

## Big Marijuana in Colorado

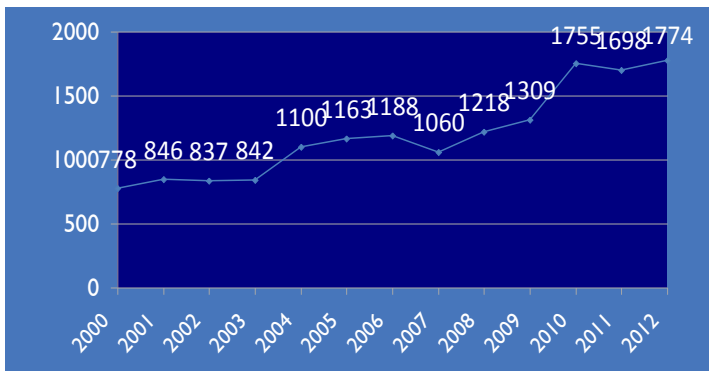
Colorado legalized marijuana for “compassionate care” in 2000, but it took 7 years for hundreds of storefronts to open – paving the way to legalization. Most opened in a few cities, with

## Early Data Reveal Troubling Developments

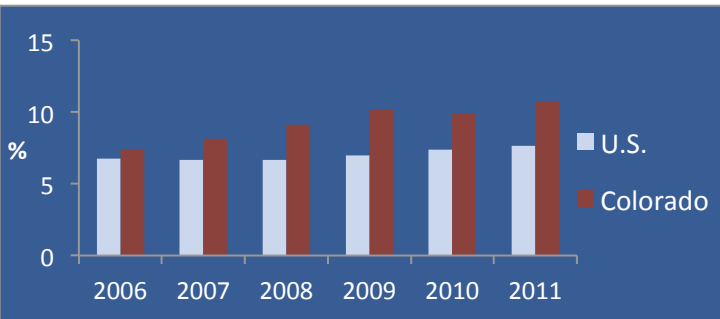
Denver claiming the majority. The *city* of Denver now surpasses all US states for teen marijuana use, and car crashes with drivers testing positive for marijuana have almost tripled.

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.”

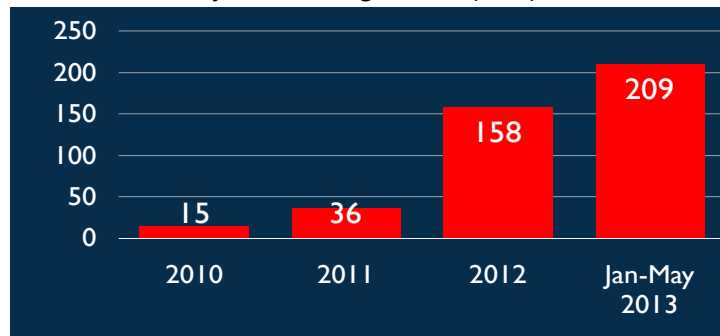
### STOREFRONT/DE FACTO LEGALIZATION ERA



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



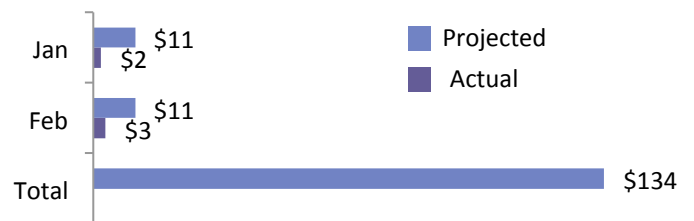
Past Month Marijuana Use, ages 12 + (HHS)



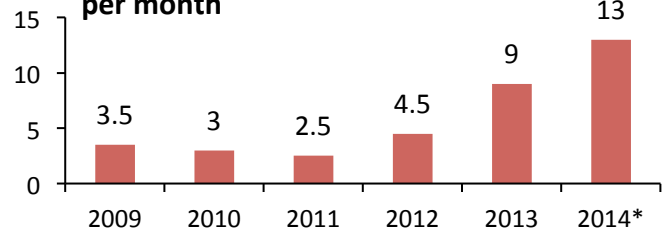
US Postal Packages with Marijuana, Intercepted out of CO (US Postal Inspection)

