



ONTARIO  
CANNABIS  
STORE



# PRODUCT DESCRIPTION GUIDELINES

November 2019

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# THE BASICS

# Why Product Descriptions Matter



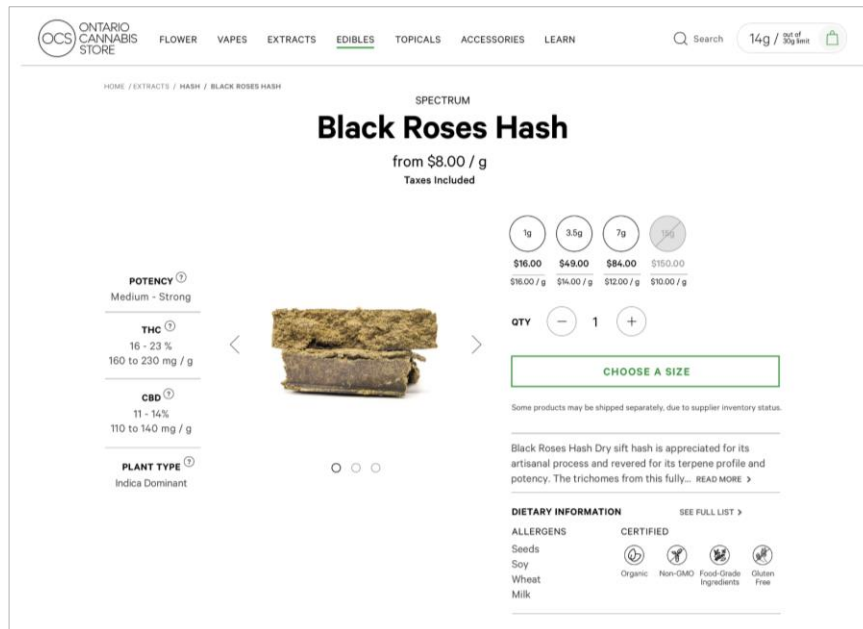
- Customers rate importance of details and descriptions in their product selection as **very important**
- Currently, it is **a highly-cited** difficulty with their customer experience
- Customers are requesting **additional details** to help them choose, compare and understand
- **Most customers** say they make key purchasing decisions based off of product details



# Character Counts

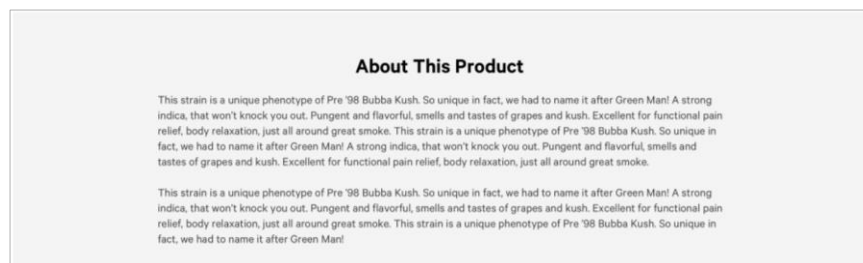


## DRAFT OF NEW PDP PAGE



## SHORT DESCRIPTION

A short description has a maximum character count of **150 characters including spaces**.



## LONG DESCRIPTION

A long description has a maximum character count of **1000 characters including spaces**.

# Tone and Voice



The product description is a great opportunity for your **brand tone and voice** to really shine.

However, as a public service agent and the exclusive online retailer for legal cannabis, the OCS must maintain a **professional tone of voice** and avoid any communication that would undermine its credibility and public trust.

## **PLEASE:**

- Refer to cannabis as “**cannabis**”, not “weed”, “pot”, “marijuana”, etc.
- Do not include overly casual language like “stoner”, “wake and bake”, etc.
- Infuse as much of your **brand personality** as possible!

