RGB: 81, 13, 119
CMYK: 32, 89, 0, 53
Hex: 510D77
Pantone: 2607
Purple shade



RGB: 244, 98, 121
CMYK: 0, 60, 50, 4
Hex: F46279
Pantone: 709
Pink shade



RGB: 100, 53, 17
CMYK: 0, 47, 83, 61
Hex: 643511
Pantone: 732
Brown shade



RGB: 91, 102, 112
CMYK: 79, 9, 0, 56
Hex: 5B6670
Pantone: 431
Gray shade



RGB: 16, 24, 32
CMYK: 50, 25, 0, 87
Hex: 101820
Pantone: 6
Black shade



RGB: 144, 124, 75
CMYK: 0, 14, 48, 44
Hex: 907C4B
Pantone: 871
Gold shade



RGB: 133, 136, 139
CMYK: 4, 2, 0, 45
Hex: 85888B
Pantone: 877
Silver shade



Approved Shapes for Products



SQUARE



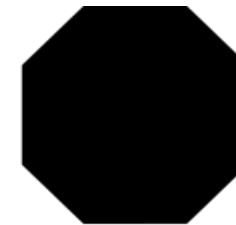
CIRCLE



TRIANGLE



RECTANGLE



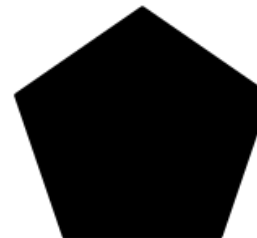
OCTAGON



PARALLELOGRAM



ELLIPSE



PENTAGON



RHOMBUS



HEXAGON



Request for Changes to Color and Shape

To submit a request an addition to the approved colors or shapes, processors must complete the **Request for Change to Marijuana Infused Edible Approved Colors and Shapes** form.

- Submit completed forms to: labelapproval@lcb.wa.gov.
- The Board will review the requests on a quarterly basis beginning March 2019.
- If approved, the color and/or shape will be added to the approved list on the agency website for all licensees to use.



Approved Marijuana Leaves for Packaging & Labeling

ALLOWABLE



NOT ALLOWABLE



(Mimics the Adidas logo)





Washington State Liquor and Cannabis Board

Non-infused Products and Packaging Marketed Towards Kids





Washington State Liquor and Cannabis Board

Infused Product, Packaging and Labeling Potentially Appealing to Children





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Non-infused Products and Packaging Not Marketed Towards Kids





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Infused Product, Packaging and Labeling Potentially Not Especially Appealing to Children





Marijuana-infused Products General Requirements

All marijuana-infused products for oral ingestion must be packaged pursuant to the following requirements:

- Child resistant packaging in accordance with Title 16 C.F.R. 1700 of the Poison Prevention Packaging Act; or
- Plastic four mil or greater in thickness and be heat sealed with no easy-open tab, dimple, corner, or flap as to make it difficult for a child to open and as a tamperproof measure.



Approved Packaging & Labeling

- Package and/or label background must be either: white, cream, grey, black, tan or brown
- Text on the packaging and/or labeling must be either: white, cream, grey, black, tan or brown
- A full color photo or a photo in a chosen accent color of the product is allowed
- Packaging with a clear window would be permitted
- Company logos are permitted



Definition of Especially Appealing to Children

A product, label, or advertisement that includes, but is not limited to, the following:

- The use of cartoons
- Bubble-type or other cartoon-like or action font
- The use of bright colors similar to those used on commercially available products intended for or that target youth or children
- A design, brand, or name that resembles a non-cannabis consumer product of the type that is typically marketed to minors
- Symbols or celebrities that are commonly used to market products to minors
- Images of minors
- Similarities to products or words that refer to products that are commonly associated with minors or marketed to minors



Definition of Dull

Merriam-Webster: a color “low in saturation and low in lightness”



Dull colored
candy



Bright colored
candy



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Effective January 1, 2019 all *new* marijuana packages sold at retail must be labeled on the principal display panel or front of the product package with:

The marijuana universal symbol



.75"x.75"

The Not For Kids symbol – required on all marijuana infused edibles



.5"x.75"



Stay Informed

- All bills, laws, and rules available on the Legislature's website www.leg.wa.gov.
- Visit the Cannabis Packaging and Labeling webpage lcb.wa.gov.
- Rulemaking information and public hearings on rules are posted on website and publicized on the Listserv Rules@lcb.wa.gov.
- Additional information about the definition of "Therapeutic" and "Curative" and homogenization coming in January 2019.