



ILLINOIS LAW PROHIBITS MARKETING CANNABIS TO MINORS

Illinois laws and regulations prohibit cannabis companies from marketing and advertising cannabis products to minors and require that product packaging and labeling deter use by minors.

✓ PRODUCT PACKAGING AND LABELS

- Any product containing cannabis must be packaged in a sealed, odor-proof, and child-resistant cannabis container.¹
- Product packaging cannot depict a minor consuming cannabis or an image of cannabis leaf. Packaging cannot be likely to appeal to minors, including but not limited to depictions of cartoons, toys, animals, or children, nor any other likeness to images, characters, or phrases popularly used to advertise to children.² Medical products may only include images of the cultivator's logo.³
- Products cannot “resemble commercially available candy” that may mislead or appeal to minors.⁴
- Adult use products must feature the warning “This product contains cannabis and is intended for use by adults 21 and over. Its use can impair cognition and may be habit forming. This product should not be used by pregnant or breastfeeding women.”⁵
- Infused products must feature the warning “CAUTION: This product contains cannabis.”⁶

✓ PROMOTIONAL MATERIALS

- Advertising and promotions cannot depict actual cannabis consumption, cannabis consumption by a minor, or the image of a cannabis leaf or bud; and must not be “likely to appeal to minors,” including but not limited to depictions of cartoons, toys, animals, or children.⁷ (Educational materials not included.⁸)
- Games and other materials or methods of advertising that would appeal to minors are prohibited.⁹
- Advertisements cannot be placed within 1,000 ft. of school grounds, playgrounds, rec centers, childcare centers, public parks, public libraries, or arcades that welcome minors.¹⁰

Limits will likely expand as the Department of Agriculture drafts new restrictions on adult use cultivation products, packaging, marketing, and advertising.

¹ 410 ILCS 705/55-21(c) and 8 Ill. Admin. Code 1000.420(c)

² 410 ILCS 705/55-21(f)(3)-(5) and 8 Ill. Admin. Code 1000.420(g)(3)

³ 8 Ill. Admin. Code 1000.420(g)(3)

⁴ 410 ILCS 705/55-21(f)(5) and 8 Ill. Admin. Code 1000.420(g)(3)

⁵ 410 ILCS 705/55-21(i)

⁶ 410 ILCS 705/55-21(j)(2)

⁷ 410 ILCS 705/55-20(a)(3)-(7)

⁸ 410 ILCS 705/55-20(c) and 68 Ill. Admin. Code 1290.455(b)

⁹ 410 ILCS 705/55-20(d)

¹⁰ 410 ILCS 705/55-20(b) and 68 Ill. Admin. Code 1290.455(a)(1)