# What to Include DRIED FLOWER & PRE-ROLLS



## Front-Load Your Descriptions With:

- THC and CBD Potency
- Plant Type (Indica, Sativa, Hybrid)
- Aroma
- Taste
- Street Name
- Paper & Filter Type (Pre-Rolls)
- Cone Or Straight Shape (Pre-Rolls)

## Round Out Your Description With:

- Processes
- What Makes Your Brand Unique



# What to Include OILS & CAPSULES



## Front-Load Your Descriptions With:

- THC and CBD Potency
- Extraction Method
- Carrier Oil
- Plant Type (Indica, Sativa, Hybrid)
- Street Name
- Taste (If Applicable)

## Round Out Your Description With:

- Processes
- What Makes Your Brand Unique



# What to Include EDIBLES



## Front-Load Your Descriptions With:

- THC and CBD Potency
- Description Of Carrier
  - Flavour
  - Premium Ingredients
  - Texture
- Extraction Method

## Round Out Your Description With:

- Processes
- What Makes Your Brand Unique

# What to Include TOPICALS



## Front-Load Your Descriptions With:

- THC and CBD Potency
- Description of Carrier
  - Scents
  - Ingredient Info
- Extraction Method
- Application Instructions

## Round Out Your Description With:

- Processes
- What Makes Your Brand Unique



# What to Include CONCENTRATES



## Front-Load Your Descriptions With:

- THC and CBD Potency
- Extraction Method
- Terpene Profile
  - Naturally-Occurring
  - Plant-Derived
  - Cannabis-Derived
  - Single Strain / Full Spectrum
- Solvent Type
- Strain-Specific Info

- Usage Recommendations, i.e. To Be Used With **XX** Accessory

## Round Out Your Description With:

- Processes, i.e. Flash-Frozen and Sifted Manually, Processed Using a Press
- What Makes Your Brand Unique



# What to Include vAPES



## Front-Load Your Descriptions With:

- Format, i.e. 510 Thread, 510 Thread Kit, PAX Era, Disposable
- Fill Amount in ml & g
- Single-Strain Sourced or Terpene-replicating
- Unique Hardware Features i.e. a Bluetooth connection or premium materials
- Special Instructions For Use
- Approximate Number Of Uses

## Round Out Your Description With:

- Processes
- What Makes Your Brand Unique

# What Not to Include



Here's a brief summary, but please refer to the [Cannabis Act and Cannabis Regulations](#) and seek legal advice for guidance when establishing product descriptions.

## Product Descriptions Must:

- Not be appealing to **young persons**
- Not include **testimonials or endorsements**
- Not include **lifestyle descriptions** that evoke a positive or negative emotion about or image of, a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.
- Not include **health or cosmetic benefits** (i.e. pain relief, anti-anxiety)
- Not include **unsubstantiated effects** (i.e. creativity)
- Not include **promotion about the energy value or nutrient amount** (i.e. zero-calorie, low-fat)
- Not be associated with **alcoholic beverages**
- Not be associated with **tobacco products**

If a description does not meet these guidelines, it will be sent back and may impact your posting date.



# What Not to Include

EXAMPLE



TOO CASUAL

**WAKE AND BAKE** with our **AWARD-WINNING** strain X

ENDORSEMENT

UNSUB-STANTIATED EFFECT

to boost your **CREATIVE ENERGY** and **RELIEVE PAIN.**

HEALTH CLAIM

Pairs best with **HANGING OUT WITH YOUR FRIENDS**

LIFESTYLE

**IN THE GREAT OUTDOORS.**



# THE DETAILS



# THC Potency mg/g



## THC GUIDELINE: DRIED FLOWER AND PRE-ROLLS



TOTAL THC CONTENT (PERCENT)	TOTAL THC CONTENT (mg/g)	ANTICIPATED POTENCY
0 – 1.99%	0 – 19.99 mg/g	Little to Minimal
2 – 6.99%	20 – 69.99 mg/g	Very Mild
7 – 11.99%	70 – 119.99 mg/g	Mild
12 – 16.99%	120 – 169.99 mg/g	Medium
17 – 20%	170 – 200 mg/g	Strong
> 20%	> 200 mg/g	Very Strong

THC is only one indicator of potency. Dosage, CBD content, method of consumption and individual factors will also affect the level of psychoactivity experienced.

