

# OCS PRODUCT DESCRIPTION GUIDELINES

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**NOTE:** The OCS may edit product descriptions for conciseness and clarity. The OCS also reserves the right to omit any content that the OCS believes in its sole discretion may not adhere to the Cannabis Act and Cannabis Regulations. You will not be notified in the event of any such revisions by the OCS.

# THE BASICS



# WHY PRODUCT DESCRIPTIONS MATTER

Customers rate **details and descriptions** as very important factors in selecting products.

Customers are looking for additional details to help them choose, compare and understand products. The majority do not know the exact product they want prior to online shopping — they make their decisions while browsing.

Most customers say they make key purchasing decisions based on product details.

**28%**

of buyers say they do research prior to in-person shopping to minimize the time spent in-store

**48%**

of online shoppers say they use OCS.ca primarily as an information source



SOURCE: 2024 survey conducted on behalf of the OCS

# CHARACTER COUNTS



## SHORT DESCRIPTION

The short description has a maximum of 200 characters, including spaces.

BACK FORTY


### S'Mores

00826061228333  
\$4.45 / pack  
Taxes included

**THC** ⓘ  
10.00 mg

**CBD** ⓘ  
0.00 mg

**PLANT TYPE** ⓘ  
Blend



**SIZE**  
1x7.6g  
\$4.45  
\$4.45 / pack  
0.50 g cannabis equiv.

**QTY** - 1 +

**ADD TO BAG** | \$4.45

**IN STOCK ONLINE**

Back Forty S'mores chocolate is 10 mg of pure THC distillate in a single piece of delicious chocolate. [LEARN MORE >](#)

**DIETARY INFORMATION** [SEE FULL LIST >](#)

ALLERGENS	CERTIFIED
EGGS	None provided.
PEANUTS	
SULPHITES	
TREE NUTS	
WHEAT AND TRITICALE	

## LONG DESCRIPTION

The long description has a maximum of 1,000 characters, including spaces.

### About This Product

First, you take the graham ... actually, scrap that. Back Forty just made s'mores THAT much easier. Back Forty S'mores chocolate is 10 mg of pure THC distillate in a single piece of delicious chocolate that combines the flavours of marshmallow, graham crackers and, of course, chocolate. This mouthwatering combination will take you to your very own campfire in the back forty. Always packaged in a resealable foil pouch to make sure your chocolate stays fresh. Back Forty requires no introduction because it already feels familiar with a product suite that fits seamlessly into your day-to-day. Without the need to overthink it, Back Forty provides a better experience for less. Take a trip and explore the Back Forty.

LICENSED PRODUCER	?	Dosecann
BRAND	?	Back Forty
THC	?	10.00 mg
CBD	?	0.00 mg
PLANT TYPE	?	Blend
ALLERGENS	?	EGGS, PEANUTS, SULPHITES, TREE NUTS, WHEAT AND TRITICALE
STORAGE CRITERIA	?	Store in a cool, dry place
GTIN#	?	00826061228333



# TONE & 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 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 (e.g., “stoner,” “wake and bake” or “buzz”)
- Infuse as much of your brand personality as possible!



# WHAT TO INCLUDE



## Dried Flower & Pre-Rolls

### PRIORITIZE:

- THC and CBD potency
- minor and other cannabinoids
- plant type (indica, sativa, hybrid)
- aroma
- taste
- street name
- paper and filter type (for pre-rolls)
- cone or straight shape (for pre-rolls)

### ROUND OUT YOUR DESCRIPTION WITH:

- production process
- what makes your brand unique



# WHAT TO INCLUDE



## Oils & Capsules

### PRIORITIZE:

- THC and CBD potency
- extraction method
- carrier oil
- plant type (indica, sativa, hybrid)
- street name
- method of consumption
- taste (if applicable)

### ROUND OUT YOUR DESCRIPTION WITH:

- production process
- what makes your brand unique





# WHAT TO INCLUDE



## Edibles

### PRIORITIZE:

- THC and CBD potency
- description of carrier (e.g., flavour, ingredients, texture)
- extraction method
- allergens (if applicable)

### ROUND OUT YOUR DESCRIPTION WITH:

- production process
- what makes your brand unique



# WHAT TO INCLUDE



## Topicals

### PRIORITIZE:

- THC and CBD potency
- description of carrier (e.g., scent, ingredients, texture)
- extraction method
- application instructions

### ROUND OUT YOUR DESCRIPTION WITH:

- production process
- what makes your brand unique



# WHAT TO INCLUDE



## Concentrates

### PRIORITIZE:

- THC and CBD potency
- extraction method
- terpene profile:
  - naturally occurring
  - plant-derived or cannabis-derived
  - single-strain or full-spectrum
- solvent type
- strain-specific info
- usage recommendations (e.g., to be used with xx accessory)

