

DECADES vs DAYS

In 45 days, the cannabis industry can take life-saving, corrective actions that took the tobacco industry 45 years to implement.



Here's What Happened

In 1954, almost a century after cigarettes were introduced to Americans, the first comprehensive study linking cigarette smoking to lung cancer was published. Despite being armed with this knowledge, countless people suffered and died, the U.S. healthcare system has been shamefully burdened, myriad lawsuits have been brought forth, and cultural norms superseded science because of inaction and misinformation on the part of big tobacco.

It's time we learn from their mistakes to prevent more suffering and loss.



Here's What Should Happen

The cannabis industry must prioritize the health and safety of its employees, patients, consumers, and the public, first and foremost. A single, unified, responsible voice that demonstrates the desire to build a safe, legal, and sustainable cannabis industry must be established. It is time for the cannabis industry to prove- through actions, not words - their commitment to resolve this issue and prevent future issues

It's time we learn from our mistakes to prevent more suffering and loss.



FOCUS

Foundation of
Cannabis Unified Standards

The Cannabis Health and Safety Organization

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