

**Virginia Board of Pharmacy**  
**Cannabis Product Packaging Requirements**

In addition to packaging and labeling requirements found in 18VAC110-60-210, 18VAC110-60-290, 18VAC110-60-310 and pursuant to § 54.1-3442.6 and 18VAC110-60-285, the Board of Pharmacy interprets the term “advertising” (18VAC110-60-10) to include packaging in which cannabis products are marketed and dispensed. Therefore, cannabis product packages, including the brand name assigned to the cannabis product and appearing on the package label, should comply with the advertisement requirements of 18VAC110-60-215. Additional guidance is provided below to clarify acceptable packaging requirements.

Packaging should not:

- Promote over consumption or consumption for other than medical purposes;
- Include neon colors;
- Include psychedelic design; or,
- Include any color or design combinations that could be misconstrued to encourage the recreational use of cannabis.

Brand names assigned to cannabis products and included on the package label may include strain names, including those developed by pharmaceutical processors, that do not violate 18VAC110-20-215 or that are associated with movies, fictional characters, social media influencers, video games, illegal activities, or include derogatory, slang, or racial nomenclature. Descriptors such as flavors, colors, or minerals would be acceptable. Names comprised of a combination of letters or numbers would also be acceptable.

**References:**

[Va. Code § 54.1-3442.6](#)

[18VAC110-60-10](#)

[18VAC110-60-210](#)

[18VAC110-60-215](#)

[18VAC110-60-285](#)

[18VAC110-60-290](#)

[18VAC110-60-310](#)