### ROUND OUT YOUR DESCRIPTION WITH:

- production process (e.g., flash-frozen and sifted manually, processed using a press)
- what makes your brand unique





# WHAT TO INCLUDE

## Vapes

### PRIORITIZE:

- format (e.g., 510 thread, PAX Era, all-in-one)
- fill amount in ml or g
- single-strain sourced or terpene-replicating
- Bluetooth connection, rechargeable, premium materials
- special instructions for use
- approximate number of uses

### ROUND OUT YOUR DESCRIPTION WITH:

- production process
- what makes your brand unique





# WHAT NOT TO INCLUDE

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This is a summary of elements that may not be included. 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** (e.g., best, award-winning)
- 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 (e.g., great for hanging out with friends outdoors)
- not include **health or cosmetic benefits** (e.g., pain relief, anti-anxiety)
- not include **unsubstantiated effects** (e.g., boost creativity, promote sleep)
- not include promotion about the **energy value or nutrient amount** (e.g., sugar-free, low-fat)
- not be associated with **alcoholic beverages** (e.g., cocktail-style, beer-like; beer substitute)
- not be associated with **tobacco products**

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

# THE DETAILS



# CANNABIS TASTE & AROMA



As the industry and consumers become more sophisticated, interest is moving beyond THC content and plant type to include terpenes.

On OCS.ca, terpenes are displayed near the bottom of the page, so use both the short and long descriptions 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 illegal mail-order marijuana websites.

Including street names in your product descriptions helps customers find your product and combat the illegal market.

Include plant lineage, if possible (e.g., a cross between Northern Lights and White Walker).





# PROCESSES & BRAND INFO

To customers, the story behind the product can be just as important as the quality of the product. This is your chance to differentiate your brand. If two product descriptions are placed side by side, customers should be able to tell the difference.

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.

## EXAMPLES PROCESS 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  
(e.g., music is played  
to the 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 statements about effects.

## EFFECTS STATEMENTS REQUIREMENTS:

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



**EFFECTS SUBMISSIONS MAY BE EVALUATED TO ENSURE THEY MEET THE REQUIREMENTS OUTLINED HERE.**

# THC POTENCY



You must use these guidelines to describe the THC potency of your product.

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 (e.g., dried flower with a THC range of 120 to 200 mg/g should be described as having “very strong THC potency potential”).

## THC GUIDELINES

Potency Potential	Dried Flower and Pre-Rolls: Total THC Content	Dried Flower and Pre-Rolls: Total THC Content	Edibles, Oils and Capsules	Concentrates: Total THC Content	Concentrates: Total THC Content
Little to minimal	0 – 1.99%	0 – 19.99 mg/g	0 – 1 mg	0 – 40%	0 – 400.99 mg/g
Very mild	2 – 6.99%	20 – 69.99 mg/g	1 – 4.9 mg	40 – 49.9%	400 – 499.99 mg/g
Mild	7 – 11.99%	70 – 119.99 mg/g	5 – 9.9 mg	50 – 59.9%	500 – 599.99 mg/g
Medium	12 – 16.99%	120 – 169.99 mg/g	10 – 14.9 mg	60 – 69.9%	600 – 699.99 mg/g
Strong	17 – 20%	170 – 200 mg/g	15 – 20 mg	70 – 79.9%	700 – 799.99 mg/g
Very strong	> 20%	> 200 mg/g	> 20 mg	> 80%	> 800 mg/g

# SAMPLE PRODUCT DESCRIPTIONS





# DRIED FLOWER SAMPLE DESCRIPTIONS

## SHORT: 132/200 CHARACTERS

With strong THC potency potential, this sativa-dominant hybrid features pinene and myrcene, producing herbal and sweet citrus notes.

## LONG: 463/1,000 CHARACTERS

Featuring strong THC potency potential, Our Product is a sativa-dominant hybrid of Street Name1 and Street Name2. The large, tightly wound olive-green flowers frosted with sugary trichomes showcase aromas and flavours of dill and parsley (pinene), raspberry and orange sorbet (myrcene) and oregano (caryophyllene). Our Product was grown in a high-tech greenhouse in B.C., and each bud is carefully trimmed and hand-groomed, dried and cured to our exact standards.



# PRE-ROLLS SAMPLE DESCRIPTIONS

## SHORT: 150/200 CHARACTERS

This evenly milled sativa pre-roll with strong THC potency potential has a lemony pine aroma thanks to myrcene, terpinolene, caryophyllene and pinene.



