



WARNING LETTER

**VIA OVERNIGHT DELIVERY
RETURN RECEIPT REQUESTED**

Emmett Hill
Amy L. Romejko
Hippy Mood
922 Woodbourne Rd, #184
Levittown, PA 19057
Hippymoods@gmail.com

RE: 677031

Dear Mr. Hill and Ms. Romejko:

This letter is to advise you that the U.S. Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) reviewed your website at the Internet address www.hippymood.com in January, March and June 2024, respectively, and have determined that you take orders there for various products that you represent as containing Delta-8 tetrahydro

FDA is concerned about the processes used to create the concentrations of Delta-8 THC claimed in the marketplace; and 5) FDA is concerned about Delta-8 THC products that may be consumed by children, as some packaging and labeling may appeal to children.

See <https://www.fda.gov/consumers/consumer-updates/5-things-know-about-delta-8-tetrahydrocannabinol-delta-8-thc>. This letter is to inform you that your firm markets Delta-8 THC-containing products that may pose a serious health risk to consumers.

FDA is particularly concerned that your products are in forms (candy, chips, and cereals) that are appealing to children, that mimic well-known snack food brands by using similar brand names, logos, or pictures on packaging, and that consumers may confuse with traditional foods. Therefore, with these products there is a risk of unintended consumption of the Delta-8 THC ingredient by consumers. In June 2022, FDA warned consumers about the accidental ingestion by children of food products containing THC.¹ From January 1, 2021, through December 31, 2023, FDA received over 300 adverse event reports describing children and adults who consumed Delta-8 THC products. Nearly half of the reports involved hospitalization or emergency department visits, and approximately two-thirds described adverse events after ingestion of Delta-8 THC-containing food products such as candy or brownies. Your Slushers Delta-8 Candy, Chuckles Peach Rings Delta-8 Candy, Rainbow Ropes Delta-8 Candy, Doweedos Delta-8 Edible Chips, Rainbow Rings Delta-8 Cereal, Chocolate Balls Delta-8 Cereal, Cookie Cat Crunch Delta-8 Cereal, Frutti Rocks Delta-8 Cereal, and Berry Boss Delta-8 Cereal products are all in forms that may be attractive to children and could easily be

Food additives require premarket approval based on data demonstrating safety. Any food additive that has not been approved for its intended use in food is deemed to be unsafe under section 409(a) of the Act (21 U.S.C. 348(a)) and causes the food to be adulterated under section 402(a)(2)(C)(i) of the Act, 21 U.S.C. 342(a)(2)(C)(i). Introduction of an adulterated food into interstate commerce is prohibited under section 301(a) of the Act, 21 U.S.C. 331(a).

There is no food additive regulation that authorizes the use of Delta-8 THC. We are not aware of any information to indicate that Delta-8 THC is the subject of a prior sanction (see 21 CFR

We note that your firm sells food products that contain cannabinoids other than Delta-

Hippy Mood

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Sincerely,

Ann M. Oxenham
Director
Office of Compliance
Center for Food Safety and Applied Nutrition
Food and Drug Administration

Sincerely,

A handwritten signature in red ink that reads "Serena Viswanathan". The signature is written in a cursive style and is positioned above a horizontal line of small, multi-colored dots.

Serena Viswanathan
Associate Director
Division of Advertising Practices
Federal Trade Commission