



ADVISORY BULLETIN

May 30, 2019

Marketing and Advertising Restrictions for Medical Marijuana Facilities

State law regulates marijuana facilities' advertising and marketing. A marijuana facility must comply with all municipal ordinances, state laws, and the administrative rules that regulate signs and advertising.

A licensee may not use deceptive, false or misleading advertising in any way, including on any marijuana product, sign or document.

Marijuana products may not be advertised in a manner that is visible to members of the public from streets, sidewalks, parks, or any public place.

A marijuana product must not be marketed or advertised to minors aged 17 years or younger. Sponsorships targeted to members aged 17 years or younger are prohibited.

Marijuana products may not be advertised on any television program, radio program, internet website, or print publication unless there is reliable evidence that 70% of the audience is reasonably expected to be age 18 years or older. Any marijuana products advertised in this manner must bear a warning label stating the following:

For use by registered qualifying patients only. Keep out of reach of children. It is illegal to drive a motor vehicle while under the influence of marijuana. National Poison Control Center 1-800-222-1222.

Marijuana products must be marketed or advertised as "medical marijuana" for use only by registered qualifying patients or registered primary caregivers.

According to state law, a provisioning center licensed under the Medical Marijuana Facilities Licensing Act (MMFLA) may not refer to itself as a "dispensary" and may not use the word "dispensary" in its advertising.

Questions can be sent to the Marijuana Regulatory Agency Enforcement Section via email at MRA-Enforcement@michigan.gov

For more information about the Marijuana Regulatory Agency, please visit www.michigan.gov/MRA

This advisory bulletin does not constitute legal advice and is subject to change. Licensees are encouraged to seek legal counsel to ensure their operations comply with the Medical Marijuana Facilities Licensing Act and associated Administrative Rules.