

NEW YORK STATE OFFICE OF CANNABIS MANAGEMENT PROPOSES REGULATIONS FOR ADULT-USE CANNABIS PACKAGING, LABELING, MARKETING, ADVERTISING, AND LABORATORY TESTING

Regulations Set Standards to Protect Public Health, Including Protections for Children, the Environment, and Rules to Ensure High- Quality Cannabis

The New York State Office of Cannabis Management today proposed regulations for the packaging, labeling, marketing, advertising and laboratory testing that will govern adult-use cannabis. The regulations will be considered by the Cannabis Control Board at its June 1 meeting, and would be directed to a 60-day public comment period.

The regulations are designed to help protect public health and reduce waste. They include requirements for child resistant packaging and labeling that identifies products as containing cannabis with THC, limiting marketing to adult-only audiences, and the rules for establishing independent laboratories and procedures to ensure products are safe for consumption.

“Protecting public health, reducing harm and promoting sustainable industry practices are key components of legalizing cannabis for adult-use and I look forward to considering these regulations as we develop the industry,” said **Cannabis Control Board Chair Tremaine Wright**. “We are committed to building a New York cannabis industry that sets high standards for protecting children and keeping products safe and sustainable.”

“These regulations we’re proposing to the Cannabis Control Board today are another big step forward for the industry we’re building as they set the rules to help keep products away from children and ensure they’re of the highest quality and safe to consume,” said **Office of Cannabis Management Executive Director Chris Alexander**. “If approved by the Board, we’ll then have the opportunity to hear from the public and get input to help make sure these regulations reflect the very best ideas.”

The proposed regulations for packaging and labeling include minimum standards that ensure cannabis packaging is child-resistant, tamper-evident, and non-toxic. Regulations would additionally require detailed labeling that include components that provide relevant warnings, and give details regarding serving size, potency,

ingredients, and usage and storage instructions. The proposed regulations would also prohibit any packaging that is attractive to young people or that includes false or misleading statements.



Similarly, the proposed regulations for marketing and advertising focus on ensuring cannabis marketing and advertising are not targeted at young people. The regulations detail the content and format of advertising and require cannabis businesses take steps to ensure young people are not inadvertently being captured by their advertising.

The proposed regulations for laboratory testing establish an application process to permit independent cannabis testing laboratories and approval of laboratory sampling firms. The regulations allow existing independent laboratories already certified to test medical cannabis under DOH to also test medical and adult-use cannabis under OCM.