

**CANNABIS COMPLIANCE BOARD  
STATE OF NEVADA**



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Issued May 6, 2022  
Issuing Division: Licensing  
NOTICE TO LICENSEES

### **Update to Advertising Regulations**

At the October 26, 2021, meeting of the Nevada Cannabis Compliance Board (CCB), the CCB approved amendments to Nevada Cannabis Compliance Regulation (NCCR) 12.070. Effective May 1, 2022, all advertising must contain the following:

- (a) The name of the cannabis establishment; and
- (b) The adult-use cannabis establishment identification number assigned to the cannabis establishment by the Board.

The CCB is allowing licensees 120 days, or until September 3, 2022, to update any existing advertising with the new requirements. Additionally, advertising created on or after May 6, 2022, must include the new requirements.

The name of the cannabis establishment on the advertising must be the DBA of the establishment if it is a retail cannabis store or dispensary. For cultivation facilities, production facilities and laboratories, the establishment name must be the name on the state issued cannabis establishment license.

The cannabis establishment identification number must be the CE ID numbers assigned to each establishment (e.g., RDXXX, RCXXX, RPXXX, RLXXX).

**12.070 Advertising of cannabis** (Subsection 3 of this section becomes effective May 1, 2022). A cannabis establishment shall ensure that all advertising by the cannabis establishment contains such warnings as may be prescribed by the Board, which must include, without limitation, the following words:

1. "Keep out of reach of children"
2. "For use only by adults 21 years of age and older"; and
3. Shall ensure that all advertising by the cannabis establishment contains:
  - (a) The name of the cannabis establishment; and
  - (b) The adult-use cannabis establishment Identification number assigned to the cannabis establishment by the Board.

If a cannabis establishment holds more than one license, the cannabis establishment must include any one of the adult-use cannabis establishment identification number or medical cannabis establishment identification number in all of the cannabis establishment's advertisements.

4. A cannabis establishment shall not engage in advertising that in any way makes cannabis or cannabis products appeal to children, including without limitation, advertising which uses an image of a cartoon character, mascot, action figure, balloon, fruit or toy. The cannabis establishment shall ensure that the advertisement is not modeled after a brand of products primarily consumed by or marketed to children.

(Adopted: 11/2021)

Questions regarding this notice should be directed to [CCBLicensing@ccb.nv.gov](mailto:CCBLicensing@ccb.nv.gov).

*Steve Gilbert, Chief of Administration* 