You must use these guidelines to describe the THC potency of your product. They reflect packaging changes that must include mg/g by October 17, 2020.

It's important for the OCS to maintain **consistent descriptions** across LPs so our customers can make an informed product choice.

If a product falls between these ranges, it must be described by the **highest** possible potency, and described as “potency **potential**”.

A product with a THC range of **8 – 10%** should be listed as “**Mild THC Potency**”.

A product with a THC range of **120 – 200 mg/g** should be listed as “**Very Strong THC Potency Potential**”

# THC Potency

## EDIBLES, OILS AND CAPSULES



### THC GUIDELINE: EDIBLES, OILS AND CAPSULES



#### TOTAL THC CONTENT (mg/g)

0–1 mg	Little to Minimal
1–4.9 mg	Very Mild
5–9.9 mg	Mild
10–14.9 mg	Medium
15–20 mg	Strong
> 20 mg	Very Strong

THC is only one indicator of potency. Dosage, CBD content, method of consumption and individual factors will also affect the level of psychoactivity experienced.

If a product falls between these ranges, it should be described by the **highest** possible potency, and described as “potency **potential**”.

A product with a THC range of **6 – 8 mg** should be listed as “**Mild THC Potency**”.

A product with a THC range of **14 – 21 mg** should be listed as “**Very Strong THC Potency Potential**”

# THC Potency CONCENTRATES



## THC GUIDELINE: CONCENTRATES



### TOTAL THC CONTENT (PERCENT)

0–40%	0–400.99 mg/g	Little to Minimal
40–49.9%	400–499.99 mg/g	Very Mild
50–59.9%	500–599.99 mg/g	Mild
60–69.9%	600–699.99 mg/g	Medium
70–79.9%	700–799.99 mg/g	Strong
> 80%	> 800 mg/g	Very Strong

THC is only one indicator of potency. Dosage, CBD content, method of consumption and individual factors will also affect the level of psychoactivity experienced.

If a product falls between these ranges, it should be described by the **highest** possible potency, and described as “potency **potential**”.

A product with a THC range of **51 – 53%** should be listed as “**Mild THC Potency**”.

A product with a THC range of **78 – 85%** should be listed as “**Very Strong THC Potency Potential**”

# Cannabis Taste & Aroma



As our customers become more sophisticated users, their interest is moving **beyond THC content** and plant type, with more interest in **terpenes**.

On OCS.ca terpenes are displayed above the fold, so use both the short and long description to describe the **aromas and flavours** created by your strain's terpene profile.



# Street Name



CUSTOMERS ARE SEARCHING BY STREET NAME.

- Over 50% of searches on OCS.ca are for street or brand names
- People are also searching for street names on Google, and being directed to MoMs
- Including street names in your product descriptions helps customers find your product and combat the illegal market
- Include plant lineage, if possible i.e. a cross between Northern Lights and White Walker

**PLEASE ONLY INCLUDE STREET NAMES IF THEY MEET ALL REQUIREMENTS OF THE CANNABIS ACT**  
*GIRL SCOUT COOKIES, FOR EXAMPLE, SHOULD NOT BE INCLUDED*



# Processes and Brand Info



The story behind the product can be just as important as the quality of the product to our customers. This is your chance to differentiate your brand. If we put two product descriptions side-by-side, customers should be able to tell the difference, just the same way they can tell the difference between Apple and Dell, even though they're both tech companies.

Visual branding on OCS.ca is very limited, so this is your opportunity to highlight what's different about you and what your brand believes in.

