

Product Description Guidelines for Product Registration:

This guideline was created to provide clarity around the desired product description information LPs should be providing at time of product application submission and product registration. The product description provides an opportunity to communicate additional product specific information to retailers.

There are two product descriptions that are displayed on the wholesale website, Short and Long. The short description is a brief overview of the product, and the long description contains more detailed product information. Both the short and long descriptions are generated from the LP provided product description at time of product registration.

Things to note:

- BC LDB may paraphrase provided descriptions to ensure compliance with regulations or for the purpose of clarity.
- Please contact cannabis.products@bcldb.com if you have questions related to this product description guideline.
- If your current product description requires updating, use the product change request form available on <https://www.bcldb cannabisupdates.com/bcldb-cannabis-supplier-information> and return to cannabis.vendor@bcldb.com

Things to include where applicable:

Wholesale Product Description Attributes	Flower	Pre-roll	Infused Pre-roll	Concentrates	Vapes	Edibles & Ingestible Extracts	Beverages	Seeds	Topicals
Units of measure: e.g. 2 x 5mg chews, 30 softgels x 10mg THC, 2x7g of different flower types (Variety Packs)	Variety Packs	Variety Packs				X		X	
Product Characteristics: e.g. Milled, Rotational, Smalls, Top Colas, Blunts, Glass Tip, Cones, Variety Pack, etc.	X	X	X					X	X
Species: e.g. Sativa dominant, Indica dominant, Hybrid, Blend, Rotating Strain Specific Sativas, Unspecified Indica flower	X	X	X	X	X			X	
Lineage: e.g. Parent strains of the featured cultivar	X	X		X	X			X	
Genetic Background: Breeder, Phenotype, in-house cross, back-cross, etc. (as applicable)	X	X						X	
Unique Production Techniques: e.g. Grow Medium (aeroponic, living soil, etc.), Post harvest processes (hang dry/ hand trim), Non-irradiated/e-beamed	X	X						X	
Unique Selling Proposition: e.g. Vegan, Sugar-Free, Organic, Full Melt, Limited Time Only	X	X	X	X	X	X	X		X
Cannabinoids & Terpenes: e.g. Noteworthy Cannabinoid Content (CBD, CBG, CBN, CBC, THC-V), Min. Guaranteed Total Terpene %	X	X	X	X	X	X	X	X	X
Flavour/Aroma : e.g. Gassy, Piney, Watermelon, Peach, etc.	X	X	X	X	X	X	X	X	X
Extraction Type(s): e.g. Distillate, Live Resin, Live Rosin, Liquid Diamonds, Blend of multiple			X	X	X	X	X		
Added Terpene Source(s): e.g. Cannabis Derived, Botanical Derived, Flavouring agents			X	X	X	X	X		
Cartridge Hardware Type: e.g. 510 Thread, Proprietary closed loop					X				
Seeds: e.g. Photoperiod vs. autoflowering, feminized vs. regular, lineage, species, flowering time, unique growing instructions								X	

Things NOT to include:

- Dynamic attributes that may change from Lot to Lot e.g. *Potency ranges and terpene percentages (unless guaranteed minimums)*
- Health claims or information related to a product's perceived or intended effects.
- Information about a products price or distribution.
- Information that may be deemed appealing to young persons.
- Testimonials or endorsements
- Depiction of a person, character, or animal, whether real or fictional
- Evoking a positive or negative emotion about a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.