Ohio Department of Commerce
Medical Marijuana Control Program

MMCP New Product Submission Process

This instruction guide is to assist cultivators and processors in introducing new medical marijuana products to market. Following the outlined submission process will allow for a smooth product to market release.

New Product Submission Process:
1. Strain Name Approval (required for new strains)
2. New Product Concept Worksheet (encouraged)
3. Product Item (ID) Assignment (required)
4. Packaging and Labeling Request (required)
5. Advertising Request (required)

The process includes an optional New Product Concept Worksheet for licensees to submit new product descriptions, including mockups or illustrations, relevant forms and methods, and dosing information. The MMCP encourages all licensees to complete the New Product Concept Worksheet to streamline a coordinated Commerce and Pharmacy review and approval of Product Item (ID), packaging and labeling, and advertising submissions of the new product.

The New Product Submission Process requires licensees to obtain approval of a Product Item (ID) for the new product before submission of packaging, labeling, and advertising requests for Commerce and Pharmacy review and approval.
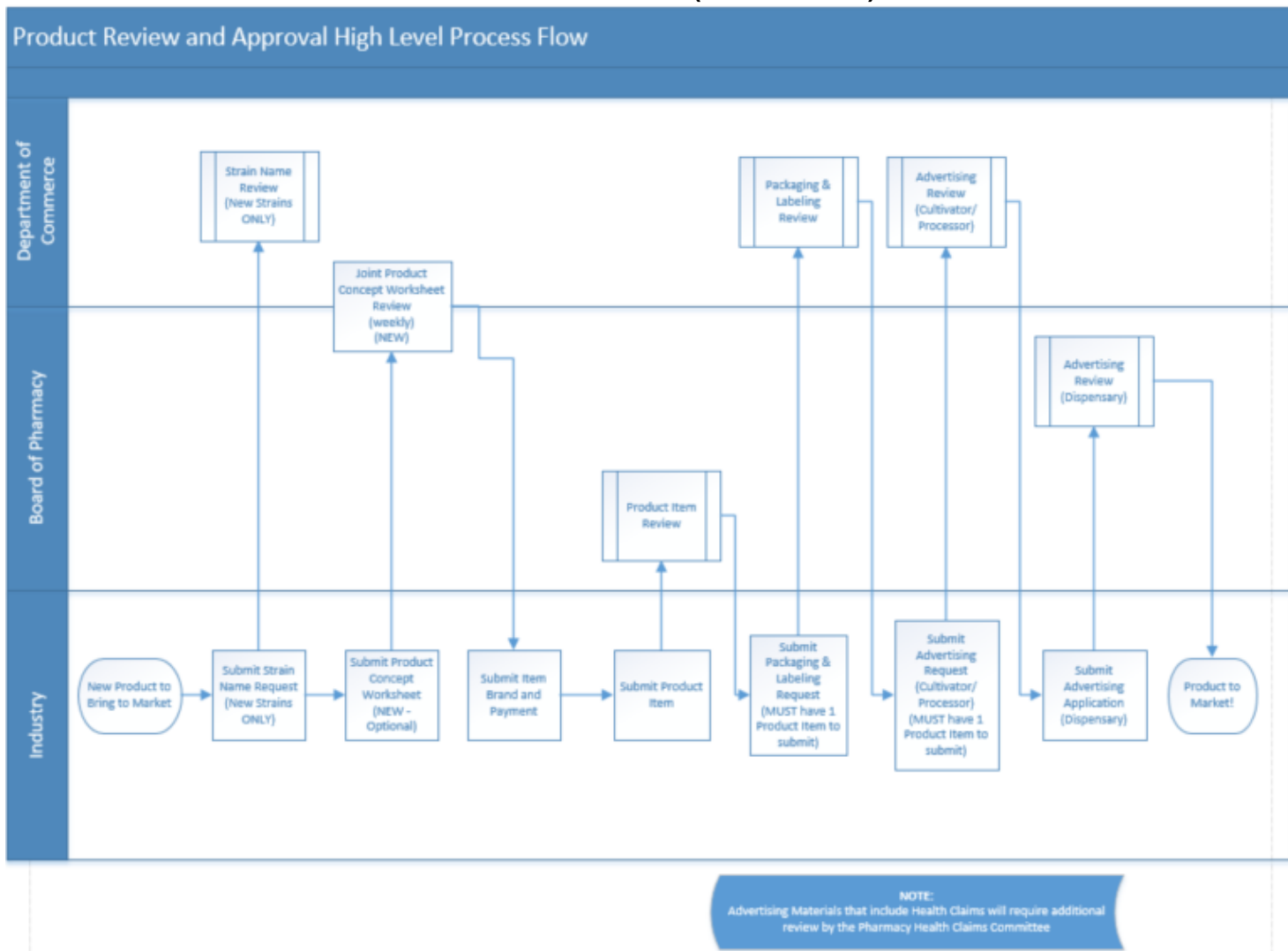
The State of Ohio has a compelling interest in ensuring that medical marijuana products do not encourage, promote, or otherwise create any impression that marijuana is legal or acceptable to use in a manner except as specifically authorized by the Ohio Revised Code and the Ohio Administrative Code. Pursuant to division (C) of section 3796.06 of the Revised Code and 3796:8-2-03 of the Administrative Code, any form or method that is considered attractive to children, as specified in rules adopted by the board, is prohibited.

Please be sure to review the instructions completely before initiating the new product submission process.

New Product to Market (Process Flow)

Product Review and Approval High Level Process Flow

NOTE:
Advertising Materials that include Health Claims will require additional review by the Pharmacy Health Claims Committee

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New Product Submission Process (Steps)

Step 1 – Strain Name Approval

- ❑ For New Strains ONLY. Proceed to Step 2 if the Strain Name has been previously approved.
- ❑ To request Strain Name Approval please go to the eLicense Portal (https://elicense.com.ohio.gov) and complete the Strain Name Approval Request form.

Step 2 – New Product Concept Worksheet

- ❑ For New Products ONLY. If the product is currently available, proceed to Step 3.
- ❑ Please review and consider the Product ID Checklist prior to submitting a new product concept worksheet.
- ❑ Complete the MMCP New Product Concept Worksheet to assist in understanding if a new product concept is in accordance with the Ohio Administrative Code in Chapter 3796. Email the completed worksheet to both the Department of Commerce and Board of Pharmacy at mmcplicensing@com.state.oh.us and mmcp-productid@pharmacy.ohio.gov with a Subject of "Business Name - Product Concept Worksheet."

Step 3 – Product Item (ID) Assignment

- ❑ Item Brand Registration and Payment: Create Item Brand within METRC (https://oh.metrc.com). See Product ID Guidance Submission Document.
- ❑ Set-up Product Item (ID): Set-up Product Item within METRC (https://oh.metrc.com). See Product ID Guidance Submission Document.

Step 4 – Packaging and Labeling Request

- ❑ Complete the Packaging and Labeling request form within the eLicense Portal (https://elicense.com.ohio.gov).
  IMPORTANT: This request will require at least 1 approved Product Item (ID) be listed.

Step 5 –Advertising Request

Cultivators and Processors:
- ❑ Complete the advertising request within eLicense Portal (https://elicense.com.ohio.gov) and pay the required fee.

  IMPORTANT: This request will require at least 1 approved Product Item (ID) be listed.

Dispensaries:
- ❑ Complete the advertising request within the Dispensary Advertising and Marketing Submissions Portal (https://www.medicalmarijuana.ohio.gov/Account/SignIn).