

WARNING!!

Effective June 11, 2026, vapor products (see definitions) labeling shall include, at a minimum:

- (1) A warning of the potential harmful effects of the vapor product;
- (2) The required age of an individual to legally purchase or attempt to purchase the vapor product (21 years of age or older);
- (3) The prohibition against selling or furnishing, by purchase, gift, or other means, the vapor product to a minor (person under 21 years of age);
- (4) A warning to keep the vapor products away from minors;
- (5) A disclosure of the common or usual names of each ingredient used in the manufacture of such product, listed in descending order or predominance; and
- (6) The name, physical address, website, and principal mailing address of the manufacturer or the person responsible for distributing such product.

Failure to meet advertising and promotional requirements and labeling requirements may result in administrative sanctions for licensees and/or civil penalties or criminal penalties.

WARNING!!

On March 1, 2027, a vape or smoke retailer or vape or smoke shop licensee (manufacturer of a vapor product or a distributor or wholesaler) may not sell or offer for sale a vapor product in this state that uses, in the name of the product, the labeling of the product, the packaging of the product, or the marketing of the product any of the following terms or references:

- (1) "Candy", "candies", or variants in spelling such as "kandy" or "kandeez";
- (2) "Bubble gum", "cotton candy", "gummy bear", "gummy worm", "lollipop", or other variant of these terms;
- (3) Cartoons, cartoon characters, superheroes, television shows, video games, movies, or other similar characters or references;
- (4) References to or utilization of trade dress, trademarks, or other regulated imagery that imitate or replicate trade dress, trademarks, or other imagery of food brands or products that have been primarily marketed to minors such as brands of breakfast cereals, cookies, juice drinks, soft drinks, ice creams, and frozen pops; or
- (5) References to or utilization of trade dress, trademarks, or other related imagery that imitate or replicate trade dress, trademarks, or other imagery of school supplies such as USB drives or highlighters, smart phones or smart watches, headphones, any item of clothing, any toy, video game devices, or phone app integration features.

Failure to meet advertising and promotional requirements and labeling requirements may result in administrative sanctions for licensees and/or civil penalties or criminal penalties.

WARNING!!

Beginning July 1, 2027, a person, vape or smoke retailer, or other entity (vape or smoke shop licensee) may not conduct advertising or promotional activities.

However, a person, vape or smoke retailer, or vape or smoke shop licensee may display a sign on the exterior of the establishment to identify the retail location as having vape or smoke products which sign is of uniform size and design, no greater than 18 inches by 18 inches.

The sign shall additionally conform to the following guidelines:

- (1) The sign shall be affixed in one location on the outside of a retail location;
- (2) The sign can be double sided;
- (3) The font shall be Helvetica or Arial and said font cannot exceed three inches in height or width per character;
- (4) The sign can be illuminated but shall not have a flashing light or intermittent light.