

The Danger of Marijuana Edibles

EDIBLE MARIJUANA IS VERY DIFFERENT— AND MORE DANGEROUS—THAN JOINTS AND OTHER MARIJUANA PRODUCTS

1



Kid-friendly: comes in shapes & colors attractive to children, like **candy and soda**

2

95%

Potent: often made w/ concentrates of up to **95% pure THC** (joints are ~ 15% THC)

3



Aggressive marketing: free samples, billboard advertising, and other **Big Tobacco tactics**

4



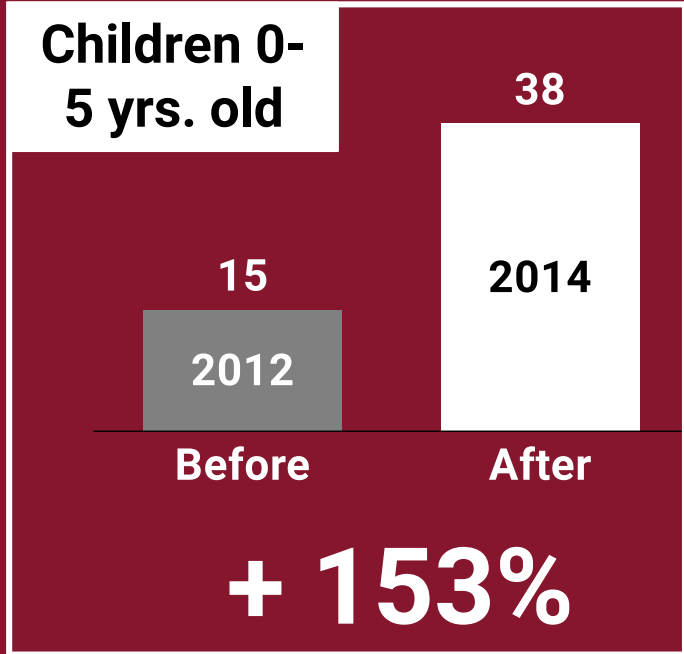
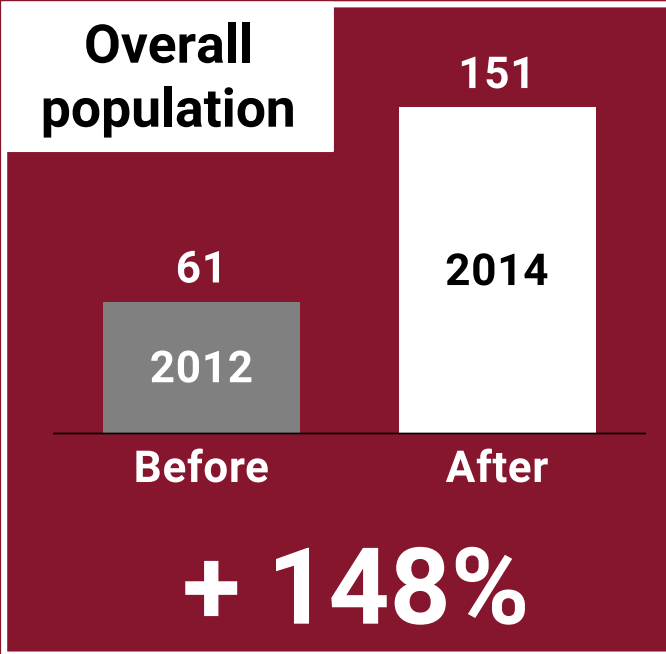
Contaminants: In 2015, CO recalled 100s of thousands of edibles containing **banned pesticides**

5



Fighting regulation: The pot industry has lobbied hard against regulation (e.g., warning labels, dosing rules, and bans on ads targeting kids)

THE RESULT: EMERGENCY CALLS FOR MJ POISONING IN COLORADO SKYROCKETED POST-LEGALIZATION



Source: Rocky Mtn. HITDA (Sep. 2015)

REAL POT EDIBLES & FREE SAMPLE ADS

