

BRAIN on DRUGs 101

GATEWAY.

TRENDS

Marketing

Recognition

MCSHC



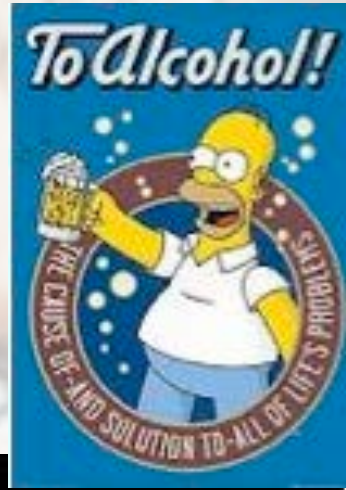
2012

LT. Ed Moses, Retired₁

Ojectives

- Recite number one cancer killer of women {#6 CDC source on slide}
- List the three main areas of the brain in order of alcohol impairment {#36 Dr. John Duncan OK U}
- Identify the age of brain maturity {#37 Dr. Daniel Amen of www.amenclinics.com}

Target Marketing...Children



Our Children Targeted Parents Unaware

In the little world in which children
have their existence,
whosoever brings them up,
there is nothing so finely perceived and
so finely felt,
as injustice.

Charles Dickens

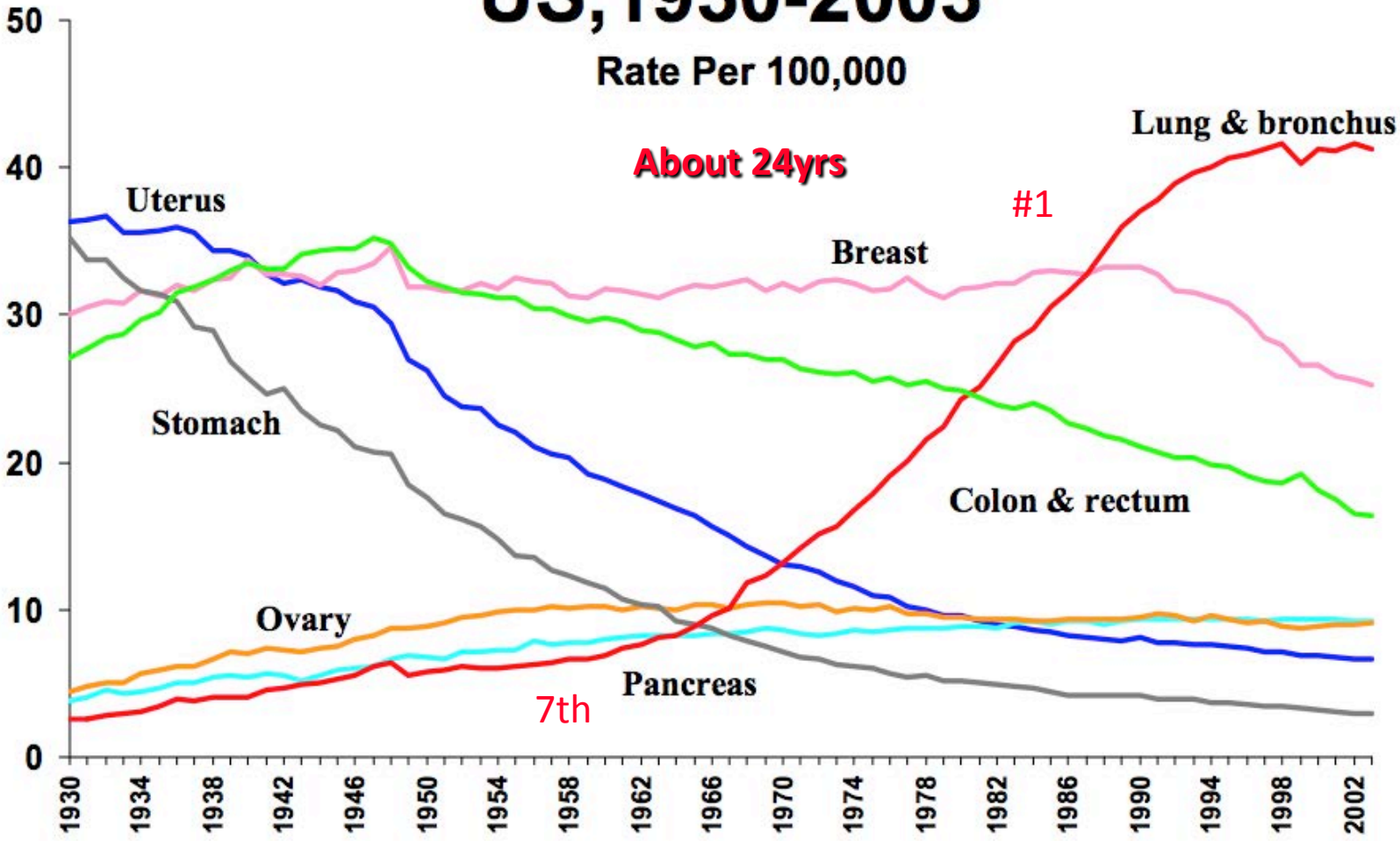
More Women Die every year due to Lung Cancer than Breast Cancer

*** 2007 70,880 women died from Lung Cancer, while 40,460 women died from Breast Cancer.**

*** Estimated by
American Cancer Society**

Cancer Death Rates*, for Women, US, 1930-2003

Rate Per 100,000

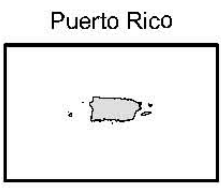
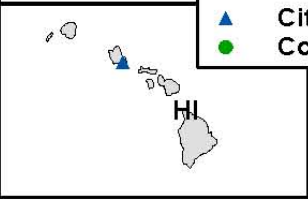
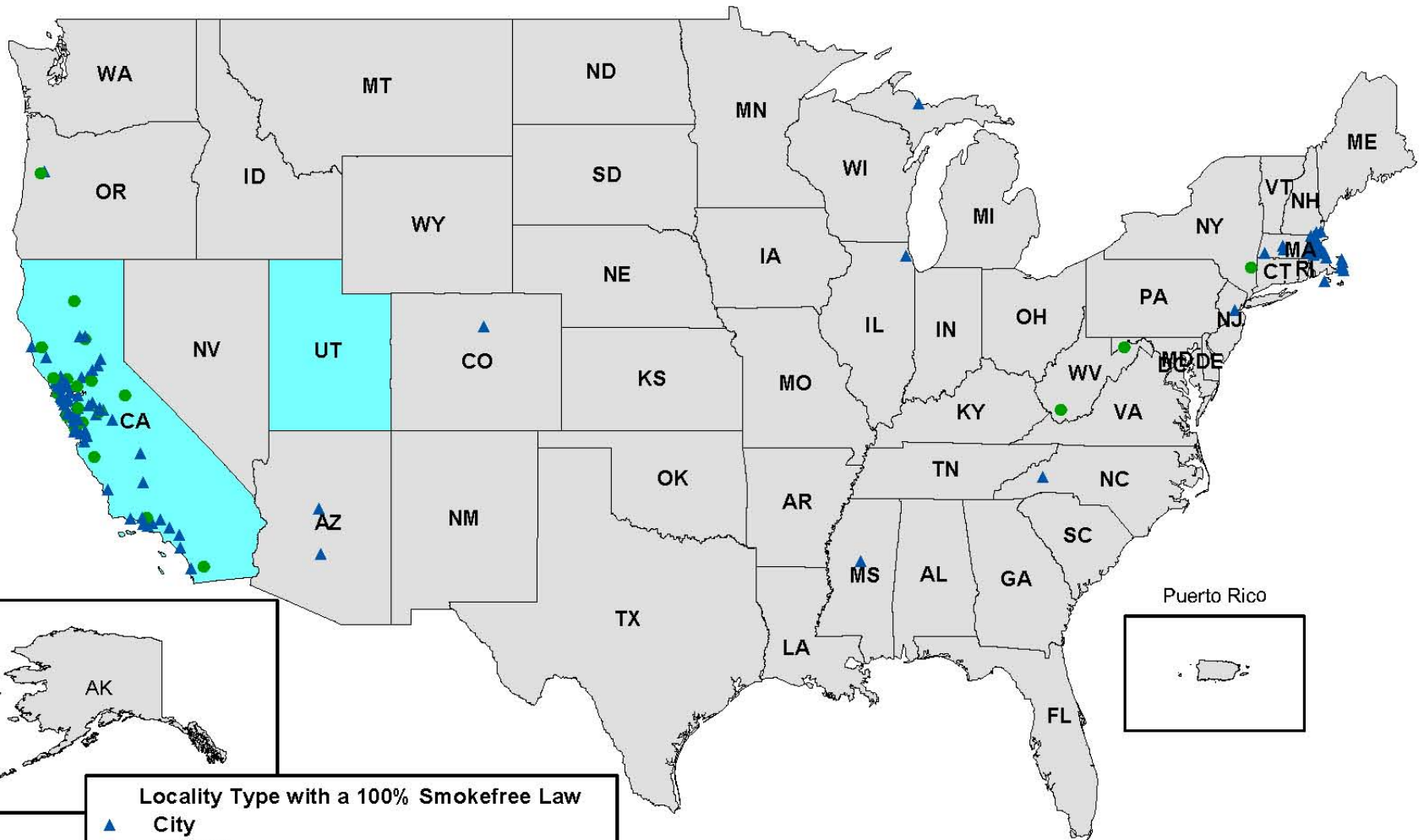


*Age-adjusted to the 2000 US standard population.
Source: US Mortality Public Use Data Tapes 1960-2003, US Mortality Volumes 1930-1959, National Center for Health Statistics, Centers for Disease Control and Prevention, 2006.

