

# Combatting Illegal Sales: Missouri Attorney General Targets Unlicensed Cannabis

Last week, the Missouri Attorney General initiated a consumer protection investigation aimed at combating the presence of illicit products within the state. Civil investigative demands (CIDs) were dispatched to several businesses suspected of distributing delta-8 and delta-9 products, signaling a firm stance against deceptive practices in the marketplace.

## Addressing Violations of Consumer Rights

The decision to issue CIDs follows reports suggesting potential violations of the Missouri Merchandising Practices Act (MMPA), a legislative framework designed to safeguard consumers against fraudulent or deceptive business activities. These actions underscore the Attorney General's commitment to upholding the rights of Missourians to a fair and transparent marketplace.

## Concerns Over Public Health

One of the driving forces behind the investigation is the alarming rise in adverse health incidents, both within Missouri and across the nation. Particularly concerning are cases involving children, such as the recent incident in St. Louis County where six elementary-aged children fell ill after reportedly consuming delta-8 products disguised as popular candies. These incidents highlight the urgent need for regulatory intervention to protect public health and safety.

## Pursuing Accountability and Transparency

The CIDs issued by the Attorney General target businesses suspected of engaging in illegal marketing and distribution practices related to CBD, delta-8, and delta-9 THC products. Allegations include deceptive advertising, false promises, and the concealment of material facts—all of which undermine consumer trust and pose significant risks to public well-being.

## Industry Response

Acknowledging the importance of regulatory oversight, industry stakeholders like Wendy Bronfein, Co-Founder and Chief Brand Officer at Curio Wellness, have voiced support for the state's investigative efforts. Emphasizing the importance of consumer safety and regulatory compliance, Bronfein commended the initiative as a vital step towards fostering a responsible cannabis market in Missouri.

## Combatting Illicit Trade

In addition to targeting delta-8 and delta-9 products, the Attorney General's office has also issued CIDs to distributors involved in the sale of e-cigarettes and illicit vapes. By subpoenaing relevant documents, the investigation aims to uncover instances of fraud or deception and hold accountable those responsible for endangering public health.

## **Prioritizing Consumer Welfare**

Attorney General Bailey reiterated his unwavering commitment to prioritizing consumer welfare, particularly that of children. As the investigation progresses, his office remains steadfast in its mission to preserve market integrity and safeguard the well-being of all Missourians. With a resolute determination to combat illicit trade, Attorney General Bailey affirms his dedication to upholding the principles of accountability and transparency in the marketplace.

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

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