

The Threat to Child Safety When THC Edibles Mimic Popular Brands

FAQs



Examples of third-party THC products ripping off legitimate brands.

How prevalent is accidental ingestion of THC edibles?

As more states move toward legalizing recreational marijuana and THC-infused products containing these ingredients are gaining in popularity, particularly edibles. Bad actors are using well-known branding for their products which contain THC leading to accidental ingestion. Unfortunately, incidents of children accidentally ingesting THC edibles are on the rise.

In the first half of this year, national poison control centers received **660 exposure** cases with THC products. More than 40% of the reported cases were accidental exposures, mostly involving kids under 18 years of age. The CDC this month issues a warning after tracking month after month rises in emergency health visits involving THC products through its national surveillance program.

FAQS

How do I spot a product that may contain THC?

Products that contain THC should have a symbol or disclosure on the front of the packaging, but there are no standards for how they are labeled. Many of the illegal products on the market have small disclosures or do little more than put “THC” somewhere on the package. Children would easily overlook such a disclosure when the predominant packaging carries brand colors and imagery they are familiar with, compared to an acronym they are likely unfamiliar with or words like marijuana that they may not know or be able to read. Here are some examples of on-pack disclosures:



What happens if a child ingests THC?

According to Children’s Hospital Colorado, many young children who consume marijuana edibles require hospital admission due to the severity of their symptoms. These symptoms can range from being unbalanced, sleepiness, trouble breathing and, less commonly, result in the child being placed in a coma.

What should you do if a child ingests THC?

If you have concerns that a child has ingested THC, call 911 or go immediately to the closest emergency room to seek medical treatment. Because children’s symptoms tend to be more severe, it is critical that you seek medical treatment as soon as possible.

Are CPG companies producing products with THC?

Under no circumstances are trusted CPG companies making food products infused with THC. Any products that contain THC that are leveraging popular brands are not authentic and should not be purchased or consumed. These THC-containing edibles are illegal in the eyes of the FDA. The FDA has concluded that THC products are excluded from the dietary supplement definition under section 201(ff)(3)(B) of the FD&C Act [21 U.S.C. The CPG industry prides itself on making products that are safe. It is unequivocally opposed to the brand infringement that is a direct threat to consumer safety — particularly for children.