United States 100% Smokefree Laws

American Nonsmokers' Rights Foundation

As of January 1, 2000



Locality Type with a 100% Smokefree Law

- ▲ City
- County

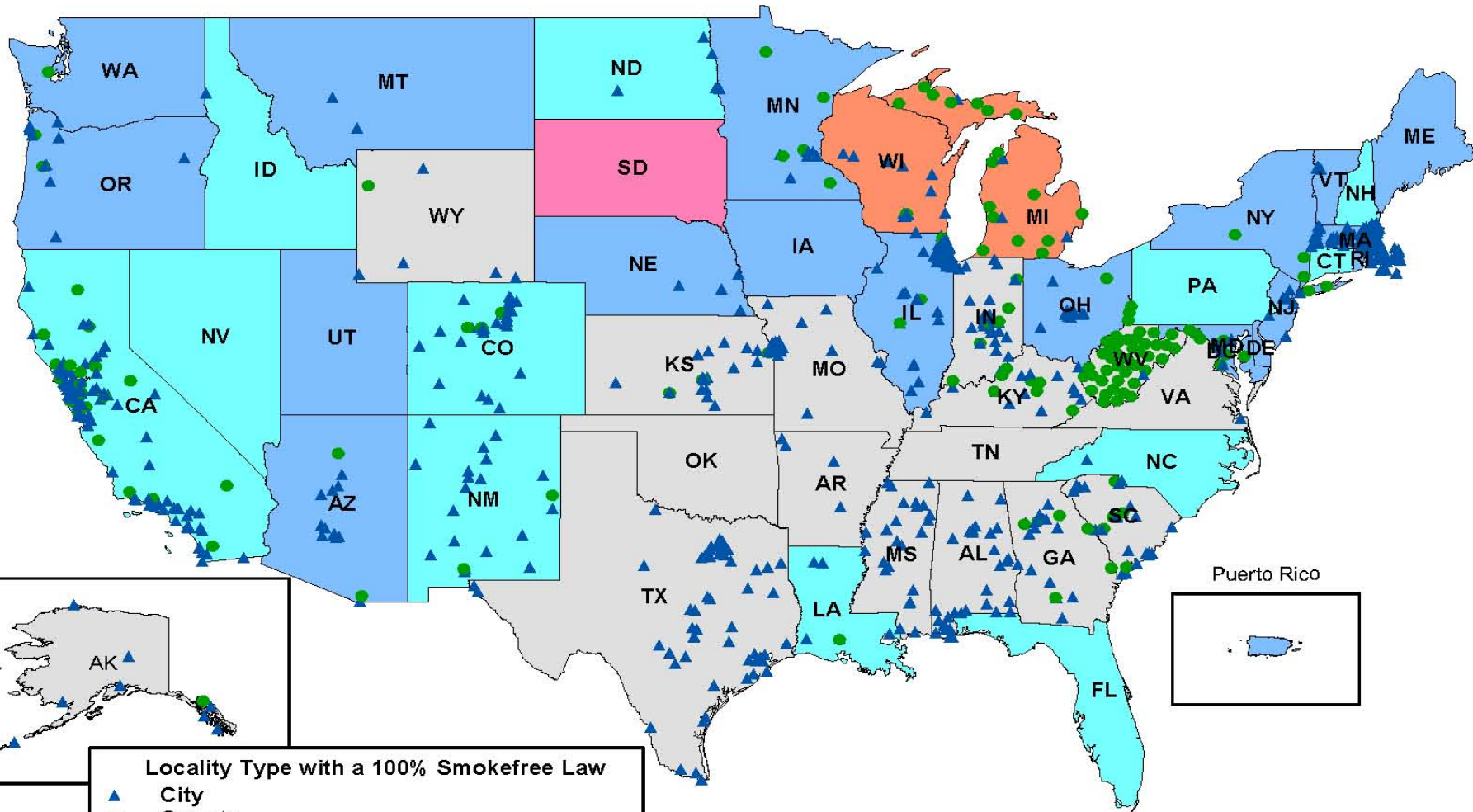
State and Commonwealth Law Type

- 100% Smokefree in Workplaces, Restaurants, and Bars
- 100% Smokefree in one or two of the above
- No 100% Smokefree State Law

United States 100% Smokefree Laws

American Nonsmokers' Rights Foundation

As of January 5, 2010



Locality Type with a 100% Smokefree Law
▲ City
● County

State and Commonwealth Law Type

- 100% Smokefree in Workplaces, Restaurants, and Bars
- 100% Smokefree in one or two of the above
- No 100% Smokefree State Law
- 100% Smokefree Law Enacted, not yet in effect
- 100% Smokefree Law Enacted, but currently suspended due to ballot challenge

Success trends cause **Marketing Change**

Internal Medicine News 11/1/06

Cigarette Nicotine Levels

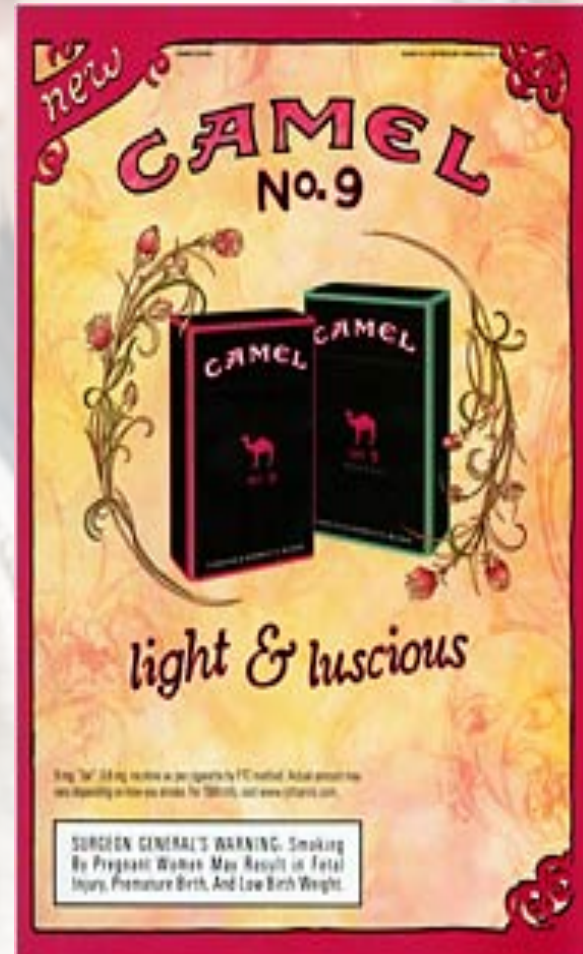
Increase 10% in 6 Years

Reports Commissioner

Paul J. Cote Jr., of Massachusetts Dept. of Public Health one of only **3** states that require tobacco co. to report yearly nicotine yields

'07 Camel Ads

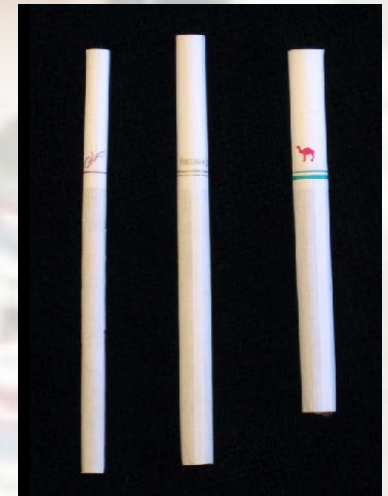
- Pink Camels for Girls?



And the latest...



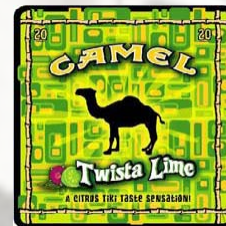
**VIRGINIA SLIMS
“PURSE PACKS”**



Camel Exotic Blends

A few years ago, R.J. Reynolds introduced **Camel Exotic Blends** in a range of flavors, featuring unusual packaging that was bright and alluring.

In 2006, RJR pulled this line of flavored cigarettes after signing a settlement with 39 state AG's to stop **marketing** flavored cigarettes.



Camel Signature Blends

RJR agreed not to use certain terms – such as “sweet” and “creamy” – to market any future flavored cigarettes to the public. But this is RJR, so it was inevitable that the spirit of the agreement would be violated: new **signature** blends were created.



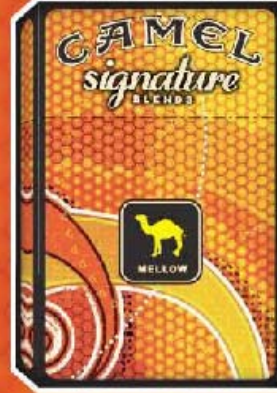
CAMEL signature BLENDS

ROBUST

Camel Signature Robust is a lively blend with distinctive flavor.

