

CBD MARKETING CHECKLIST



GENERAL CBD MARKETING GUIDELINES

- Meets federal, state, and local regulations
- Proofread by marketing agency or marketing team

ASK YOURSELF:

- Does this information protect consumer health and safety?
- Does this information educate consumers instead of influencing them towards one decision or alternative?
- Is my marketing targeted at any vulnerable populations?
- Does my message spread positivity about the potential effects of cannabis without violating FDA regulations?

3 QUICK QUESTIONS FOR ONLINE & SOCIAL MEDIA

1 Does this comply with federal guidelines?

Regardless of where you live, avoid language that links CBD to any disease, prevention, or treatment.

2 What is unique about the state I do business in?

Understand and research specific state regulations, especially when selling goods online across state lines.

3 What claims can I make in my community?

Use words such as:

- Encourages
- May help to
- Might
- Possible
- Potential
- Promotes
- Supports

MARKETING STRATEGY

- Is it lucid & transparent, making it clear that I have nothing to hide?
- Is it aligned with these 3 Tips For Safe CBD Marketing:
 1. Understand How A Health Claim Is Defined
 2. Understand The FDA's Concerns
 3. Understand Your Personal Responsibility(see the following page for more information on each of these categories)

CBD MARKETING CHECKLIST, CONTINUED

3 TIPS FOR SAFE CBD MARKETING

1. UNDERSTAND HOW A HEALTH CLAIM IS DEFINED

Health claim: Any language used to define the relationship between a substance and its ability to reduce disease



2. UNDERSTAND THE FDA'S CONCERNS

- Err on the side of caution- Use careful language when speaking about the relationship between CBD and certain diseases or disorders
- Accounts can be reported- Be intentional about what is published, including links on websites, blogs, social media, etc.
- Acknowledge experts- Encourage users to check with clinicians and qualified members of their healthcare team

3. UNDERSTAND YOUR PERSONAL RESPONSIBILITY

Get your message across without crossing the line. Steer clear of linking CBD to a:

- Cure
- Diagnosis
- Mitigation
- Prevention
- Treatment