

CONSUMER ALERT

DO YOU KNOW WHAT'S IN YOUR CANNABIS?



While cannabis has been around for thousands of years, we've seen a significant increase in the normalization of cannabis over the past decade. In 2022, Missouri joined dozens of other states in legalizing adult use cannabis. But we've also seen the ongoing proliferation of the illegal marijuana market and the more recent introduction and explosion of Delta 8 and hemp synthesized intoxicants in unregulated retail stores throughout Missouri and all across the United States.

Legalization has helped safeguard cannabis customers and armed them with invaluable information regarding the specific product they are consuming. Unfortunately, illicit cannabis consumption and hemp derived THC consumption together outpace the current \$30 billion legal cannabis market in the United States. This means the majority of cannabis consumers, at least those not purchasing from a licensed dispensary, still have no idea what they are putting in their body!



THE PROBLEM:

As humans, we are constantly evaluating the products we consume. We generally know their caloric, ingredient or nutritional content, where the item was made, who it was made by, how it was produced, and if those processes meet natural or organic production, safety or testing standards. From the time we are children looking for warning signs on packaged food and drink products, to spending countless hours analyzing food and ingredient labels in grocery stores as adults, we place a high priority on what goes in our bodies.

One place where this effort seems to be mostly forgotten is with the content or safety of cannabis items. Whether you are buying from the street corner, from a head shop, gas station, c-store or even online, people seem unconcerned about the products they are consuming, what's in them or if they are truly safe to consume. We do know that many cannabis consumers look for or pay attention to potency, but they really should be concerned their cannabis products don't contain:

- Environmental contaminants
- Fentanyl
- Banned pesticides
- Harmful chemicals
- Poisonous ingredients
- Heavy Metals
- Dangerous mycotoxins
- Unexpected contents and/or dosing

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THE GOOD

Buying and consuming cannabis from licensed, regulated dispensaries



- ✓ Know it has been tested safe for human consumption
- ✓ Know it was packaged and labeled to not be attractive to children
- ✓ Know exactly how potent it is
- ✓ Know exactly what the product contains
- ✓ Know how and where it was made and who made it
- ✓ Know it was produced by a licensed Missouri producer, in Missouri
- ✓ Know MO Division of Cannabis Regulation are overseeing all steps in process
- ✓ Taxed and regulated with tax revenues going to state and local communities
- ✓ It's sold in 21+ retail dispensaries only, not accessible by youth/children

THE BAD

Buying and consuming cannabis from gas stations, convenience stores, head shops, CBD stores or using illicit street products

- ✗ Don't know what's in it
- ✗ No packaging or labeling regulations – deceives and entices children without proper warnings
- ✗ Don't know how potent it is
- ✗ Don't know if it actually contains claimed product
- ✗ Don't know how or where it was made or who made it
- ✗ Likely not made in Missouri, increasingly made overseas
- ✗ Don't know if it was tested. May contain harmful chemicals, contaminants, mycotoxins, heavy metals, pesticides or poisonous ingredients
- ✗ Untaxed, unregulated
- ✗ No age restrictions



**ONLY LICENSED DISPENSARIES KNOW
WHAT'S IN THEIR CANNABIS PRODUCTS.**

DO YOU?

 **KnowYour
Cannabis.org**