A hearty smoke that delivers a warm, dark flavor similar to notes found on cacao and espresso.

close



CAMEL signature BLENDS

MELLOW

Camel Signature Mellow is deliciously smooth with sun-cured tobacco taste.

Camel's classic Turkish tobacco is accented with toasted honey giving it a sweet and velvety smooth finish.

close



CAMEL signature BLENDS

FROST

Camel Signature Frost is extremely cooling, crisp and clean.

The Fine Asian Mint awakens the taste buds while the creamy finish delivers a smooth, buttery aftertaste.

close



CAMEL signature BLENDS

INFUSED

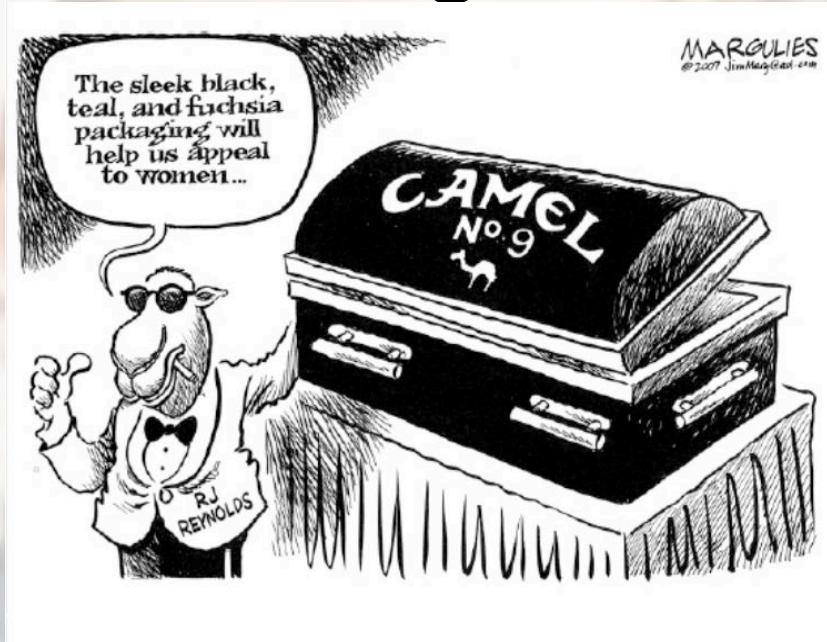
Camel Signature Infused is smooth and intriguing.

Combining notes of Citrus and Izmir tobacco offers a sweet apple-like flavor for an unbelievably unique experience.

close

Tobacco Marketing

Guests at these events received Camel No. 9 products, as well as other feminine items, such as body jewels and bracelets with the black and pink theme.



RJ Reynolds, 2007. "If a Camel light smoker sees No. 9 and she thinks it is even better for her than what's she smoking, that's a good thing for us because it's making a current franchise smoker feel even better about the brand."

- * Based on current cigarette smoking patterns, an estimated 25 million Americans who are alive today will die prematurely from smoking-related illnesses, including 5 million people younger than 18.6 Smokers on the average die 14 years sooner. – CDC

Point of Sale Advertising: Location, Location, Location



These cigars can easily be **mistaken** for **candy** by adults and children alike.



White Owl
cigars


Candy
eggs

Colorful White Owl flavored cigar display near Easter candy at a Mobil gas station counter in Washington D.C. in April 2006.

Altria now owns John Middleton, Inc., makers of **Black & Mild** cigars, flavors that are often sold at low prices, singly or in small packs, making them even more appealing to youth.



Smokeless tobacco comes in a variety of candy flavors



Now, every Skoal Long Cut® comes in the FreshSnap can...

WARNING: THIS PRODUCT MAY CAUSE MOUTH CANCER.

FreshSnap cans keep our premium 100% American tobacco so fresh, we guarantee it until the date stamped on the bottom.

©2011 U.S. Smokeless Tobacco Co. or its affiliates. MADE IN THE U.S.A.



NEW!
SKOAL
A PINCH BETTER.
VANILLA BLEND

...even our newest flavor.

NEW SKOAL VANILLA BLEND.
The rich taste of vanilla perfectly blended with premium, hand-selected tobacco for a new, long-lasting, ultra smooth taste.

Always
A PINCH BETTER.
TASTE AND FEEL THE DIFFERENCE.

U.S. SMOKELESS TOBACCO CO.



LONG CUT®
SKOAL
A PINCH BETTER.
CHERRY



Snus Products



Other products created for situations where smokers cannot smoke:
Stonewall Hard Snuff Tobacco and Ariva-flavored tobacco lozenges.



New smokeless, dissolvable tobacco products from R.J. Reynolds



Test marketing in Columbus, OH, Portland, OR and Indianapolis, IN starting in January 2009

E-Smoke Nicotine mist



ECL1 / THE CLASS E-PACK
\$69.95 - Free shipping



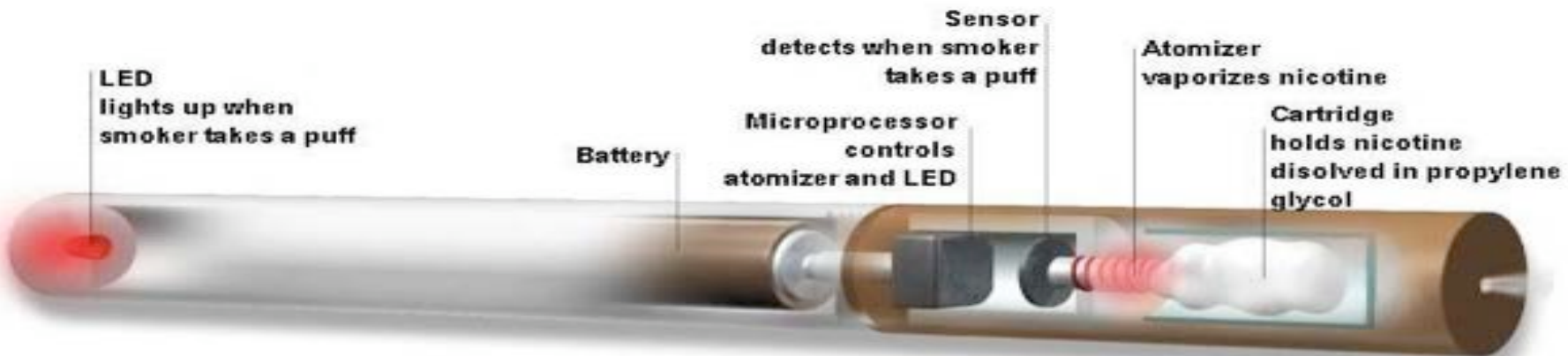
ETR2 / THE TRAVEL E-PACK
\$59.95 - Free shipping



ECI3 / THE FANC E-CIGAR
\$29.95 + shipping & handling \$6.95

SAVE \$20

ECL1 COMPARE AT *Costco* \$89.95
Our price \$69.95 with FREE shipping on auto ship*



Dipping vs. smoking?

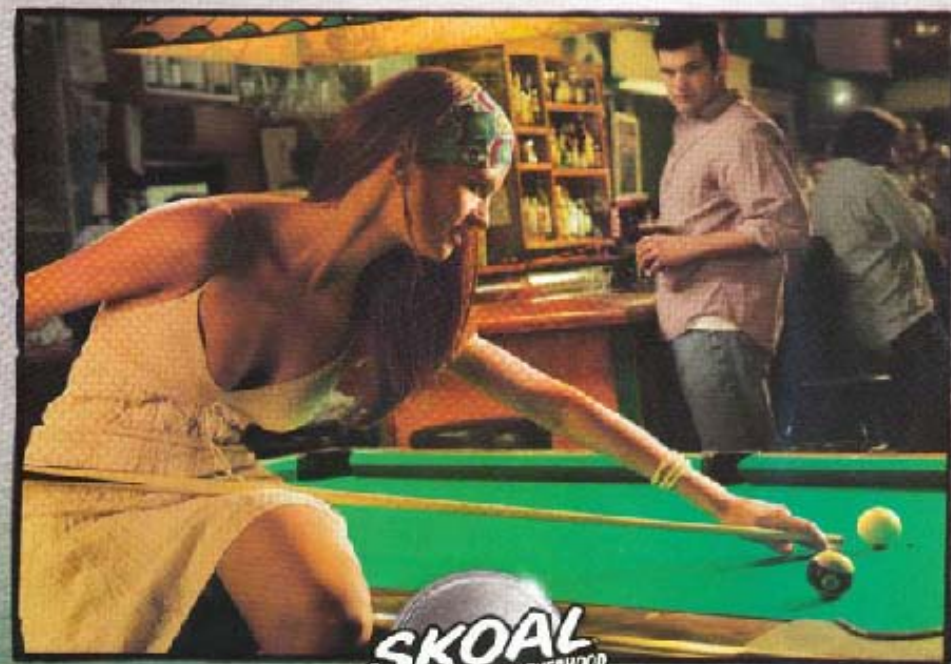
DIPPING.

Why?

BETTER FOR MY SEX LIFE.

What do you mean?

