



State of Utah

SPENCER J. COX  
Governor

## Department of Agriculture and Food

CRAIG W. BUTTARS  
Commissioner

KELLY PEHRSON  
Deputy Commissioner

DEIDRE M. HENDERSON

Dr. Licensee,

This bulletin serves as clarification on Targeted Marketing & Advertising as outlined in correspondence sent to pharmacy licensees on 4/4/25 titled: Targeted Marketing & Advertising - Department Clarification. Licensees shall follow the requirements below in order to meet statutory or rule as outlined in: 26B-4-201(51) 4-41a-1104, 4-41a-109(1)(a-b), and R66-5-17.

Acceptable forms of targeted marketing by a Medical Cannabis Pharmacy would include:

- A medical cannabis pharmacy may reference a cannabis strain or a medicinal dosage form in targeted marketing.
- When posting promotional information about a medical cannabis product for sale online, a medical cannabis pharmacy shall list the total amount of each cannabinoid contained in the product, measured in milligrams.

Acceptable forms of advertising by a Medical Cannabis Pharmacy would include:

- Information about the pharmacy such as: Employment opportunities, name, logo, location, hours of operation, services offered by the pharmacy, personnel affiliated with the pharmacy, best practices, and approved educational materials.

No form of targeted marketing or advertising may have a recreational disposition. Targeted marketing is intended for a select audience (patients), while advertising has a broader scope (public).