

# QR Code Flyers

One Scan to Education and Product Clarity

## **Purpose of QR Flyers**

QR flyers bridge the gap between busy retail environments and deeper education.

With a single scan, customers can access chemotype data, dosing notes, and stack suggestions for each product family.

## **What Customers See**

Ingredients and cannabinoid/terpene snapshots.

Suggested use, timing guidance, and simple warnings.

Recommended capsule, spray, and inhalation pairings within the same effect family.

## **How Retailers Can Use Them**

Place flyers near each product family and at checkout.

Encourage first-time or curious customers to scan before purchase and to bookmark pages for later reference.

## **Key Takeaway**

One quick scan can dramatically improve understanding and reduce misuse—QR flyers make CARTA's educational ecosystem instantly accessible.

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