**WHILE SOME ARE OUTSIDE SMOKING,
I'M INSIDE WORKING.**



SKOAL
WELCOME TO THE BROTHERHOOD

WARNING
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

It's really not work when you enjoy what you're doing.
Skool Smokeless Tobacco | SkoolBrotherhood.com

NOT FOR SALE TO MINORS

© 2007 Skool Smokeless Tobacco Co. or its affiliates. 60027 U.S. Smokeless Tobacco Co. © 2007 U.S. Smokeless Tobacco Co. or its affiliates. 60027 U.S. Smokeless Tobacco Co. or its affiliates.

“ [It] will not kill them as quick or as much as other brands,”

Bennett LeBow, CEO, Vecotor, Manufacturer of new Omni Cigarettes, USA TODAY 01/11/2002

NEW ADVANCE
A Step In The Right Direction.

All of the taste...
Less of the toxins.

ADVANCE reduces the toxins that are found in light brands. Thanks to a revolutionary new filter design and patented low tarball, ADVANCE has a great taste and great feel.

ADVANCE ADVANCE

There is no such thing as a safe cigarette, but in these tough economic times, it's important to know if you're getting the most out of your pack. ADVANCE is the way to go.

Available in the Indianapolis Metro Area

WARNING: This product is not intended for use in quitting smoking. Consult your doctor regarding the health risks of tobacco use.

QUEST CIGARETTES THAT'S NEW! Smoking Quests The Greatly Reduced Tarball Cuts The Health Risks.

Step your way to
Nicotine Free!
new
Quest

Now there's a new way to quit smoking. Quest is the only cigarette that's nicotine free. It's the only cigarette that's also low tar. Quest is the only cigarette that's also low tar and nicotine free.

Reduced carcinogens.
Premium taste.TM

Also available in Ultra Light version. **New**

THE BEST CHOICE FOR SMOKERS WHO WORRY ABOUT THEIR HEALTH IS TO QUIT.

HERE'S THE NEXT BEST CHOICE.

QUEST-BACK GUARANTEE

1-877-848-4343

SPECIAL INTRODUCTORY OFFER

1 Low Nicotine
2 Extra Low Nicotine
3 Nicotine Free

Make it your Quest.

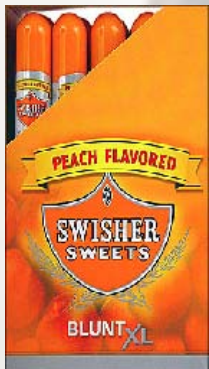
Anytime. Anywhere.

REVEL

Anytime. Anywhere.

Little cigars come in many flavors:

- Strawberry Chocolate Peach Berry Sour Apple Grape Pineapple Watermelon Banana



Minnesotans will pay \$215.7 million dollars to treat health conditions caused by exposure to secondhand smoke

Reported by Dr. Marc Manley of MN Blue Cross & Blue Shield

Smoking Related **Cost to Medicaid in MO** 2001 & '01 **Tobacco Settlement**

-\$182.1 Million cost
+\$151. Million pymt
-\$31.1 Million Loss

Net loss 1 area alone

News Tribune The Statesman



**WHAT WE
STAND FOR...**
Frequently Asked Questions

How can you prove the Tobacco Industry needs to recruit teen customers?

Tobacco executives' own once-secret documents tell the story. Behind closed doors, they write,

“...the base of our business is the high school student.”



They discuss using sweeteners to lure children.
They write about the need to attract teenagers to replace dying smokers.

They analyze how to craft ads to appeal to young people. It's laid out clearly, in their own words.

[googled - tmvoice & found:]

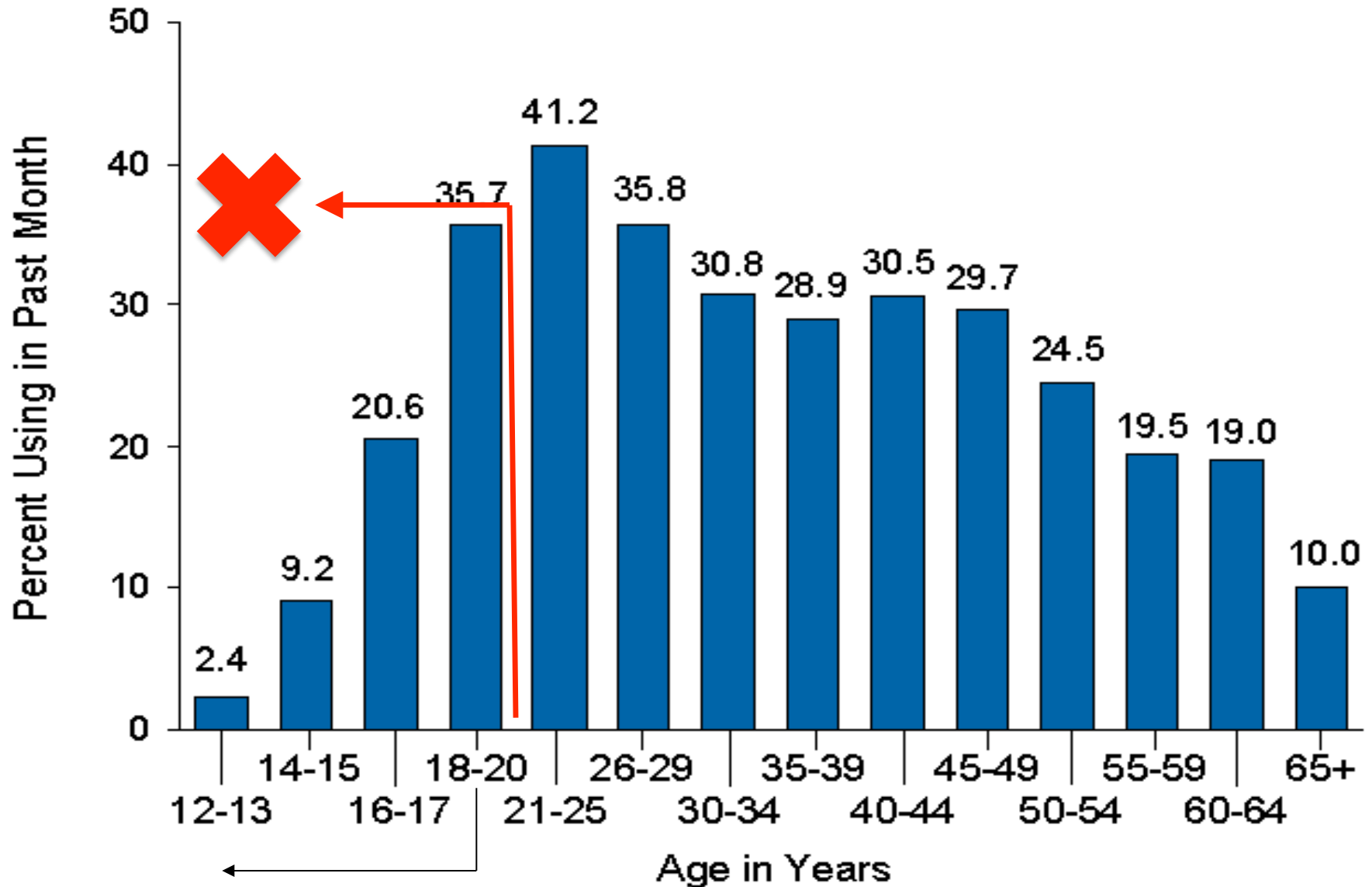
www.leg.state.mn.us/docs/pre2003/other/bigplan/tobacco/_vti_cnf/indexb.html - 4k -

“This Web-based document was archived by the Minnesota Legislative Reference Library.”

Tobacco Marketing

- **Camel Walk \$8 Mill vs Joe Cool > \$478 Mill**
- **Marlboro Woman vs Man > \$1 vs \$1,000**
- **Cancer Lung 7th to 1st by '88 > Vir. Phlegm**
- **Boys spit draws..... Flies**
- **Girls smell???? 5 vs 1**

Past Month Cigarette Use by Age 2005 NSDUH



THIRD HAND SMOKE

- When a cigarette burns, nicotine is released in the form of a vapor that collects and condenses on indoor surfaces such as **walls, carpeting, drapes and furniture**, where it can linger for months, said the study, which was published in the Proceedings of the National Academy of Sciences (PNAS).
- "Our study shows that when this residual nicotine reacts with ambient nitrous acid it forms **carcinogenic tobacco-specific nitrosamines**, or **TSNAs**," said Hugo Destailats, a corresponding author of the study.
- "TSNAs are among the most **carcinogens** present in unburned **tobacco and tobacco smoke**," he said.

TEEN SMOKERS WANT TO QUIT

University of Rochester NY researcher Dr. Jonathan D. Klein reported from two teen surveys

87 percent and **73** percent, respectively -- said that they wanted to quit.

- Gateway drugs **impair judgment**.
 - If a person gets drunk or high, its easier to say yes to cocaine or whatever else is around.
 - These drugs break down **inhibitions**, so a person is more susceptible to peer [self] pressure or experimenting.
 - They don't just impair judgment -- these drugs can change the way a person feels about drugs in general.



