



The *new* face of Big Tobacco

Say NO to Big Marijuana in New Zealand

Same corporates.
Same objectives.
Same addiction.
New product.



POTENCY

When drug advocates talk about marijuana, they're not referring to your parent's pot. The 2%-THC of the 'Woodstock weed' era has been replaced by popping a handful of gummy bears containing 10 times the legal limit of THC per serving, or a 90% THC dab.

It was just a plant – but it isn't today. **This debate is about commercialised THC (the psychoactive ingredient) and the next Big Tobacco. It is a fundamentally different, harder drug.**

NOT YOUR PARENTS' POT

Drug growers increase the potency of marijuana in order to raise prices – and therefore profits. By experimenting with breeding practices and cultivation techniques over many years, growers have been able to greatly elevate the THC level found in the oily resin of the plant's leaves and flowers.

While dope shops do see forms of cannabis plants, much of the business is in concentrates, edibles, and THC that can be vaporised, based on the extraction of highly potent THC from the plant, manufactured into every possible way to consume that THC.

The United Nations Office on Drugs and Crime (UNODC) summed up the issue in their 2012 report, saying that THC content and the potency of cannabis have been increasing over the past 30 years. **Higher THC content can increase anxiety, depression, and can increase the risk of psychotic symptoms, dependence, and adverse effects on the respiratory and cardiovascular systems in regular users.**

In Colorado, the average THC content of all tested flower in 2017 was 19.6% and the average potency of concentrated extract products was 68.6%. Potency rates of up to 95% have been recorded. The legal limit of how much THC could be put in an edible in Colorado was 10mg. The majority of THC gummy bears contain 40 milligrams of THC – in each one. The marijuana industry has fought back efforts to limit THC potencies in Colorado.

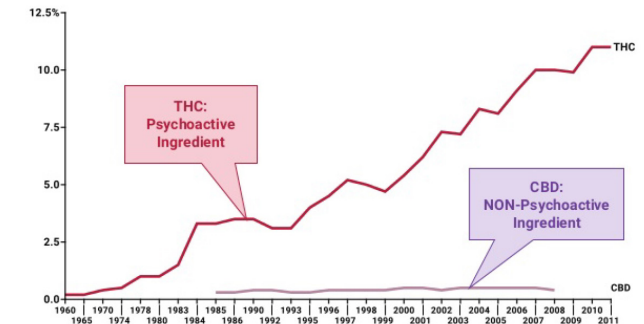
Highly potent concentrates and edibles have been tied to a spike in hospitalisations – including many children – and even deaths. Edibles come in innocuous forms like candies, sodas and cookies that can be deceiving and attractive to kids, while highly potent liquids and waxes can be consumed in new dangerous ways.

“... when we create a licit industry selling an abusable drug, the resulting businesses will have a strong profit incentive to create and sustain abusive consumption patterns, because people with substance-abuse disorders consume most of the product. Supplying moderate or controlled use is merely a side business. So if we create a licit cannabis or cocaine industry, we should expect the industry's product design, pricing, and marketing to be devoted to creating as much addiction as possible.”

Drugs and Drug Policy: What Everyone Needs to Know (Oxford Press, 2011)

Marijuana has also become significantly more potent since the 1960s

Average THC and CBD levels in the United States



Source: Melmed et al., 2010

Image Source: Smart Approaches to Marijuana (SAM)



Colorado billboard

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In the UK, most cannabis being sold illegally is super-strength 'skunk' linked to a higher risk of psychotic mental health episodes. In 2016, 94% of police seizures were high-potency marijuana, compared to 85% in 2008 and 51% in 2005.

For additional information, including source references:
SayNopeToDope.org.nz/potency

Correct as at time of printing. We welcome any documented corrections.