

Big Marijuana in Colorado

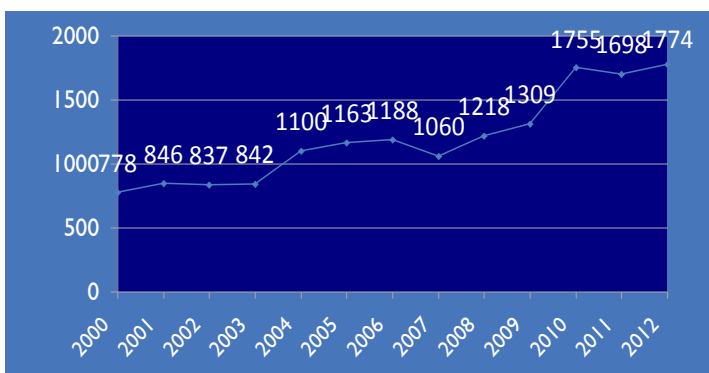
Colorado legalized marijuana for “compassionate care” in 2000, but it took 7 years for hundreds of storefronts to open – paving the way to legalization. Most opened in a few cities, with

Early Data Reveal Troubling Developments

Denver claiming the majority. The *city* of Denver now surpasses all US states for teen marijuana use, and car crashes with drivers testing positive for marijuana have almost tripled.

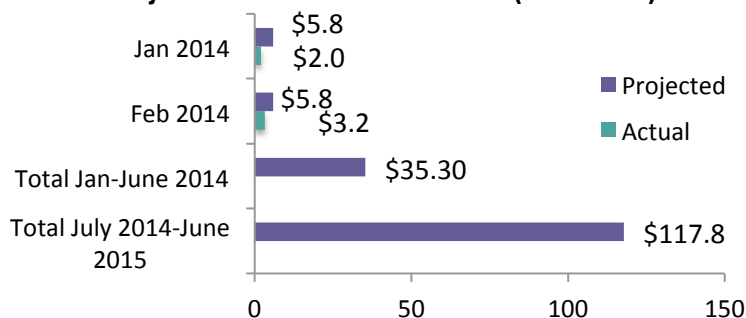
As mass advertising has become essential to getting new customers, Colorado has become known for a new kind of “Rocky Mountain High” – ushering in “Big Marijuana.”

STOREFRONT/DE FACTO LEGALIZATION ERA

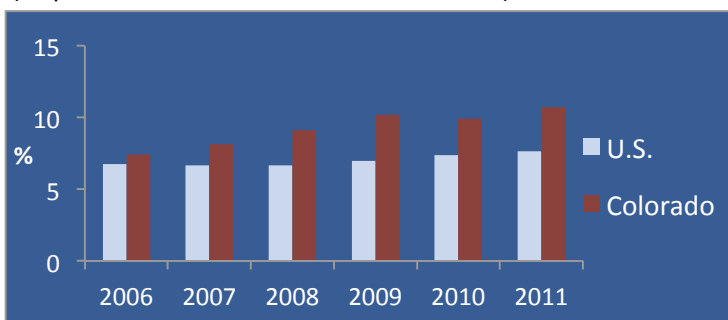


BIG MARIJUANA/ LEGALIZATION ERA

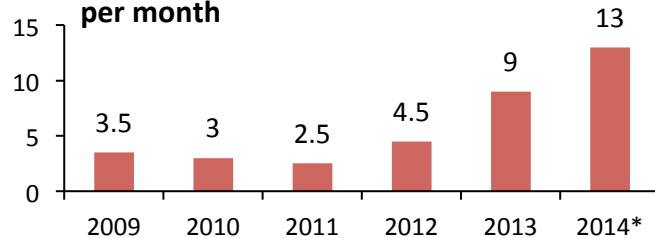
Projected vs. Actual tax Revenue (in millions)



Hospital Discharges for Marijuana, Colorado (Dept. of Public Health, State of Colorado)

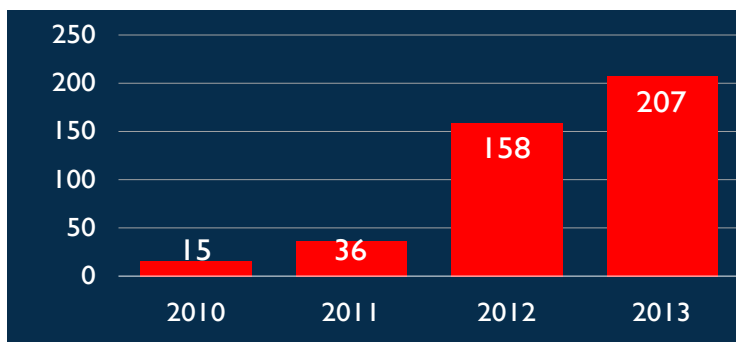


Average number of THC-positive results per month



*2014 estimates based on January data from Conspire! drug testing results in Colorado Springs