Associations and Links Estimates

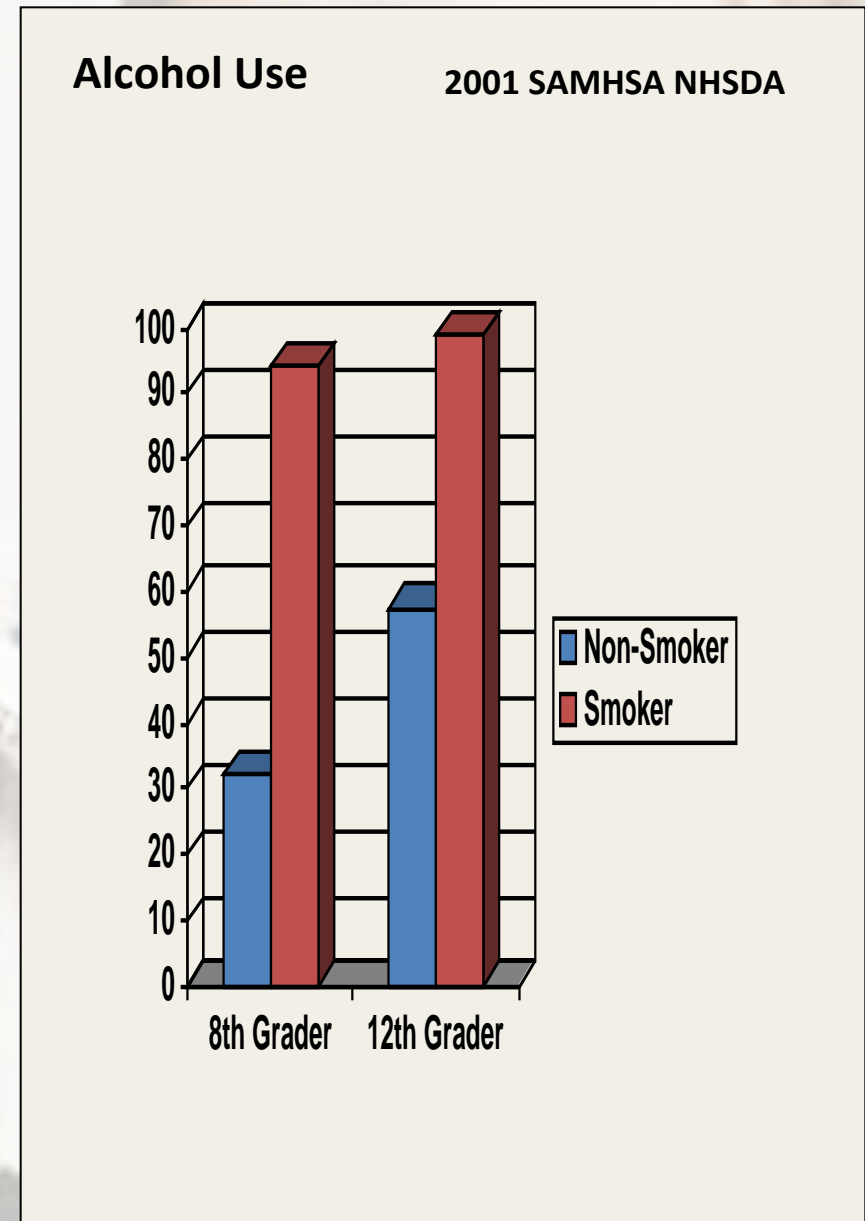
- **Alcohol Use** - 8th and 12th Grade:

- **Non-smokers**

- 32% 8th Grade
- 57.4% 12th Grade

- **Pack-a-day smoker**

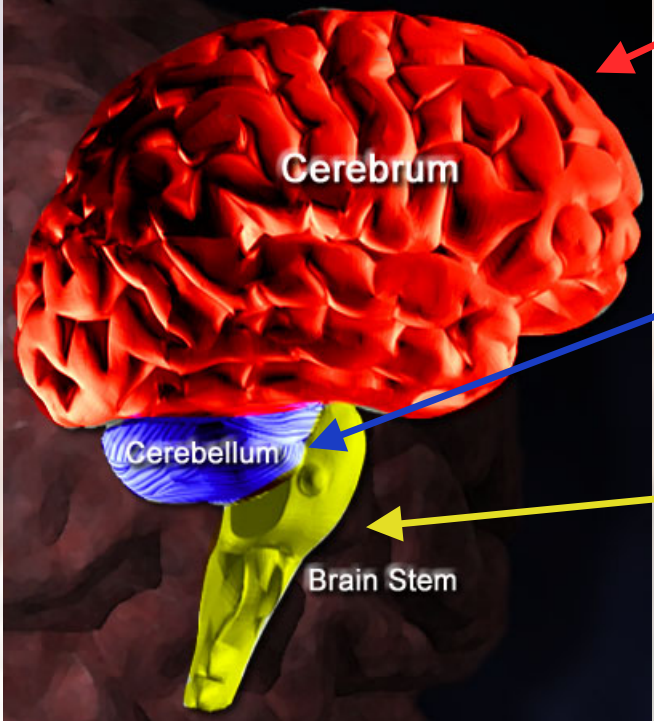
- 94% 8th Grade
- 98.8% 12th Grade



Three Main Parts

- Cerebrum
- Cerebellum
- Brain Stem

Alcohol Effects Brain in Reverse Order Learned



1st **Judgment INHIBITIONS**

2nd Hand Eye **Coordination**

3rd **Vital Areas**

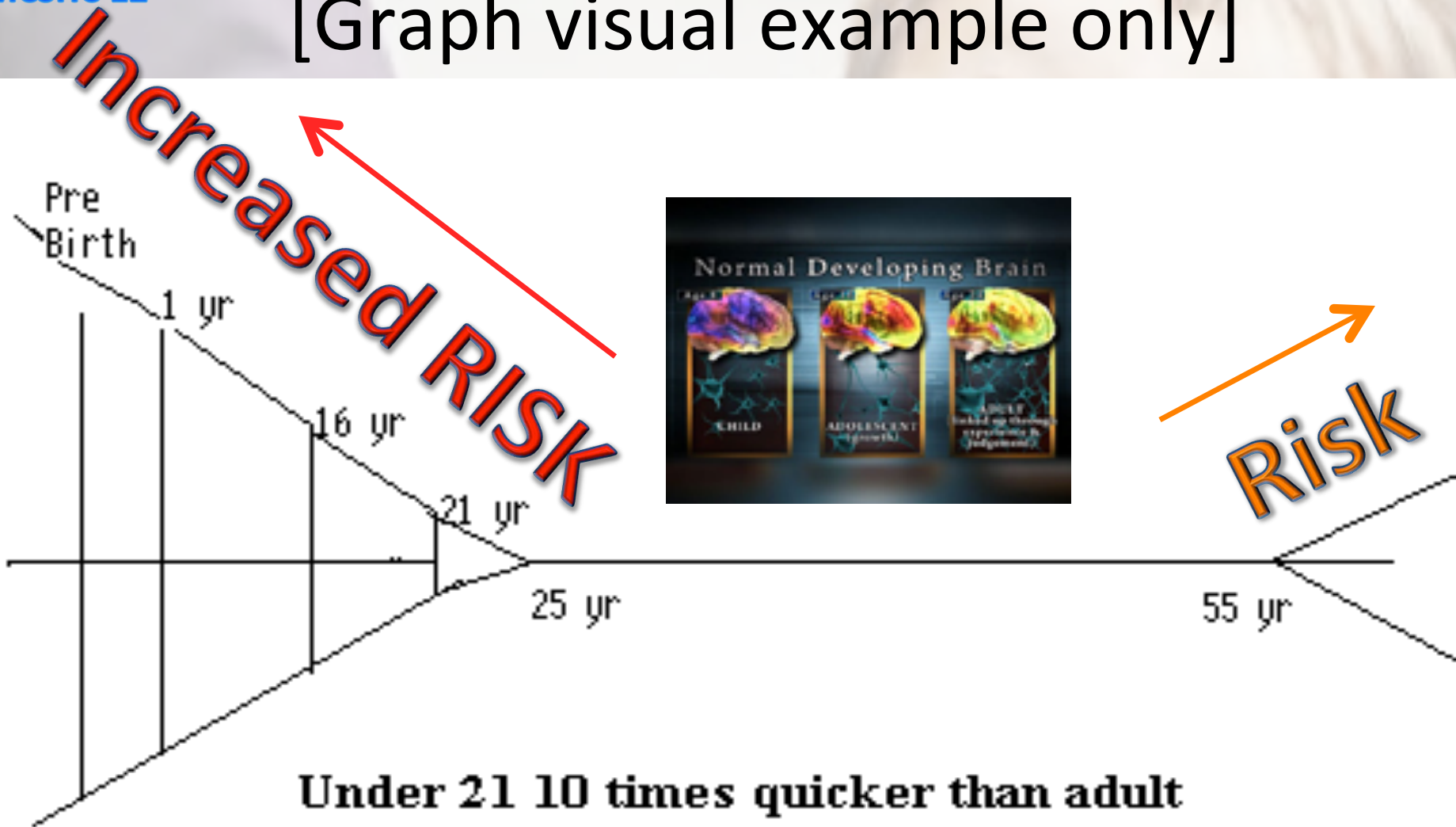
Beginners at:

Socializing
Driving
Drinking

NOTE:

