

# SC Hemp Store Ordered to Alter Candy-Like Edibles

## FTC and FDA Warn South Carolina Store Over Marketing of Delta-8 and Delta-9 Edibles

In a recent crackdown on the marketing practices of cannabis-related products, the Federal Trade Commission (FTC) and the Food and Drug Administration (FDA) have issued a warning letter to Life Leaf Medical, a store in Murrells Inlet, South Carolina. The agencies expressed concern over the store's sale of Delta-8 and Delta-9 THC edibles, specifically highlighting packaging that closely resembles popular candy brands, which could appeal to children.

### Warning Details and Agency Concerns

Life Leaf Medical, located at 11871 Plaza Drive, was cited for selling Delta-9 THC edibles packaged in ways that mimic well-known candy brands. The FTC noted that products like infused peanut butter cups, Nerd Rope bites, and gummy candies were being marketed with packaging similar to popular sweets, which could be enticing to children.

Delta-8 and Delta-9 THC products sold in South Carolina are derived from hemp and contain less than 0.3% THC, making them legal under federal law. However, these products can produce psychoactive effects similar to those of marijuana, which remains illegal in the state.

In a letter dated July 12, the FTC and FDA specifically criticized Life Leaf Medical for packaging its THC Nerd Rope bites in a way that closely resembles Nerds Rope candy. The letter states that this kind of marketing, which uses similar fonts and mascots, could lead to unintentional ingestion by children.

### Regulatory Response and Compliance Deadline

The FTC and FDA have given Life Leaf Medical 15 days to alter its packaging or face potential legal actions, including product seizure or injunctions. The agencies also urged the company to review all of its products for similar marketing issues that could mislead consumers.

As of July 25, Life Leaf Medical's online product images no longer featured the problematic packaging. The store has not responded to requests for comment.

The warning letter also highlighted broader concerns from the FDA about Delta-8 and similar THC products. The agency expressed worry over these products' lack of FDA approval, potential psychoactive effects, and the risk of accidental ingestion by children or unsuspecting adults due to inadequate labeling.

### Broader Implications and Industry Impact

Life Leaf Medical is the only South Carolina business among the five companies that received warning letters from the FTC and FDA. The other businesses are located in Pennsylvania and Florida.

FDA Principal Deputy Commissioner Namandjé Bumpus emphasized the risks posed by inadequate or confusing labeling, which can lead to accidental consumption of THC-laced products that resemble common snacks and candies.

This regulatory action highlights the growing scrutiny on the cannabis industry's marketing practices, particularly concerning products that could appeal to minors. As the legal landscape around cannabis continues to evolve, businesses are increasingly pressured to ensure their products are clearly labeled and marketed responsibly.

The warning to Life Leaf Medical underscores the need for stringent compliance with marketing and labeling regulations in the cannabis industry. As federal and state agencies increase their oversight, businesses must be vigilant in ensuring that their products do not inadvertently appeal to children or mislead consumers. This incident serves as a reminder of the ongoing challenges in balancing market demand with public health and safety concerns.

Email: [info@cannabisriskmanager.com](mailto:info@cannabisriskmanager.com) | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved