

Stiiizy Faces Second Lawsuit from Teen Claiming Psychosis

Another California Teen Sues Cannabis Company Stiiizy, Alleging Product Triggered Psychotic Episode

A California family has filed a lawsuit against popular cannabis company **Stiiizy**, alleging that their underage teen's use of the company's vaporizer products triggered a severe psychotic episode. The lawsuit, filed in late August 2023 in Los Angeles County Superior Court, is the second case involving similar claims against Stiiizy this year.

Lured by Snapchat Ads: Allegations of Targeting Teens

According to a report from **San Francisco TV station KRON**, the high school student, identified as "KG," began using Stiiizy products after being exposed to "cool advertisements on Snapchat." KG was 16 years old at the time, far below the legal age of 21 required to purchase recreational cannabis in California. The lawsuit argues that Stiiizy's marketing targeted and lured underage users into trying their products, despite strict regulations prohibiting sales to minors.

The family's lawsuit accuses **Stiiizy** of **negligence, fraud, failure to warn, and design defects**. They claim that the company's advertising strategies were not only illegal but also irresponsible, as they failed to adequately inform users about potential health risks, particularly regarding mental health.

A Psychotic Episode on April 20, 2022

According to the lawsuit, KG experienced a severe psychotic episode on April 20, 2022, after using Stiiizy's vaporizer products "multiple times per day." The episode escalated when KG allegedly stole his father's truck and drove to San Francisco International Airport. Once there, KG reportedly "posed as a famous rapper" and attempted to board a plane.

Law enforcement eventually intervened, and KG was located by police. After being reunited with his family, the teenager was committed to a psychiatric ward when his delusions persisted for several days, according to court documents.

A Recurring Issue: A Second Psychotic Episode

The teen's struggles didn't end there. In December 2023, KG experienced another psychotic break, requiring intervention from friends and family. The latest episode, the family claims, was also linked to his prolonged use of Stiiizy's cannabis products, which the lawsuit argues contributed to his deteriorating mental state.

Previous Lawsuit Filed in Marin County

This lawsuit is the second legal action brought against Stiiizy this year, following a similar case filed in **Marin County** in May. Both lawsuits center on claims that the company’s marketing campaigns targeted underage consumers, resulting in devastating mental health consequences.

In each case, the families argue that **Stiiizy violated California law**, which strictly limits the sale of recreational cannabis to adults aged 21 and older. They also allege that the company’s advertisements on platforms like Snapchat contributed to their children’s early and dangerous exposure to the product.

Attorney Claims Stiiizy Fails to Warn of Mental Health Risks

Attorney **Sarah London**, who represents the family in the latest lawsuit, issued a statement to KRON criticizing Stiiizy for its marketing practices. London argued that the company **presents its products as solutions for stress and anxiety without adequately warning consumers about potential risks**.

“Stiiizy leaves users unaware of the potential mental health crises that can ensue,” London stated. She also emphasized that cannabis companies must take responsibility for the risks their products pose, especially to vulnerable populations such as teenagers.

The Debate Over Cannabis and Mental Health

The legal actions against Stiiizy underscore a growing debate over the potential effects of cannabis use on mental health, particularly among younger users. While cannabis is widely recognized for its therapeutic benefits, there are concerns about its possible links to psychosis, particularly when consumed by adolescents.

Several studies have indicated that **high-THC products**—like those sold by Stiiizy—can increase the risk of developing mental health disorders, including schizophrenia and psychosis, especially among those with a genetic predisposition. This has led to calls for stricter regulations and clearer warning labels on cannabis products to better inform consumers of these risks.

Stiiizy’s Responsibility Under Scrutiny

As these lawsuits progress, Stiiizy’s advertising practices and safety protocols will likely come under intense scrutiny. California’s cannabis regulations already prohibit the sale of recreational products to anyone under the age of 21, and cannabis companies are required to adhere to strict marketing standards that forbid targeting minors.

If the lawsuits succeed, they could set a precedent for holding cannabis companies accountable for not only their products but also their marketing strategies. The cases also raise questions about how well cannabis companies are warning consumers about the potential risks of using their products, particularly the mental health consequences.

The lawsuits against Stiiizy reflect a broader conversation about the responsibility of cannabis companies in protecting consumers from potential harms, particularly when it comes to younger users. As cannabis becomes more mainstream, the industry must ensure that its products are marketed responsibly and accompanied by clear warnings about possible health risks.

With the ongoing legal actions, the cannabis industry will be watching closely as courts determine whether companies like Stiiizy will be held accountable for the impact their products have on underage users and whether further regulations are needed to safeguard public health.