Each is further divided into regions that control specific functions

[Graph visual example only]



**Under 21 10 times quicker than adult
6 mo to 3 yrs vs 10 to 30 yrs**

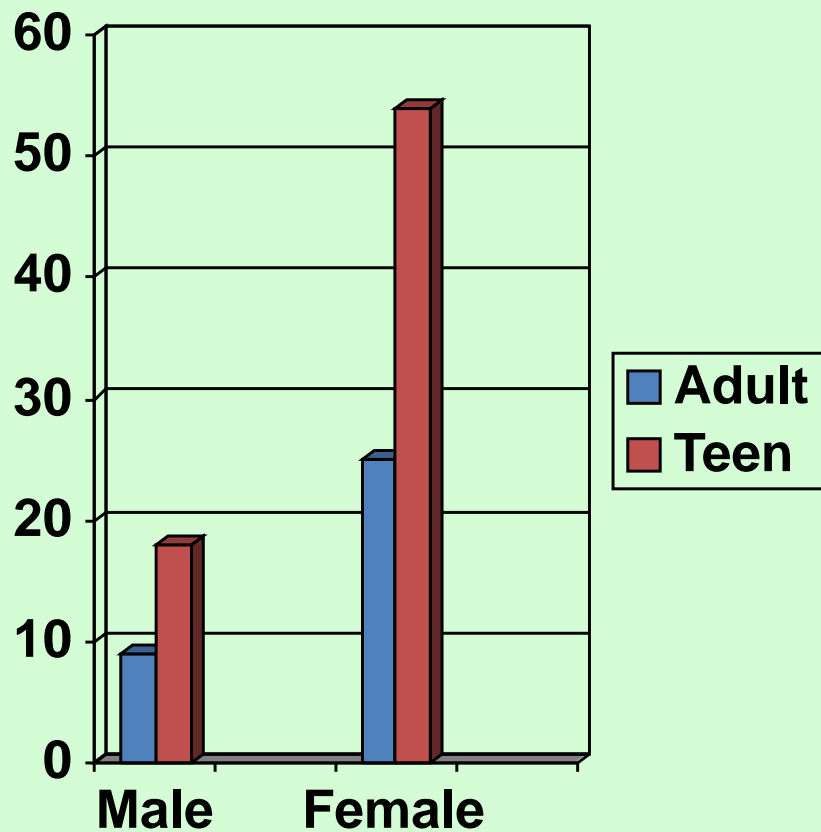
Younger the organ quicker & more severe damage

Increased Risk for **Adults**: 25 to 55

- **More than 2 drinks per day**
- **More than 4 times per week**
- **FEMALE**
- **Descendant of Alcoholic**
- **Some Cultures / the why is debated**
- **Pregnant**
- **Taking Medication**
- **Sensitive to Alcohol**
- **Any activity requiring critical thinking or decisive reaction..Operating vehicle, vessel, or aircraft**

Crash Probability @ .05-.10% per

IIA, NHTSA



- Male Adult x 9
- Male Teen x 18
- Female Adult x 25
- Female Teen x 54
- 1:2 Female teen vs. Male teen J-4

Drinking Lab – 300 o/10yr BAC .03-.20

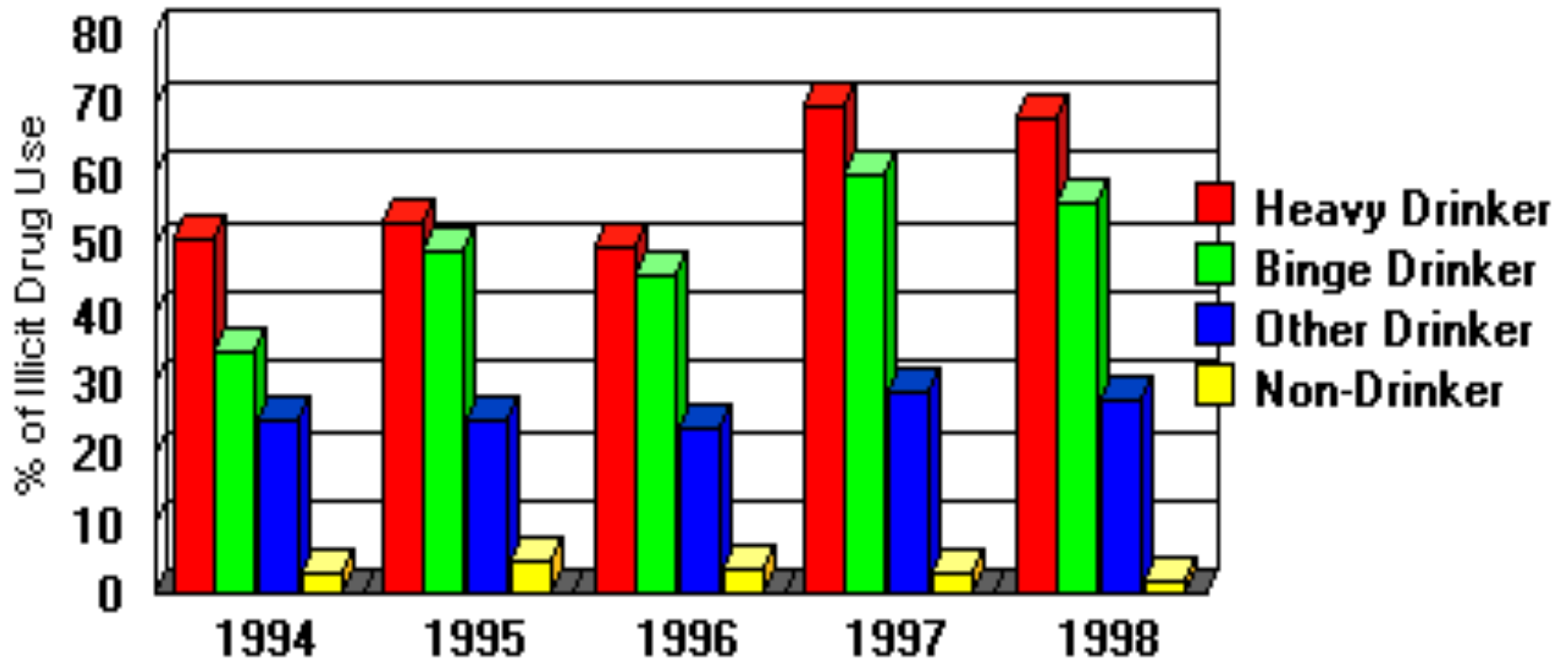
- By .02 - .03 Majority gave up keys
- By .05 all gave up keys
- Downside requested keys 2x to 5x higher
- .06 vs .11 [Driver / Passenger J4]
- 1975 16 year old drivers killed > 19 per 100,000
- 2000 16 year old drivers killed > 35 per 100,000 NHTSA

Alcohol related

- Kent University research on **shock game**.
No alcohol level 1 to 3,
with either intoxicated [male or female] starts
6 to 7 and quickly escalates to maximum of 10.
- Brain scan showing activity on alcohol ads
with college students.
“Getting Stupid” video

Alcohol

Correlation Between Alcohol Use & Illicit Drug Use

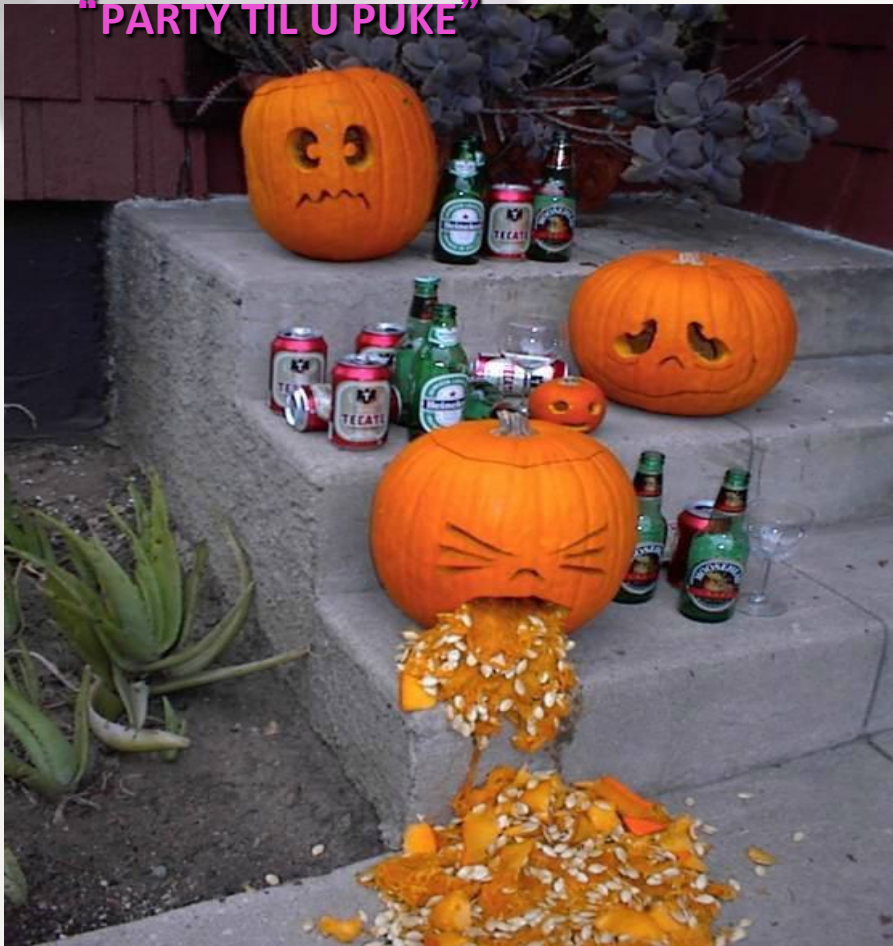


Relationship between alcohol use by
12-17 year olds and illicit drug use

May 1, 2006 NEW STUDY IN ARCHIVES OF PEDIATRICS AND ADOLESCENT MEDICINE AND CASA* REPORT REVEAL:

