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Marijuana Enforcement Division adopts a single universal symbol and streamlines packaging and labeling requirements

Ongoing efforts to protect public health and safety aim to reduce consumer confusion and improve industry compliance

DENVER, Colo. Monday, March 12, 2018 -- Effective immediately, the Executive Director of the Colorado Department of Revenue (DOR) and State Licensing Authority, Mike Hartman, adopted a single universal symbol for packaging, labeling and on-product marking of medical and retail marijuana, concentrate and product by removing the "M" from the existing medical symbol.

"The adoption of a single universal symbol is part of our ongoing effort to protect public health and safety by enhancing consumers' ability to identify products containing marijuana and reducing confusion stemming from two distinct symbols," Hartman said. "One truly universal symbol also works to simplify and improve industry compliance with regard to packaging and labeling."

Streamlining the universal symbol is one of several recent improvements DOR has made to the State's overall labeling framework in partnership with the Colorado Department of Public Health and Environment (CDPHE) after a comprehensive review of the existing labeling requirements and extensive conversations with stakeholders during rulemaking.

"Whether it's used on retail or medical marijuana products, the universal symbol helps both consumers and non-consumers easily identify that a product contains THC and avoid unintentional ingestion," said Karin McGowan, CDPHE's Deputy Executive Director. "We're confident that the integration of a single symbol will help streamline our public health message, which focuses on the importance of educating yourself, young people, and out-of-town guests about what the symbol means."

To further assist marijuana business licensees in their compliance efforts with these new packaging and labeling requirements, the Marijuana Enforcement Division (MED) issued

compliance checklists to help the industry understand the new rules and be aware of upcoming effective dates and deadlines as they phase out older versions of packages and labels. View MED's packaging and labeling checklists [here](#) and see images of the single universal symbol below.

Medical and Retail Marijuana Single Universal Symbol Examples

On Packaging/Labeling for all types
of Medical and Retail Marijuana:



Contains Marijuana. Keep
away from children.

- The Universal Symbol must be labeled on the front of the Container in red and white as it appears above.
- The Universal Symbol must be at least ½" x ½" on the packaging/labeling.
- Directly under the Universal Symbol, the licensee must place the warning label "Contains Marijuana. Keep away from children."

This is a non-exhaustive list of requirements - Review the M and R 1000-1 series rules for all packaging/labeling requirements.

On Edible Medical Marijuana-Infused
Product and Retail Marijuana Product:



- Medical Marijuana-Infused Product: The Universal Symbol must be marked on at least one side of the product.
- Retail Marijuana Product: The Universal Symbol must be marked on at least one side of each Standardized Serving Of Marijuana.
- Coloring is not required for the on-product Universal Symbol marking.
- The Universal Symbol must be at least ¼" x ¼" on the product.

This is a non-exhaustive list of requirements - Review rules M and R 604 for all Edible Medical and Retail Marijuana Product marking requirements.

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