



NMRLD
NEW MEXICO
REGULATION &
LICENSING DEPARTMENT

STATE OF NEW MEXICO
REGULATION & LICENSING DEPARTMENT

MICHELLE LUJAN GRISHAM, GOVERNOR
Clay Bailey, Superintendent
Todd Stevens, Director

August 14, 2025

Enchantment Growth Inc.
c/o Kevin L. Wallace
1912 N. Grimes
Hobbs, NM 88240
Email: enchantmentgrowthco@gmail.com

Re: New Mexico Regulation & Licensing Department (RLD), Cannabis Control Division (CCD) Advisory Letter CCD 2025-002 to Enchantment Growth LLC. License No. CCD-2022-0101-001 (RTL-2022-0078-PRM-0002).

Dear Kevin L. Wallace:

A referral for a Notice of Contemplated Action (“NCA”) has been made against license number CCD-2022-0101-001 (RTL-2022-0078-PRM-0002), due to alleged violations of the CRA. After a lengthy consideration, the New Mexico Regulation and Licensing Department Cannabis Control Division (“CCD”) has decided to decline to move forward with an NCA. However, the CCD provides the following recommendations:

To avoid any possible disciplinary action in the future, the CCD requests that you review the following:

- Section 16.8.3.8 NMAC Advertising and Marketing
 - Specifically Sub Section A (3)(a)(b)(c)(d)(e) of 16.8.3.8 NMAC

Please contact our office at (505) 470-8003 if you have any questions.

Sincerely,

/s/ Eden Sayers

Eden Sayers
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New Mexico Regulation & Licensing
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Cannabis Control Division
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