

COMPLIANCE PROMOTION: CANNABIS VISIBILITY IN RETAIL SPACES

March 20, 2026

Dear authorized provincial cannabis retailer,

In 2023 British Columbia removed the requirement for window coverings in licensed cannabis retail stores to increase safety of staff and patrons. A new provincial term and condition ensures retailers remain compliant with federal legislation related to cannabis product and accessory visibility. Term and condition 4.2.10.1 in the Liquor and Cannabis Regulation Branch's [Cannabis Retail Store Licence Handbook](#) and the [Producer Retail Store Licence Handbook](#) requires that cannabis, cannabis accessories or packaging and labelling of cannabis and cannabis accessories must not be displayed in store windows.

Health Canada has noted the potential for instances where cannabis products, cannabis accessories and associated promotions could be visible from outside retail stores and could be seen by young people. This would be non-compliant with the requirements in the federal legislation ([Cannabis Act](#) and [Cannabis Regulations](#)).

The information below is intended to provide you with guidance on the federal requirements that apply to promotions and displays for cannabis products and cannabis accessories to help you ensure your store is compliant.

WHAT ARE THE FEDERAL REQUIREMENTS ON THE PROMOTION AND DISPLAY OF CANNABIS PRODUCTS AND ACCESSORIES

Sections 29 and 30 of the *Cannabis Act* **prohibit displays of cannabis, cannabis accessories or their packages and labels in a way that can be seen by a young person.** These restrictions apply to your store including in situations where cannabis or cannabis accessories could be visible through store windows or entrances.

Section 104.17 of the *Cannabis Regulations* **prohibits any promotions for cannabis, a cannabis accessory or a service related to cannabis to be seen or heard from outside a place where young people are not permitted,** including your store.

WHY ARE THE REQUIREMENTS IMPORTANT

The federal requirements are intended to **protect youth by minimizing their exposure to cannabis and cannabis accessories and their promotions.**

The inside of cannabis retail stores is an important source of promotion where customers are exposed to product displays, posters and signs featuring branded imagery. Even if young people are not allowed inside cannabis retail stores per provincial or territorial rules, they can still be exposed if cannabis, cannabis accessories, packaging or promotional materials are visible from outside your store.

As the number of authorized cannabis retail stores in Canada has grown, so has young people's exposure to cannabis and its promotions. When cannabis or related products are visible from outside the retail space, it can increase brand awareness and spark interest among youth which are both factors linked to higher cannabis use. Young people are even more likely to be exposed when they live near cannabis retail stores or when those stores are located in places they often visit, like busy shopping areas.

HOW CAN RETAILERS MEET THESE REQUIREMENTS

While the Act and Regulations do not specify how you must block the visibility of cannabis, cannabis accessories, their packaging and any associated promotions, you are still responsible for ensuring these items cannot be seen by young people.

It is up to you to decide how to prevent cannabis products and accessories and their promotions being visible from outside your store. Some non-exhaustive considerations include:

- Store layout and design
- Product placement strategies
- Use of display cases or other shielding
- Window coverings where necessary

COMPLIANCE AND ENFORCEMENT

Health Canada is responsible for enforcing the *Cannabis Act* and *Cannabis Regulations*. All potential non-compliance is assessed based on health and safety risks, including the risk of exposure to young people. Any actions taken will be consistent with Health Canada's [compliance and enforcement policy](#).

Retailers are encouraged to review their current approach and take proactive measures to make sure they are compliant with the applicable requirements. For more information, please refer to the resources below.

RESOURCES

- [Promotion of cannabis: Prohibitions and permissions in the *Cannabis Act* and *Regulations*](#)
- [Packaging and labelling guide for cannabis products](#)
- [Cannabis Act](#) and [Cannabis Regulations](#)
- Stay informed through updates on the [Cannabis and Industrial Hemp webpage](#).

CONTACT US

Questions about compliance requirements? Contact us at:

 compliance-cannabis-conformite@hc-sc.gc.ca or check out the [Cannabis and industrial hemp contact information webpage](#).

IMPORTANT NOTICE

This letter is intended to support authorized PT cannabis retailers in understanding and complying with the *Cannabis Act* and its regulations. In the event of any discrepancy between this document and the legislation, the legislation shall prevail. For a full understanding of your obligations, please refer to the [Cannabis Act](#), [Cannabis Regulations](#), and any applicable federal, provincial, territorial, or municipal legislation. Thank you for your continued dedication to maintaining compliance and supporting public health and safety. We look forward to continuing to work together to ensure a responsible and thriving cannabis industry in Canada.

Thank you,

Health Canada