Teen Mantra:

"PARTY TIL U PUKE"



- **UNDERAGE DRINKERS, ALCOHOLICS AND ALCOHOL ABUSERS CONSUME BETWEEN 37.5 AND 48.8 PERCENT OF ALCOHOL SOLD**
- **MORE THAN A QUARTER OF UNDERAGE DRINKERS MEET CLINICAL CRITERIA FOR ALCOHOL ABUSE OR DEPENDENCE**

'PARTYTILU P UKE'

Why Target: Teen\$ & problem Drinker\$

Anheuser
Busch



- National Center on Addiction and Substance Abuse (CASA) at Columbia University, finds:
- **underage drinkers and adult pathological drinkers account for at least \$48.3 billion and as much as \$62.9 billion in alcohol sales in 2001**

It Takes Two to Suck & Blow!

Located at a convenience store near you! If your convenience store does not carry

Suck & Blow products, ask them to start!



*The last year for which the necessary data were available. Columbia U. NY

May 1, 2006

- '06 Tilt no Al
- '08 No caffeine - add Al
- '11-12 Al 12% to 8% ??

Alcoholic Energy Drinks

Alcoholic energy drinks are prepackaged beverages that combine alcohol with caffeine, guarana, ginseng, taurine, and other ingredients commonly associated with nonalcoholic energy drinks.

They may be malt- or distilled spirits-based. Sparks is the top selling malt-based brand, while Pink Vodka and V2 Vodka are examples of distilled spirit-based products. Get the latest information and learn how you can help Marin Institute keep them out of the hands of young people.

We are now called "Alcohol Justice,"
"The Industry Watchdog,"



Pseudophedrine/ephedrine-Caffeine 1-phenyl-2-methylaminopropanol

Researchers say:

Ephedra, herbal stimulant used by millions of Americans for body building, energy, and weight loss, can cause **heart attacks, stroke, seizures and death** in otherwise healthy young people ^[DEA]

Trend “**Energy Drinks**” > **Amp, Pimp Juice, Full Throttle, Rock Star, Monster Energy, Rage, Cocaine, Red Bull** > Aside from caffeine & sugar, some common ingredients are **taurine, ginseng, guarana, vitamins, & green tea. Some have methylxanthines, inositol, carnitine, creatine, glucuronolactone and ginkgo biloba**

[WebMD & Wikipedia]

Anheuser-Busch's > **Tilt, B to the E** [30 states sued - off market]

Sparks - Note: **Alcohol 6-12%** **Volume 1 pint+ [16-24 oz]**



The joint venture of **SABMiller** and **Molson Coors** Brewing will voluntarily tone down the formula of Sparks to remove **caffeine, taurine, guarana and ginseng**, and it has agreed not to produce **alcohol-caffeine** combos in the future, **MillerCoors** said



Four has added a 23.5oz (695ml) beverage called Four Loko to their product line. It contains 12.0%ABV. Currently there are seven flavors available, the three original flavors (**fruit punch, orange blend and grape**), **watermelon, blue raspberry, lemonade, and cranberry lemonade**. Four LOKO is currently only for the U.S. market. A 23.5oz can of Four Loko is estimated to contain 660 calories.

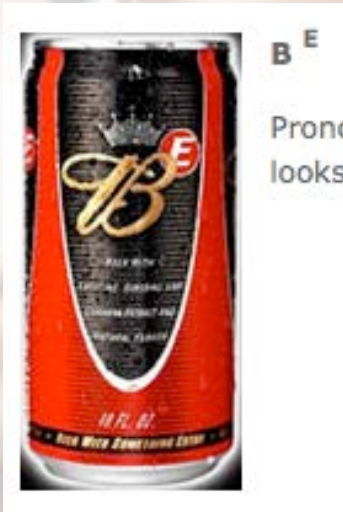
- Joose is an alcoholic energy drink **9-12% AVB** contains **caffeine, taurine, ginseng**, and certified colors. Joose is currently available in 23.5 oz orange, red, purple, green, or blue cans on a black background. Current flavors include the original Joose, **Tropical, Dragon, Joose, Jungle, Mamba, Panther**



Some equal to 2 - 6 beers plus stimulant products



A 23.5-ounce can of Four Loko sells for about \$2.50 and has an alcohol content of 12 percent, making it comparable to drinking five to six beers.



Alcohol, Energy Drinks, and Youth: A Dangerous Mix



A screenshot of the JOOSE website. The top navigation bar includes 'PRODUCTS', 'EVENTS', 'FANS', 'STORE', 'DOWNLOADS', 'CONTESTS', and 'CONTACT'. The main content area is divided into several sections: '12% ALCOHOL' with images of JOOSE cans, 'MACHINIST FEAT. YUN JOE & RP-9 JOOSE SPOTLIGHT', 'JOOSE CONTESTS', 'WE ID' with '12% ALCOHOL' and 'BIG 23.5 OZ CANS!', 'SOME STORE', and 'JOOSE FANS'.



A Deadly Combination

A 23.5 ounce can of **Four Loko** contains 12.0% alcohol. That means just one can of Four Loko is like drinking 4 to 6 cans of beer. It also contains as much caffeine as 8 to 12 small cups of coffee.

Top This! Flavored Alcohol Whipped Cream

- A new alcohol product is appearing in Omaha area stores.
- CREAM is alcohol-infused whipped cream sold in tall, 12.8 oz. cans.
- The potent product contains **15%** alcohol by volume, which is about three times that found in an average beer. It needs no refrigeration, so it is convenient to transport to parties.
- CREAM, and a similar product called Whipped Lightning (which is **18%** alcohol by volume



REVEAL:

MAY 1, 2006

**UNDERAGE DRINKERS, ALCOHOLICS AND
ALCOHOL ABUSERS CONSUME BETWEEN 37.5
AND 48.8 PERCENT OF ALCOHOL SOLD
**MORE THAN A QUARTER OF UNDERAGE
DRINKERS MEET CLINICAL CRITERIA FOR
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Columbia U. NY May 1, 2006

National Center on Addiction and Substance Abuse (CASA) at
Columbia University, finds:

**that underage drinkers and adult
pathological drinkers account for at least
\$48.3 billion and as much as \$62.9 billion
in alcohol sales in 2001,**
the last year for which the necessary data were available.

**BN# 665 MSP 2' 07
ANHEUSER BUSCH'S
PRODUCT "SPYKES"**



Malt beverage at 12% alcohol in very slick bottles

Anheuser Busch marketed 2.5-3 oz “Spykes” in a handful of states thus far. Marketed as something to add to beer to improve the flavor, or to pour over ice. They come in four flavors:

Spicy Mango

Hot Melons

Hot Chocolate

Spicy Lime

In Michigan they sold for \$0.75 up to \$1.00 each

'Eyeballing' Fad has Teens Pouring Vodka into Eyes

Wednesday, May 26, 2010 **FOX NEWS**



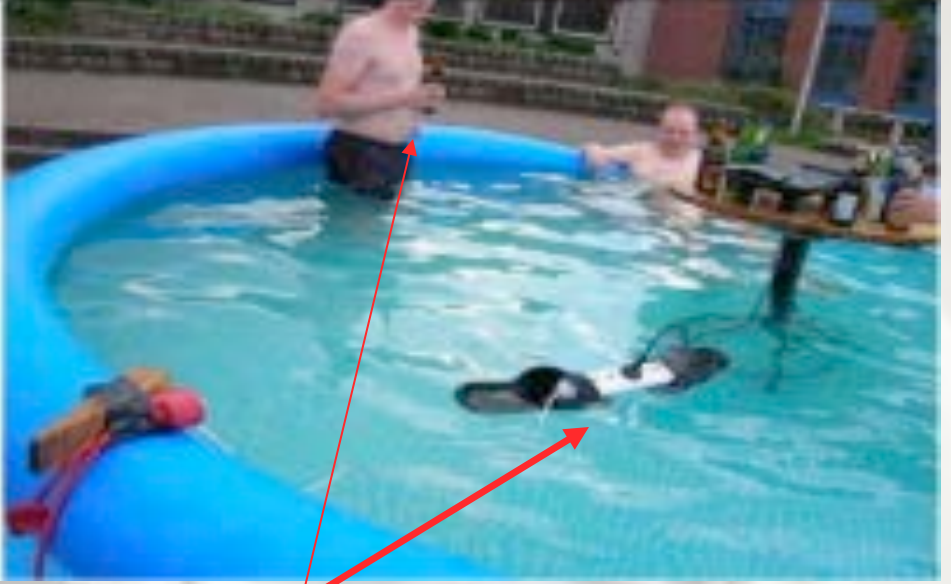
More of prank than an effective way to ingest alcohol

YouTube

Alcohol does not make anyone smarter



Sober Driver →



Joke...I hope?

