

832 (1) Except as provided in this chapter, a person may not advertise regarding the
833 recommendation, sale, dispensing, or transportation of medical cannabis.

834 (2) Notwithstanding any authorization to advertise regarding medical cannabis under
835 this chapter, the person advertising may not advertise:

836 (a) using promotional discounts or incentives;

837 (b) ~~It~~ **→ [except as provided in Section 26-61a-403;]** ~~It~~ a particular medical cannabis
837a product,
838 medical cannabis device, or medicinal dosage form; or

839 (c) an assurance regarding an outcome related to medical cannabis treatment.

840 (3) Notwithstanding Subsection (1):

841 (a) a nonprofit organization that offers financial assistance for medical cannabis
842 treatment to low-income patients may advertise the organization's assistance if the
843 advertisement does not relate to a specific medical cannabis pharmacy or a specific medical
844 cannabis product; and

845 (b) a medical cannabis pharmacy may provide information regarding subsidies for the
846 cost of medical cannabis treatment to patients who affirmatively accept receipt of the subsidy
847 information.

848 (4) To ensure that the name and logo of a licensee under this chapter have a medical
849 rather than a recreational disposition, the name and logo of the licensee:

850 (a) may include terms and images associated with:

851 (i) a medical disposition, including "medical," "medicinal," "medicine," "pharmacy,"
852 "apothecary," "wellness," "therapeutic," "health," "care," "cannabis," "clinic," "compassionate,"
853 "relief," "treatment," and "patient"; or

854 (ii) the plant form of cannabis, including "leaf," "flower," and "bloom";

855 (b) may not include:

856 (i) any term, statement, design representation, picture, or illustration that is associated
857 with a recreational disposition or that appeals to children;

858 (ii) an emphasis on a psychoactive ingredient;

859 (iii) a specific cannabis strain; or

860 (iv) terms related to recreational marijuana, including "weed," "pot," "reefer," "grass,"
861 "hash," "ganga," "Mary Jane," "high," "buzz," "haze," "stoned," "joint," "bud," "smoke,"
862 "euphoria," "dank," "doobie," "kush," "frost," "cookies," "rec," "bake," "blunt," "combust,"

1328 (b) notwithstanding any municipal or county ordinance prohibiting signage, [~~a medical~~
1329 ~~cannabis pharmacy may~~] use signage on the outside of the medical cannabis pharmacy that:

1330 (i) includes only:

1331 (A) in accordance with Subsection [~~(3)(b)~~] 26-61a-116(4), the medical cannabis
1332 pharmacy's name, logo, and hours of operation; and

1333 (B) a green cross; and

1334 (ii) complies with local ordinances regulating signage[~~;~~];

1335 [~~(b) The department shall define standards for a medical cannabis pharmacy's name~~
1336 ~~and logo to ensure a medical rather than recreational disposition.~~]

1337 [~~(4) (a) A medical cannabis pharmacy may maintain a website that includes~~
1338 ~~information about:~~]

1339 (c) advertise in any medium:

1340 (i) the pharmacy's name and logo;

1341 [~~(i)~~] (ii) the location and hours of operation of the medical cannabis pharmacy;

1342 [~~(ii)~~] (iii) a ~~H~~→ [product or] ←~~H~~ service available at the medical cannabis pharmacy;

1343 [~~(iii)~~] (iv) personnel affiliated with the medical cannabis pharmacy;

1344 (v) whether the medical cannabis pharmacy is licensed as a home delivery medical
1345 cannabis pharmacy;

1346 [~~(iv)~~] (vi) best practices that the medical cannabis pharmacy upholds; and

1347 [~~(v)~~] (vii) educational material related to the medical use of cannabis, as defined by the
1348 department[~~;~~]; and

1349 (d) hold an educational event for the public or medical providers in accordance with
1350 Subsection (3) and the rules described in Subsection (4).

1351 [~~(b) The department shall make rules, in accordance with Title 63G, Chapter 3, Utah~~
1352 ~~Administrative Rulemaking Act, to define the educational material described in Subsection~~
1353 ~~(4)(a).~~]

1354 [~~(5) (a) A medical cannabis pharmacy may hold an educational event for the public or~~
1355 ~~medical providers in accordance with this Subsection (5) and the rules described in Subsection~~
1356 ~~(5)(c).~~]

1357 [~~(b)~~] (3) A medical cannabis pharmacy may not include in an educational event
1358 described in Subsection [~~(5)(a)~~] (2)(d):