



Ohio Administrative Code

Rule 1301:18-4-21 Additional limitations on packaging and labeling intended for direct customer sale.

Effective: [September 11, 2026](#)

- (A) Each cultivator, processor, and dispensary shall establish, maintain, and comply with written policies and procedures to ensure all packages of cannabis intended for direct customer sale comply with the following limitations, as applicable, and as outlined by this rule.
- (B) No licensee shall manufacture, process, or distribute, or cause to be created, used, or distributed, any packaging or labeling intended for direct customer sale that is any of the following:
 - (1) False or misleading;
 - (2) Obscene or indecent;
 - (3) Attractive to children;
 - (4) Includes any image or text referencing or resembling a cartoon character, fictional character or pop culture icon whose target audience is children or youth;
 - (5) Encourages the consumption of cannabis in a manner that leads to excessive use, intoxication, overconsumption, or in combination or conjunction with other intoxicants, illegal substances, or in a method not otherwise authorized by division 1301:18 of the Administrative Code;
 - (6) Contains a depiction of cannabis consumption or administration;
 - (7) A departure from the registered cannabis product name or variation, as submitted pursuant to rule 1301:18-4-09 of the Administrative Code, including, slang terms, and similar references;
 - (8) Disparaging to a competitor's product;
 - (9) Contains a health-related statement;
 - (10) Suggests, or otherwise indicates, that the cannabis is approved or endorsed by the division of cannabis control, the state of Ohio or any person or entity associated with the state of Ohio, or any other person without their consent;
 - (11) Violates state of Ohio or federal trademark or copyright law; or
 - (12) Otherwise violates any provision of Chapters 3780. and 3796. of the Revised Code or the rules promulgated pursuant to Chapters 3780. and 3796. of the Revised Code.



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- (C) The label may contain the approval or certification logo of a third-party certifier of manufacturing or cultivation practices if:
- (1) The third-party certifier does not have a direct or indirect financial interest in, or compensation arrangement with, any cannabis entity licensed in the state of Ohio; and
 - (2) The certification protocols used by the third-party certifier have been reviewed and approved by the division.
- (D) If the final form cannabis plant material or the cannabis plant material utilized to create the final form cannabis product was not subjected to any technology solutions, including remediation by irradiation, gas treatment such as ozone, radiofrequency, and UV light, the licensee may indicate as such on the package intended for direct customer sale, in accordance with all requirements by the division of cannabis control.