# Processes and Brand Info CONTINUED



EXAMPLE PROCESS INFO AND BRAND INFO TO INCLUDE:



WHERE  
IT'S  
GROWN



HOW IT'S  
DRIED



HOW IT'S  
TRIMMED



WHAT IT'S  
GROWN IN



QA  
PRACTICES  
IN YOUR  
FACILITY



HOW THE  
STRAIN GOT  
ITS NAME



FUN  
FACTS  
I.E. PLAYING  
MUSIC TO  
PLANTS



# Effects



Customers want to understand the potential types and levels of effects when considering and comparing products.

Yet, there is currently very limited accurate, scientific information about effects available.

We have created guidelines for what we will accept as an effects claim.

**ALL EFFECTS SUBMISSIONS WILL BE  
EVALUATED TO ENSURE THEY MEET THE  
REQUIREMENTS ON THE NEXT PAGE**



# Effects



## Effects Statement Checklist:

- It is factual, tested and validated, i.e. backed by scientific research
- It is balanced (**positive** and **negative**, benefits/risks)
- The qualitative nature of the statements are expressly indicated (e.g. "it has been reported that...")
- The source of the data is identified
- OCS acknowledges that individual results may vary and does not provide any assurance that historically reported results will be experienced by new user
- It does not include any health-related representations

**ALL EFFECTS SUBMISSIONS WILL BE EVALUATED TO ENSURE THEY MEET THE ABOVE REQUIREMENTS.**



# SAMPLE PRODUCT DESCRIPTIONS

# Dried Flower SAMPLE

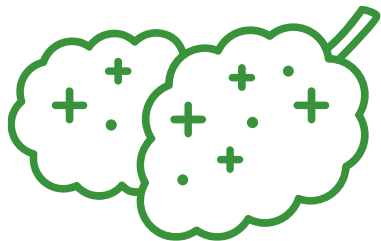


## SHORT 147/150 CHARACTERS

With strong THC potency potential, this sativa-dominant hybrid features herbal and sweet citrus notes of fresh dill, raspberry and orange sorbet.

## LONG 605/1000 CHARACTERS

Featuring strong THC potency potential, **Our Product** is a sativa-dominant hybrid of **Street Name 1** and **Street Name 2**. From large, tightly-wound, olive-green flowers frosted with sugary trichomes, **Our Product** showcases aromas and flavours of dill and parsley (pinene), raspberry and orange sorbet (myrcene), and oregano (caryophyllene). **Our Product** was grown on the west coast of British Columbia's Vancouver Island. Grown in a high-tech greenhouse in B.C., each bud is carefully trimmed and hand-groomed, dried and cured to our exact standards.

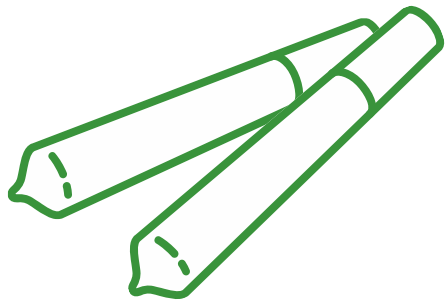


# Pre-Rolls SAMPLE



## SHORT 147/150 CHARACTERS

This evenly-milled pre-roll is sativa-dominant with strong THC potency potential and a lemony pine aroma.



## LONG 855/1000 CHARACTERS

**Our Product** is a sativa-dominant, strong THC potency potential strain that's also known as **Street Name**. It boasts flavours of lemon and pine that come from its dominant terpenes: myrcene, terpinolene, caryophyllene and pinene. Each pre-roll is evenly-milled and machine-rolled to meet our high quality standards. All of our **Our Product** pre-rolls use cooling filters and a slim, straight profile for a superior smoking experience. Grown indoors in Mississauga, Ontario, the svelte, unique flowers of **Our Product** are precisely machine-trimmed then dried using a rack and tray method. Every element of production, from planting to harvesting is tracked on our proprietary software. Soil nutrients, humidity and plant height are just some of the over 1,000 data points analyzed by our growers to create tailored micro-climates suited to each specific strain.