Past Month Marijuana Use, ages 12 + (HHS)

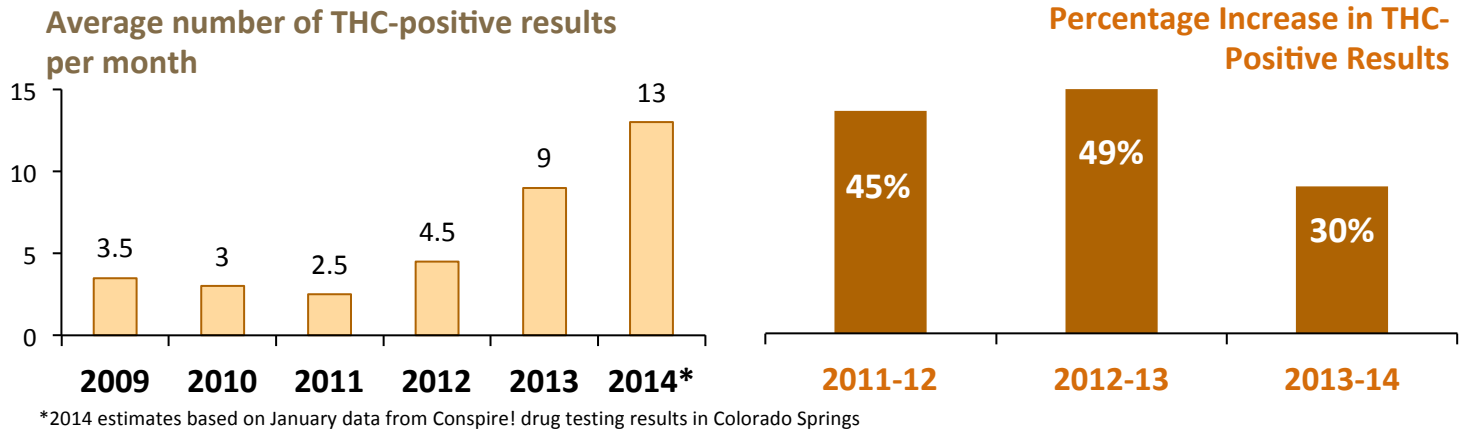


US Postal Packages with Marijuana, Intercepted out of CO (US Postal Inspection)

Marijuana advertisements permeate Colorado



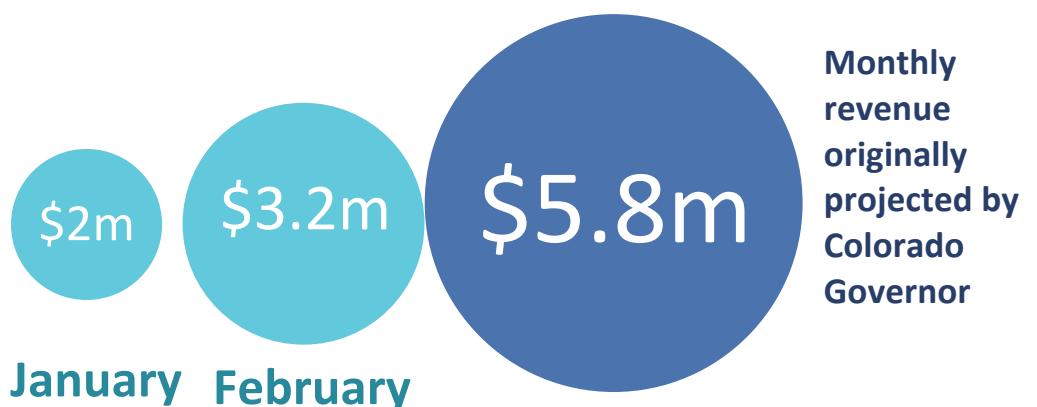
THC-positive workplace drug test results in Colorado Springs **rose by 30%** since 2013



2014 Marijuana Developments

- A [study from Northwestern University](#) finds that casual marijuana users had physical abnormalities in the brain that was associated with frequency and quantity of marijuana smoked.
- Associated Press: [“Two Denver Deaths Linked to Recreational Marijuana Use”](#). One includes the under-aged college student who jumped to his death after ingesting a marijuana cookie.
- The number of parents calling the poison-control hotline to report their kids had consumed marijuana has [risen significantly in Colorado](#).
- Marijuana edibles and marijuana vaporizers have been found in middle and high schools.

