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[Brass Knuckles](#), the iconic cannabis brand born in the heart of California, proudly announces its return to the California cannabis market in the summer of 2024. Following a successful New York relaunch earlier this year, Brass Knuckles is thrilled to reclaim its position as an industry innovator, embodying the values of strength, resilience, and progress.

Co-Founder Mike Healy remarks, “At Brass Knuckles, we don’t just sell cannabis products; we empower a community. For nearly a decade, our brand has epitomized innovation and authenticity. Through industry challenges, we’ve emerged stronger than ever.”

To ensure consumer trust and authenticity, Brass Knuckles partners with Lucid Green, integrating LucidIDs on every product. These unique identifiers enable quick verification, access to product information, and guarantee authenticity, offering peace of mind to consumers.

What Sets Brass Knuckles Apart:

- **California Roots:** Originating in California in 2016, Brass Knuckles embodies the spirit and innovation of the Golden State’s cannabis culture.
- **Quality Commitment:** Brass Knuckles is committed to delivering only the highest quality of products; purity and exceptional experiences with every gram.
- **Innovative Offerings:** From its iconic genetics and cutting-edge vape hardware, Brass Knuckles continues to push the boundaries of innovation in cannabis consumption.
- **Consumer Empowerment:** Through LucidID’s, Brass Knuckles empowers consumers with transparency and trust in every interaction, educating consumers to make informed choices.

Brass Knuckles will be launching in several additional new markets as part of their National Rollout by the end of 2024, including Arizona, Florida, Illinois, Massachusetts, Michigan, Missouri, Nevada, and New Jersey.

## Join the Movement:

Brass Knuckles invites you to join us in celebrating our legacy and our future. Stay updated on the latest by visiting our website and following us on Instagram. Experience the difference with Brass Knuckles - No gimmicks, No BS, just pure empowerment.

For more information, follow us at [www.brassknucklesog.com](http://www.brassknucklesog.com) or on Instagram [@therealbrassknucklesog](https://www.instagram.com/therealbrassknucklesog)



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