

Kushy Punch: An example of today's recreational marijuana.



Kushy Punch is the top-selling marijuana gummy for sale in recreational states like California and Michigan, with advertising that is appealing to a younger audience. This advertising is promoted on billboards and every social media platform. For example: "Follow us on Snapchat Kushy Punch MI for contests, giveaways and much more!"

"[A]dolescents who liked or followed marijuana marketing on social media were five times more likely to have used marijuana over the past year compared to those who did not, and adolescents who reported a favorite brand were eight times more likely."

- Cannabis Advertising and Social Media (CASM) study (October 2019), based at the University of Wisconsin School of Medicine and Public Health

Kushy Punch products include portable and disposable vape pens as well as pure THC oil, which can have THC levels of **80-90% THC** (the active component of marijuana that gives the high).

Their concentrated oil comes in flavors like:

- Strawberry Cough
- Mango Dream
- **Pineapple** Express
- Sour Tangie



All pictures taken from Kushy Punch Facebook, Twitter and Instagram accounts.



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