



Liquor and Cannabis Board Second Revised Interim Policy BIP-08-2018

Subject: WAC 314-55-105 and WAC 314-55-155
Usable marijuana, marijuana concentrates, and marijuana-infused products packaging and labeling

Effective Date: July 17, 2019

Ending Date: Upon the effective date rules to implement this policy or Board action rescinding this policy.

Approved: 

Jane Rushford, Board Chair



Ollie Garrett, Board Member

NOT PRESENT

Russ Hauge, Board Member

Purpose:

The purpose of this interim policy is to further clarify the phrase “curative or therapeutic effects” regarding packaging and labeling of usable marijuana, marijuana concentrates, and marijuana-infused products. This policy also clarifies the phrase “curative or therapeutic effects” regarding advertising requirements and promotional items.

Licensees must fully comply with this policy until January 1, 2020, the effective date of ESSB 5298 (Chapter 393, Laws of 2019).

Policy Statement:

In addition to the labeling requirements described in WAC 314-55-105, and the advertising requirements described in WAC 314-55-155, marijuana advertising and the labels affixed to the container or package containing usable marijuana, marijuana concentrates, and marijuana infused products sold at retail in the Washington State must not contain:

- any statement or reference of the product having an effect on the body or mind;
- any statement or reference that the product produces a useful or favorable result or effect; or
- any statement or reference that the product impacts the health of the consumer.

Words such as, but not limited to; relief, remedy, healing, curative, remedial, medicinal, restorative, beneficial, corrective, wellness, well-being, salutary, salubrious, and support are prohibited. Including the phrase, "This product is not approved by the FDA to treat, cure, or prevent any disease" does not supersede the rules.