

Schedule C

Regulations of Connecticut State Agencies

TITLE 21a. Consumer Protection

Department of Consumer Protection

§21a-408-71

(4) Uses a study on individuals without a debilitating medical condition without disclosing that the subjects were not suffering from a debilitating medical condition;

(5) Uses data favorable to a marijuana product derived from patients treated with a different product or dosages different from those approved in the state of Connecticut;

(6) Contains favorable information or conclusions from a study that is inadequate in design, scope, or conduct to furnish significant support for such information or conclusions; or

(7) Fails to provide adequate emphasis for the fact that two or more facing pages are part of the same advertisement when only one page contains information relating to side effects, consequences and contraindications.

(e) No advertisement may be disseminated if the submitter of the advertisement has received information that has not been widely publicized in medical literature that the use of the marijuana product or strain may cause fatalities or serious damage to a patient.

(Effective September 6, 2013; Amended August 28, 2018)

Sec. 21a-408-70. Marijuana marketing; advertising at a dispensary facility; producer advertising of prices

(a) A dispensary facility shall:

(1) Except as otherwise provided in sections 21a-408-1 to 21a-408-72, inclusive, of the Regulations of Connecticut State Agencies, restrict external signage to a single sign no larger than sixteen inches in height by eighteen inches in width;

(2) Not illuminate a dispensary facility sign advertising a marijuana product at any time;

(3) Not advertise marijuana brand names or utilize graphics related to marijuana or paraphernalia on the exterior of the dispensary facility or the building in which the dispensary facility is located; and

(4) Not display marijuana and paraphernalia so as to be clearly visible from the exterior of a dispensary facility.

(b) A producer shall not advertise the price of its marijuana, except that it may make a price list available to a dispensary facility.

(Effective September 6, 2013; Amended August 28, 2018)

Sec. 21a-408-71. Dispensary facility and producer records; furnishing of information; audits

(a) Each dispensary facility and producer shall maintain a complete set of all records necessary to fully show the business transactions related to marijuana for a period of the current tax year and the three immediately prior tax years, all of which shall be made available in accordance with section 21a-408-72 of the Regulations of Connecticut State Agencies.

(b) The commissioner may require any licensee or registrant to furnish such information as the commissioner considers necessary for the proper administration of the Act and sections 21a-408-1 to 21a-408-72, inclusive, of the Regulations of Connecticut State



CONNECTICUT DEPARTMENT OF CONSUMER PROTECTION

DRUG CONTROL DIVISION

July 2, 2020

Dear Dispensary Facility Manager,

The Department's Drug Control Division has received multiple inquiries regarding acceptable signage at dispensary facility locations and the Department's interpretation of §21a-408-70 the Regulations of Connecticut State Agencies. In response to those inquiries the Department is providing the following guidance:

Building and Entrance Signs

The Department recognizes that each dispensary facility location is unique and that while some dispensary facilities are free standing buildings others may be located within a shopping plaza or strip mall. In interpreting §21a-408-70 of the Regulations of the Connecticut State Agencies, the goal of the Department is to ensure that patients will be able to easily locate and access their selected dispensary facility while balancing overall public health and safety.

As you are all aware, §21a-408-70(a)(1) of the Regulations of Connecticut State Agencies restricts external signage for dispensary facilities to a single sign no larger than sixteen inches in height by eighteen inches in width. This regulation is applicable to attached signage located on the dispensary facility building. Accordingly, a dispensary facility is limited to a single sign on the building exterior of the facility.

However, in addition, to the sign on the facility building, in order to ensure that patients are able to easily locate and access their chosen dispensary facility, dispensary facilities may also have detached signage bearing the dispensary facility name at the entrance to the dispensary facility location such as in a plaza directory, driveway entrance, or entrance to a parking area. For facilities located in a plaza or strip mall with other businesses, this type of signage shall conform with the and shall be consistent with other similar signage by other businesses located in the same plaza or strip mall. This type of signage may exceed the sixteen-inch height and eighteen-inch width requirement. This type of signage may also be externally illuminated or backlit, unless such type of lighting would be inconsistent with signage utilized by other businesses located in the same plaza or strip mall in which case other lighting sources will be approved by the Department on a case by case basis. For purposes of enforcement by the Department as it pertains to advertising, dispensary facilities may use the words "medical marijuana dispensary facility" on any of the facility's signage and in their advertising. Dispensaries facilities will not need to change their corporate name or apply for a "d/b/a" to do so.

450 Columbus Boulevard, Suite 901 Hartford, CT 06103 | (860) 713-6100

www.ct.gov/DCP |    @ctdcp

The Department of Consumer Protection is an Affirmative Action/Equal Employment Opportunity Employer

Prohibited Acts

In accordance with §21a-408-70(a)(2) and (3) of the Regulations of Connecticut State Agencies, in no event shall a dispensary facility have any signs that advertise marijuana brand names or utilize graphics related to marijuana or paraphernalia on the exterior of the dispensary facility or the building in which the facility is located. Dispensary facilities are further prohibited from illuminating any signs that advertise an actual marijuana product at any time.

Note: Any new signage at a dispensary facility would be considered advertising and must be submitted to the Department for review in accordance with §21a-408-68(c) of the Regulations of Connecticut State Agencies. If a dispensary facility has questions regarding acceptable signage, the dispensary facility should contact the Medical Marijuana Program at dcp.mmp@ct.gov.

Sincerely,



Rodrick J. Marriott,
Director, Drug Control
Department of Consumer Protection