

Date and Time: Friday, 29 August 2025 10:38□pm +08

Job Number: 261511620

Document (1)

1. [Cal Health & Saf Code § 111926](#)

Client/Matter: -None-

Search Terms: targeted advertising

Search Type: Natural Language

Narrowed by:

Content Type

US Statutes and Legislation

Narrowed by

All Jurisdictions: California,Florida

Cal Health & Saf Code § 111926

Current through Ch. 95 of the legislation from the 2025-2026 Regular Session, effective as of July 30, 2025

Deering's California Codes Annotated > *HEALTH AND SAFETY CODE (§§ 1 — 152000)* > *Division 104 Environmental Health (Pts. 1 — 15)* > *Part 5 Sherman Food, Drug, and Cosmetic Laws (Chs. 1 — 9)* > *Chapter 9 Industrial Hemp (Arts. 1 — 10)* > *Article 7 Labeling and Advertisement (§§ 111926 — 111926.3)*

Notice

 This section has more than one version with varying effective dates.

§ 111926. Packaging, labeling, and advertising laws; Audience restrictions **[Effective until January 1, 2026]**

- (a) A manufacturer, distributor, or seller of an industrial hemp product shall follow packaging, labeling, and advertising laws, including, but not limited to, Chapter 4 (commencing with [Section 110290](#)), and federal laws incorporated or applicable in this state, including, but not limited to, [Sections 110100](#), [110340](#), [110371](#), [110380](#), 110382, and [110407](#) and shall not violate this part.
- (b) A manufacturer, distributor, or seller of industrial hemp shall not do any of the following:
- (1) Directly target advertising or marketing to children or to persons who are pregnant or breastfeeding.
 - (2) Advertise or market on a billboard or similar advertising device located on an interstate highway or on a state highway that crosses the California border.
 - (3) Advertise or market industrial hemp products in a manner intended to encourage persons under 21 years of age to consume industrial hemp products.
 - (4) Publish or disseminate advertising or marketing that is attractive to children.
 - (5) Advertise or market industrial hemp products on an advertising sign within 1,000 feet of a daycare center, school providing instruction in kindergarten or any of grades 1 to 12, inclusive, playground, or youth center.
- (c) Advertising or marketing placed in broadcast, cable, radio, print, or digital communications shall only be displayed where at least 70 percent of the audience is reasonably expected to be 18 years of age or older, as determined by reliable, up-to-date audience composition data.
- (d) A violation of this section shall be subject to the requirements, fines, and penalties of *Section 26152.2 of the Business and Professions Code*.

History

Added [Stats 2021 ch 576 § 10 \(AB 45\)](#), effective October 6, 2021. Amended [Stats 2024 ch 899 § 3 \(SB 1498\)](#), effective January 1, 2025.

Annotations

Notes

Amendments:

Amendments:

2024 Amendment (ch 899):

Added (b); redesignated former (b) as (b)(1); deleted “A hemp manufacturer shall not” at the beginning of (b)(1); added (b)(2) through (b)(5); and added (d).

2025 Amendment (ch 67):

Deleted “110382” following “110380” in (a).

Research References & Practice Aids

Hierarchy Notes:

[*Cal Health & Saf Code Div. 104*](#)

Deering's California Codes Annotated
Copyright © 2025 All rights reserved.

End of Document