

## Hemp & Cannabinoid Policy: Natural Products Expo Standards Program

**Please Be Aware:** The New Hope Network Standards Program has adopted this policy for products that contain hemp and hemp-derived cannabinoids to help ensure the industry complies with existing regulations and to encourage best practices that help ensure quality and transparency. Acceptance as an exhibitor or advertiser and approval for exhibition or advertisement of any cannabinoid product at a Natural Products Expo is NOT a determination that the product complies with all local, state, and federal laws all of which may vary. Neither is it, nor is it intended to be, legal advice; exhibitors should always seek the advice of a qualified attorney.

### New and Returning Exhibitors—Pre-Approval required:

All products that contain cannabinoids, at any level (other than hemp seeds and hemp seed oils which have been designated GRAS), require pre-approval before they may be promoted at any Natural Products Expo event.

### Returning Exhibitors—Pre-Approval is not required:

Products made from hemp seed and hemp seed oil.

Products made from hemp fiber that are not intended for ingestion or oral use, topical application or inhalation.

### Review Criteria:

When reviewing cannabinoid products, our highest priorities are safety, transparency, truthfulness, reliability and responsibility.

1. Products cannot contain more than 0.3% THC. Products may not include THC isolate as an ingredient.
2. Disease claims and all claims explicitly rejected by FDA, e.g. chronic anxiety, are prohibited.
3. Products may not be marketed for psychoactive effect.
4. All statements must be substantiated.
5. Transparency, clarity, and truthfulness in labeling are required.
6. Responsibility and care for vulnerable populations are required.
7. Vapes and vape accessories are prohibited.
8. Devices, including patches, are required to have appropriate FDA clearance (510k, PMA, registration and/or listing).
9. Exhibit review and approval is on a product-by-product basis.
10. See also the [Ingredients Standards & Guidelines](#) for additional information regarding cannabinoids.

Specific questions should be submitted to [Standards@newhope.com](mailto:Standards@newhope.com).