

SUPPORT LICENSED CANNABIS

PURCHASING YOUR CANNABIS FROM A LICENSED SELLER MATTERS

Where you buy matters.

Before purchasing your cannabis from the unregulated market, consider the multiple, real benefits of purchasing your cannabis from a licensed dispensary.

WHY BUY LEGAL?



VERIFIABLE QUALITY

By law, all licensed sellers must produce a Certificate of Analysis (COA) by a qualified third-party lab to ensure products are free from harmful pesticides and contaminants, and that they accurately disclose THC and other cannabinoid amounts, crucial information for appropriate dosing.



COMMUNITY IMPACT

The legal cannabis market by law complies with modern labor and environmental standards. In 2022, states collected more than \$3.7 billion in cannabis tax revenue, the majority of which was distributed to local programs and initiatives, including community reinvestments meant to support those most impacted by the War on Drugs.



SOCIAL EQUITY IMPACT



COMBAT UNDERAGE USE

Social equity programs only exist in the legal marketplace and cannot fulfill their promise when resources are diverted to the unlicensed market.

To prevent cannabis use by young people, state laws limit the purchase of legal cannabis by regulated sellers to adults ages 21+. Unlicensed, unregulated cannabis has no such restrictions.

BUY LEGAL FACTS

- ▶ **THE 2019 "VAPE CRISIS" PRODUCED ILLNESSES THAT WERE EVENTUALLY LINKED TO THE UNLICENSED MARKET**

- ▶ **CANNABIS FROM THE UNLICENSED MARKET ISN'T TESTED: THE RISK OF CONSUMING CONTAMINATED PRODUCT IS REAL**

- ▶ **THERE'S NO WAY TO CONFIRM THE POTENCY OF CANNABIS FROM THE UNLICENSED MARKET**

- ▶ **UNLICENSED SELLERS SOMETIMES TRY TO SELL NAME BRAND CANNABIS – IT'S NOT**

JOIN THE
MOVEMENT

Buy Legal is a national campaign that seeks to unite the cannabis industry and culture around a safe, legal and regulated marketplace. We believe that every American should understand the benefits of high-quality, regulated cannabis products purchased from the legal market.



US CANNABIS COUNCIL



Marijuana is for use only by adults 21 years of age and older; 18+ for medical states. Keep out of reach of children. Do not operate a vehicle or machinery while under the influence of this drug. Use of marijuana while pregnant or breastfeeding may be harmful. Consumption of marijuana and marijuana products impairs your ability to drive and operate machinery; please use extreme caution. Laws governing the legality, availability and use of marijuana vary by state. Marijuana has not been analyzed or approved by the Food and Drug Administration (FDA).