# Oils & Capsules SAMPLE



## SHORT 120/150 CHARACTERS

**Our Product** from Napanee, Ont., is a full-spectrum balanced product featuring 1:1 CBD to THC ratio and mild THC potency.



## LONG 697/1000 CHARACTERS

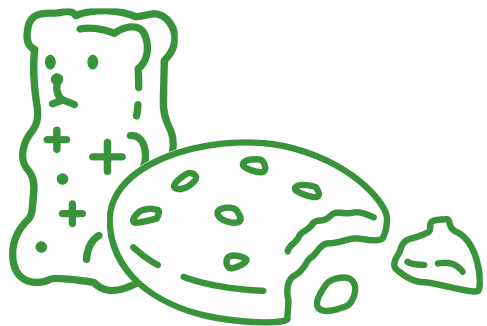
**Our Product** is made in Napanee, Ontario, where the pure cannabis oil is extracted from a greenhouse-grown indica-dominant hybrid strain (**Street Name**) using supercritical CO2 extraction and blended with pharmaceutical-grade MCT oil. **Our Product** has a 1:1 ratio of THC to CBD and boasts a mild THC & CBD potency of 9-11 mg/ml. It comes in 20 ml bottles and can be released under the tongue from the dropper or included syringe according to instructions. **Our Product** has a mild cannabis taste. All **Our Brand** products are carefully crafted by leading experts to deliver a product we're proud of. All oil products sold at OCS.ca are for ingestion only. DO NOT smoke or vape these oils. Use as directed.

# Edibles SAMPLE



## SHORT 144/150 CHARACTERS

Made with fair-trade cacao and infused with sativa-dominant cannabis extract, this dark chocolate bar is carefully crafted from start to finish.



## LONG 989/1000 CHARACTERS

This rich dark chocolate **Our Product** is made with 73% cacao, sweetened with organic coconut sugar and infused with our expertly-grown cannabis. Each square contains a balanced, moderate 2.5 mg of THC and 2.5 mg of CBD, 10 mg of each total, a medium potency. We source only organic, fair-trade, and regeneratively-grown cacao to ensure we are stewarding positive change in the environment and communities we interact with. Our cannabis is grown indoors just outside of Kingston, Ontario in our 45,000 square foot facility. The buds are machine-trimmed, then the THC, CBD, and terpenes are extracted using ethanol extraction. **Our Company** is a purpose-driven organization based in Victoria, B.C. We infuse premium cannabis sativa plant into our line of artisanal goods and take a holistic approach when formulating our products. Individual ingredients are carefully selected to complement our ethanol-extracted, full-spectrum extract, in order to elevate our customers' every day experiences.

# Beverages

SAMPLE



## SHORT 134/150 CHARACTERS

Chamomile buds, rose hibiscus flowers, and raspberries are mixed with sparkling tonic and infused with cannabis to create **Our Product**.



## LONG 801/1000 CHARACTERS

**Our Product** is made with a delicious blend of dried chamomile buds, rose hibiscus flowers, ripe raspberries and infused with 2.5mg of THC from Ontario-grown cannabis, a moderate potency. **Our Product** is infused with THC from the indica-dominant Shiskaberry, which was grown in our state-of-the-art greenhouses in Kitchener, Ontario and extracted using our patented CO2 extraction methods. The dominant terpenes in this strain are Myrcene, Linalool, and Pinene giving it a sweet citrusy taste that complements the tastes of the organic dried chamomile, non-GMO rose hibiscus flowers, and 100% Canadian ripe raspberries. **Our Brand** crafts sparkling tonics in small batches infused with expertly cured cannabis flowers. Formulated with specific blends of THC, CBD, natural terpenes, fruits and botanicals.

# Topicals SAMPLE



## SHORT 126/150 CHARACTERS

Brightly scented with lavender and rosemary essential oils, this non-greasy balm is infused with 500 mg of hemp-extracted CBD.