### BIG MARIJUANA/ LEGALIZATION ERA

#### Projected vs. Actual Tax Revenue (in millions)

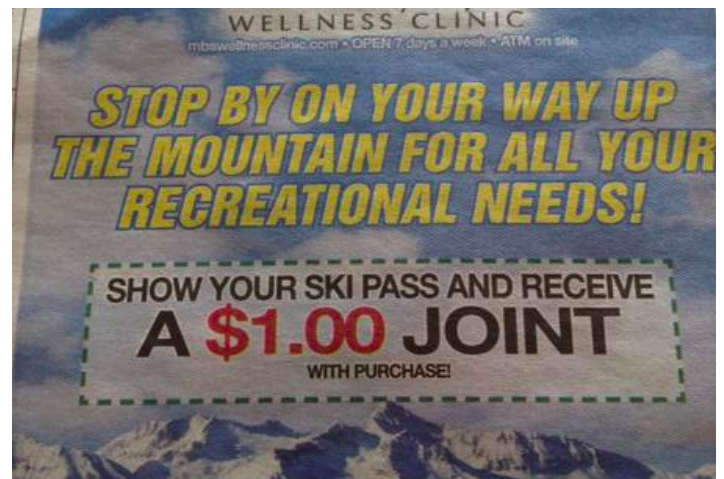


#### Average number of THC-positive results per month

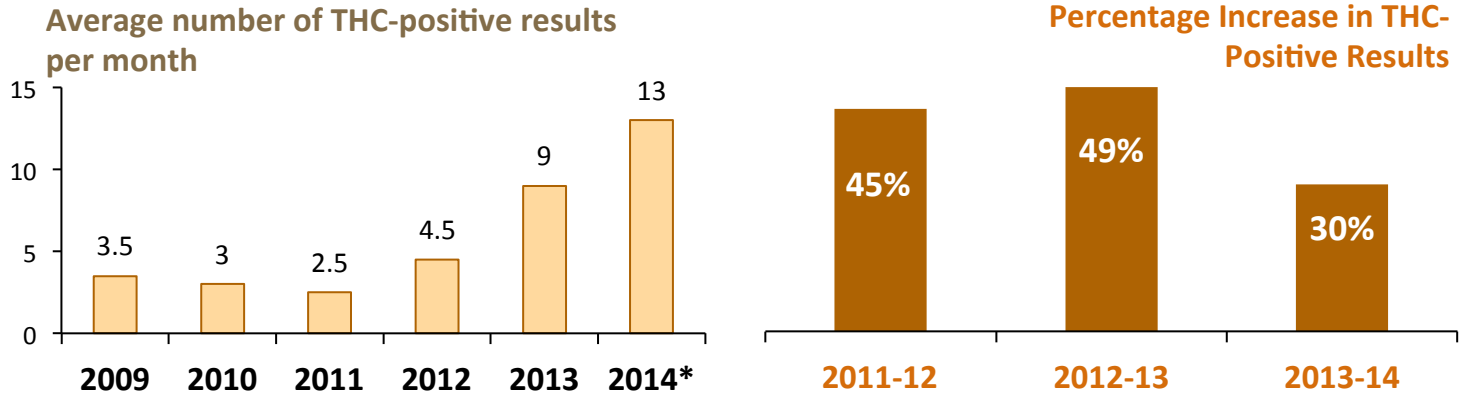


\*2014 estimates based on January data from Conspire! drug testing results in Colorado Springs

#### Marijuana advertisements permeate Colorado



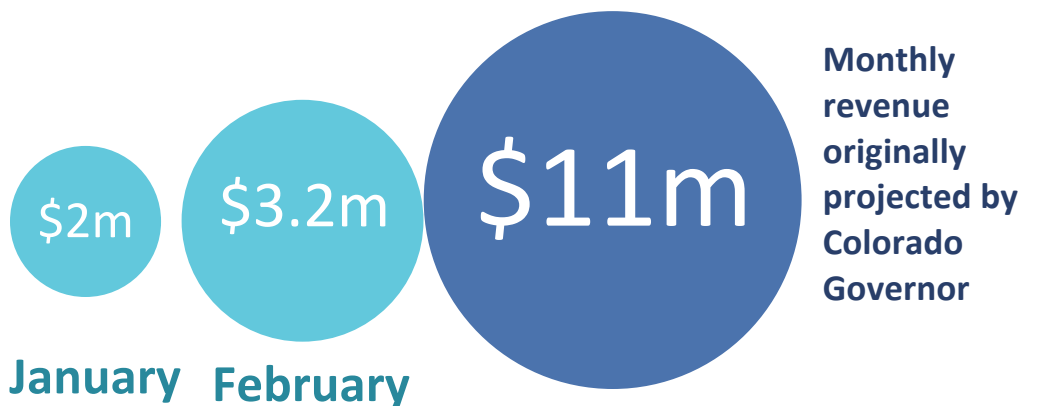
# THC-positive workplace drug test results in Colorado Springs rose by 30% since 2013



## 2014 Marijuana Developments

- A [study from Northwestern University](#) finds that casual marijuana use creates physical abnormalities in the brain.
- 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  
\$500 worth of the day

ON JS GS

...old reporter she wasn't sure the accuser's name for her...  
The woman, identified by local police as Alicia Hernandez, said she'd agreed she had sex with her partner with her brother for years, said Police Director Michael Isbell.

NBC puts "Hannibal" episode...  
...the Boston bombings. The

## 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 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

Select Option

LIMITED TIME ONLY!

🕒 10 days 07:40:35

LIMITED QUANTITY AVAILABLE

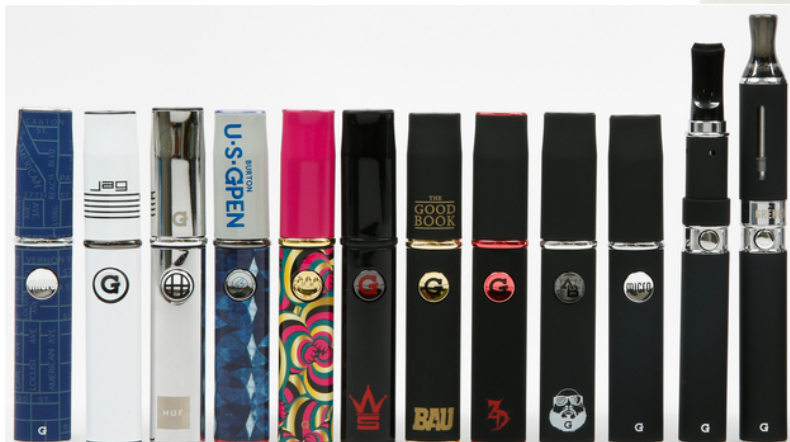
👤 Over 1,000 bought



10 Dollars  
never felt so good.

- Designed in the USA
- Heats Never Burns
- Only \$10

“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."