## LONG: 784/1,000 CHARACTERS

Our Product is a sativa, 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 pre-rolls use cooling filters and a slim, straight profile for a superior smoking experience. Grown indoors in Mississauga, Ont., the slender, unique bud of Our Product is 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 DESCRIPTIONS

## SHORT: 111/200 CHARACTERS

Made in Napanee, Ont., our full-spectrum balanced Product features a 1:1 CBD to THC ratio and mild THC potency.

## LONG: 597/1,000 CHARACTERS

Our Product is made in Napanee, Ont., 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 and CBD potency of 9 to 11 mg/ml. It comes in 20 ml bottles and can be placed under the tongue using the included dropper according to instructions. Our Product has a mild cannabis taste. All Our Brand oil products sold at OCS.ca are for ingestion only. Do not smoke or vape these oils. Use as directed.

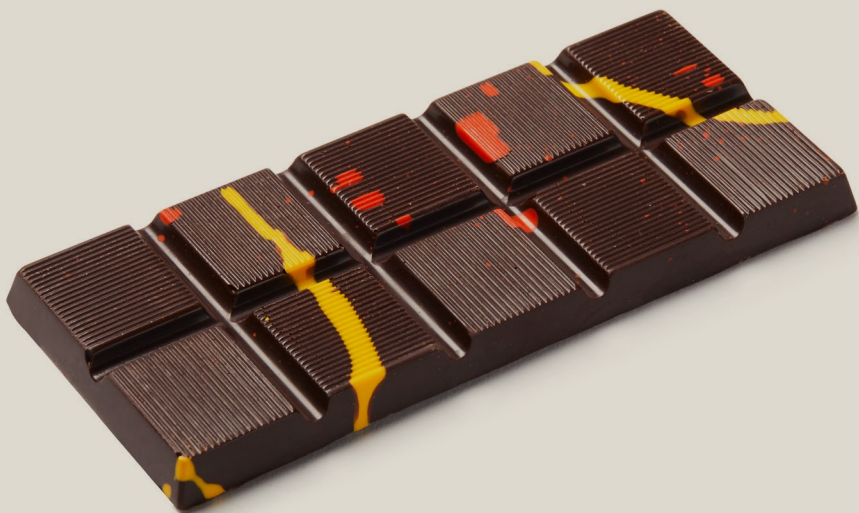




# EDIBLES SAMPLE DESCRIPTIONS

## SHORT: 144/200 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: 958/1,000 CHARACTERS

This rich dark chocolate bar 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 for 10 mg of each in every bar. 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, Ont., in our 45,000-square-foot facility. The buds are machine-trimmed and 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 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' everyday experiences.



# BEVERAGES SAMPLE DESCRIPTIONS

## SHORT: 133/200 CHARACTERS

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

## LONG: 650/1,000 CHARACTERS

Our Product is made with a delicious blend of dried organic chamomile buds, rose hibiscus flowers and 100% Canadian ripe raspberries, and infused with 2.5 mg of THC from Ontario-grown Shiskaberry cannabis. This indica-dominant strain, cultivated in our state-of-the-art greenhouses in Kitchener, Ont., is extracted using our patented CO2 methods. Dominant terpenes like myrcene, linalool and pinene provide a sweet citrusy taste that complements the ingredients. Our Brand crafts sparkling tonics in small batches, infused with expertly cured cannabis flowers and formulated with specific blends of THC, CBD, natural terpenes, fruits and botanicals.



# TOPICALS SAMPLE DESCRIPTIONS

## SHORT: 126/200 CHARACTERS

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

## LONG: 537/1,000 CHARACTERS

Our Product is infused with 500 mg of full-spectrum CBD that's been CO2-extracted from organic Canadian hemp. Our balm contains less than 0.3% THC, so you won't experience any of the psychoactive (or "high") effects associated with consuming cannabis in other ways. Enriched with soothing plant-based essential oils, including lavender and rosemary, it moisturizes the skin while leaving behind a pleasant, floral fragrance without any residue. Our all-natural formula is made without parabens, phthalates, artificial colours or alcohol.



# VAPES SAMPLE DESCRIPTIONS

## SHORT: 109/200 CHARACTERS

The full-spectrum THC oil in this cart is flavoured with all-natural terpenes from our hybrid Product strain.

## LONG: 474/1,000 CHARACTERS

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



# HASH SAMPLE DESCRIPTIONS

## SHORT: 134/200 CHARACTERS

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



## LONG: 767/1,000 CHARACTERS

Our Product contains only strong THC potency dry-aged kief that's hand-pressed. Our Brand skillfully crafts solventless 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 concentrate that naturally enhances the terpene and cannabinoid profiles inherent to premium cannabis.