## LONG 620/1000 CHARACTERS

**Our Product** is infused with 500 mg of CBD and blended with plant-based oils for a balm that goes on smoothly, absorbs quickly and doesn't leave a greasy residue. We CO2-extract organic Canadian hemp to extract full-spectrum CBD Oil for each product. Our balm contains less than 0.3% THC, so you won't experience any of the psychoactive, or "high", effects associated with cannabis. Enriched with soothing essential oils like lavender and rosemary, it moisturizes the skin, while leaving a pleasant, floral fragrance behind. Our all-natural formula is made without parabens, phthalates, artificial colors, or alcohol.



# Vape Cartridges SAMPLE

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## SHORT 111/150 CHARACTERS

This full-spectrum THC oil is flavoured with our all-natural terpene profile from our hybrid **Our Strain** strain.



## LONG 483/1000 CHARACTERS

Compatible with PAX Era only. This 0.5 g cartridge is precisely blended with full-spectrum 400mg/ml THC oil, a very mild THC potency, and flavoured with an all-natural terpene profile. **Our Product** is free of solvents, impurities, pigments, lipids, fillers, and waxes. Extracted with CO2 to preserve the full terpene profile. Lasts up to 150 uses. **Our Strain** is a hybrid cannabis strain from **Street Name 1** and **Street Name 2**, grown in our sun-filled greenhouse based in Victoria, B.C.

# Hash SAMPLE



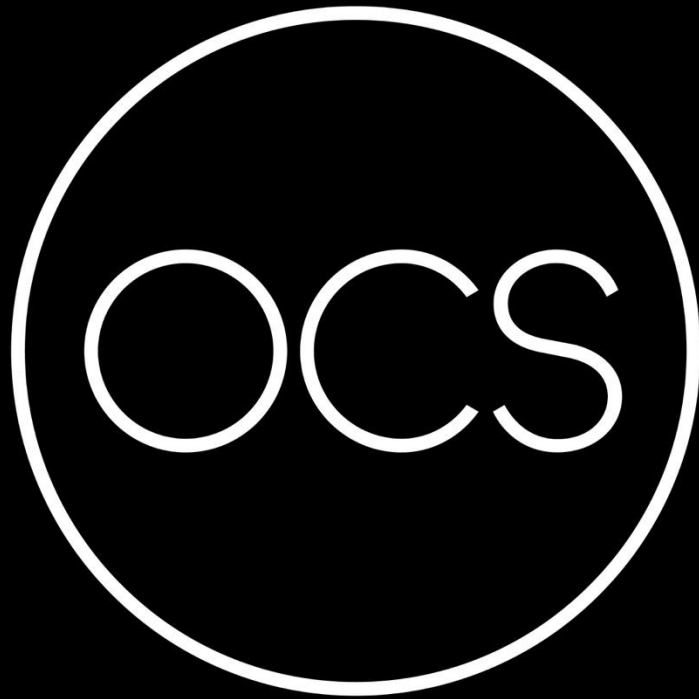
## SHORT 133/150 CHARACTERS

Made from potent dry-aged kief, this Lebanese hash is made with tradition, artistry, and technology to create an exceptional product.



## LONG 877/1000 CHARACTERS

**Our Hash** begins with dry-aged kief that's pure and potent. Our proprietary manufacturing process crafts authentic Lebanese hash that's 600 mg/g, a medium THC potency, and no CBD. **Our Brand** skillfully crafts solvent-less extracts with exceptionally-grown cannabis, along with a nod to tradition for an authentic concentrate. Through recreating the classics like kief brick, Lebanese hash, and Moroccan hash, along with modern counterparts such as rosin, bubble hash, and infused flower (commonly referred to as caviar), we blend tradition, artistry, and technology to make quality hash. Our extraction methods concentrate cannabis's richest features to enhance potency without introducing solvents that sacrifice the plant's native chemical structure. The result is a cleaner concentrate that naturally enhances the terpene and cannabinoid profiles inherent to premium cannabis.



# ONTARIO CANNABIS STORE

Questions?

Contact Carly McCready, Copywriter  
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