Actual tax revenues in January and February fell **76% below** original projections



Marijuana advertisements and edibles permeate Colorado

nugtella



Hazelnut spread with Medical Marijuana

Mind • Body • Spirit
WELLNESS CLINIC
mbswellnessclinic.com • OPEN 7 days a week • ATM on site

**STOP BY ON YOUR WAY UP
THE MOUNTAIN FOR ALL YOUR
RECREATIONAL NEEDS!**

SHOW YOUR SKI PASS AND RECEIVE
A \$1.00 JOINT
WITH PURCHASE!



KRONDIKE
MEDICATED CHOCOLATE COVERED ICE CREAM BARS
KEEP OUT OF REACH OF CHILDREN

STOP BY & SAY HIGH

\$5 Grams
FREE 1/8
BUY ONE 1/8 & GET AN 1/8 FREE

99¢ Joints

\$125 Premium Ounce's
9am-10am
\$100 rest of the day

The black market in Colorado continues to thrive



A Colorado drug dealer says that if anything, legalization has **helped** his business because “it’s over priced, it’s being taxed way too high.”

Colorado Springs Lieutenant stated that “[legalization] has done nothing more than **enhance the opportunity for the black market**. If you can get it tax-free on the corner, you’re going to get it on the corner.”

Two vaporizing industries are rapidly growing: Nicotine and Marijuana



What is the Pax by Ploom?

- Japan Tobacco International (JTI) is the third largest international tobacco company behind Philip Morris International.
- In 2011, JTI bought a percentage of Ploom – a startup based in Silicon Valley that produces a loose-leaf vaporizer that can be used to inhale heated vapor from marijuana as well as tobacco, called the Pax.

Drug use has never been easier for youth now that it can be concealed using vaporizers

Regular E-Cigarettes can also be used to vaporize marijuana

- Marijuana with THC **concentrates approaching 100%**, in the form of butane-extracted hash oil (BHO), can easily be packed into e-cigarettes.
- The process is extremely dangerous.
- E-cig companies are **increasingly marketing to youth and adolescents.**
- Teen use of e-cigarettes is **significantly on the rise.**



M-Cigarettes (marijuana vaporizers) are becoming increasingly popular and accessible

Atmos Dry Herb, Wax, and Oil Vaporizer Kit. Multiple Colors Available.

Online Deal

FROM

\$39.99

BUY!

VALUE	DISCOUNT	YOU SAVE
\$117.95	66%	\$77.96

OPTIONS

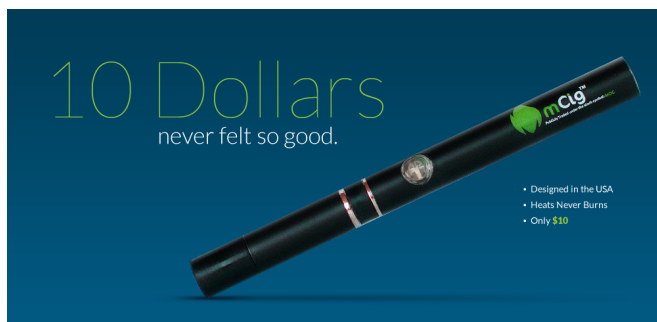
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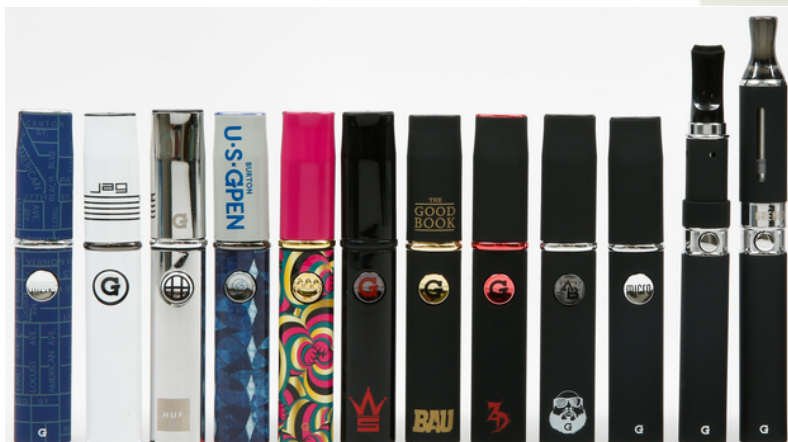
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LIMITED QUANTITY AVAILABLE

Over 1,000 bought



“Vape Pens” allow students and young people to hide their pot use in classrooms, at home, and in public.



According to NPR, one 19-year-old noted: "I use it mostly around my neighborhood. It's easy to hide."