

Division of Cannabis Regulation
Guidance Document – 03.27.25 [Revised]
Topic: Advertising Marijuana Product Online

This guidance is intended to provide clarity to licensees regarding compliant advertising of marijuana product on websites or mobile applications. Per 19 CSR 100-1.100(5)(B)3, no advertisement of marijuana may contain content that is attractive to children, including but not limited to the shape or any part of the shape of an animal, fruit, or human.

Per 19 CSR 100-1.010(3), the term “advertisement” includes dissemination of information by internet, websites, and mobile applications.

The following are examples of advertisements in violation of rule:

- An image of a product package that includes fruit on the label displayed on the licensee’s store website.
- An image that contains both a marijuana product and caricature of an animal on a digital flyer emailed to the licensee’s mailing list.

Licensees should review their advertisements to ensure compliance.

If you have any questions, please reach out to your assigned compliance officer or by email at CannabisCompliance@health.mo.gov if you have any questions.