AL – HAND SANITIZER



- LOS ANGELES, April 24 (UPI) -- Distilling **alcohol** from hand sanitizer with **salt** and drinking the substance straight-up landed **six teens** in Los Angeles County emergency rooms, officials say.
- Helen Arbogast, injury prevention coordinator-trauma program at Children's Hospital Los Angeles, said cases of individuals suffering from **alcohol poisoning** by consuming hand sanitizer straight from the bottle have been publicized in recent years.



- Read more:
http://www.upi.com/Health_News/2012/04/24/Teen-alcohol-poisoning-from-hand-sanitizer/UP1-74511335318165/#ixzz1vVQqYIYh

63 - 65% ETOH

- Strong evidence that use of **alcohol** and **tobacco** sets up patterns of behavior making it easier to take the next step and use other drugs
- Strong statistical association between adolescents' use of **tobacco** and **alcohol** – to progression of drug use
 - **Smoking Tobacco**: Training ground for **smoking other drugs**



NOTE: The use of **marijuana** and other drugs is exceedingly rare among those who have not used **tobacco** and **alcohol** first

K2, Spice[Gold,Silver,Diamond], Blaze, Blond, Buddha, Genie, Yucatan Fire

- In the 1990s, Professor John W Huffman led a group of researchers at Clemson University to create a large series of synthetic cannabinoids –

among them JWH-018 and JWH-073 for use in lab experiments –

NOT for human consumption.

Huffman said synthetic compounds never been tested on humans could have toxic results

MAY be a certain carcinogenic (cancer) potential with its consumption.

JWH-018, JWH-073

- JWH-018 and JWH-073 are **more potent** THC –
- less is needed for the user to get high will **last longer**.
- **3 to 5 times** more potent than THC.
- **Risks** of accidental **overdosing**
- risk of **severe psychiatric complications**
- type and amount of cannaboinoid may **vary considerably** from batch to batch even within the **same product**.
- Some researchers believe **tolerance** to synthetic cannabinoids may develop **fairly fast**
- might be associated with **relatively high potential to cause dependence**.

Effects Spice, EMCDDA survey

To prove pharmacological activity/drug positive & blood/urine samples, a self-experiment was conducted by two authors.

- One cigarette containing 0.3 g Spice Diamond was smoked & several blood and urine samples were collected.
- About 10 minutes later, first noticeable effects occurred; considerably reddened conjunctivae, significant increase of pulse rates, xerostomia (dry mouth) and an alteration of mood & perception.
- In objective psychomotor tests, no abnormalities were detected, although the subjects had the impression of being moderately impaired.
- The effects continued for about six hours under slow attenuation.
- The whole next day, some minor after-effects were still noticeable.
- These findings were consistent with the majority of reports Based on anecdotal reports,
- HU-210 is hundreds of times more potent than THC, DEA

SPICE / K2



Ingredients: Baybean, **Blue Lotus**, Lion's Tail, **Lousewort**, Indian Warrior, **Dwarf Scullcap**, Maconha Brava, **Pink Lotus**, Marshmallow, **Red Clover**, Rose, **Siberian Motherwort**, Canavalia Maritime, **Leonotis Leonurus**, Leonurus Sibiricus, **Pedicularis Densiflora**, Scutellaria Nana, **Vanilla Planifolia**, Zorinia Latifolia, **Magnolia Officinalis**, Rosa Gallica, **Trifolium**

Spice K2

Add to Cart

[Details](#)

Zombie World 3g



\$49.00

Add to Cart

[Details](#)

Serenity Now Blueberry 3g



\$55.00

Add to Cart

[Details](#)

Serenity Now Strawberry 3g



\$55.00

Add to Cart

[Details](#)

Dark Night 3g



\$49.00

Add to Cart

[Details](#)

Ocean Blue 3g



\$50.00

Add to Cart

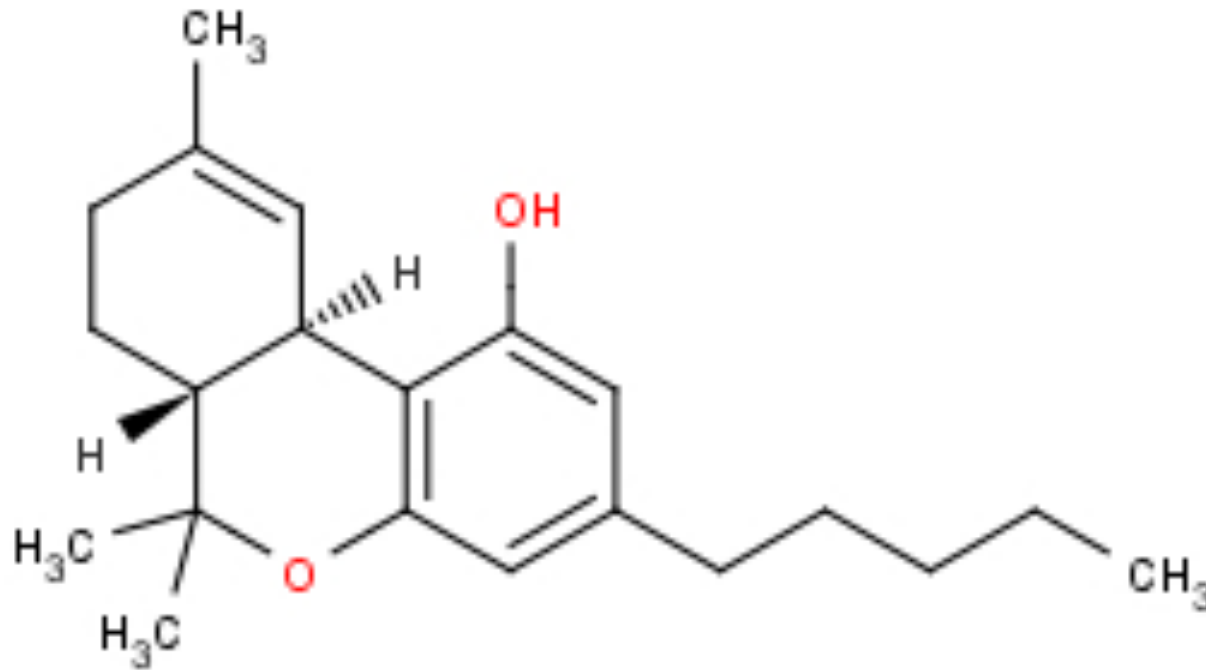
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Spice Arctic Synergy 3g



\$49.00

Delta-9 THC



CH₃

K2 use and the DRE Matrix

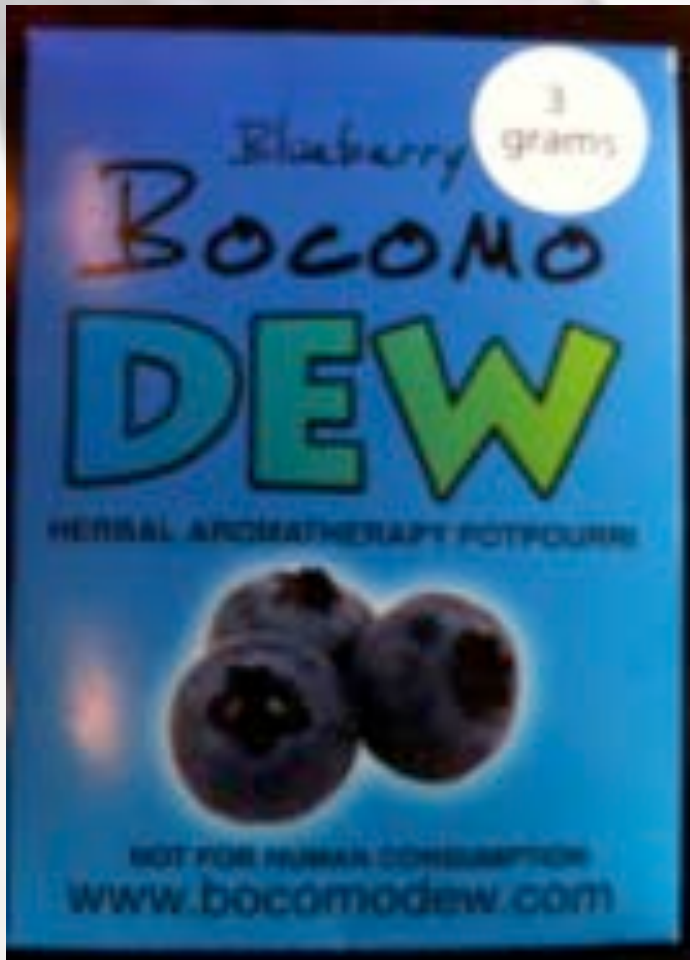
Drug Symptom Matrix								
	CNS Depressant	Inhalants	Dissociative Drugs	CNS Stimulants	Hallucinogens	Narcotic analgesics	Cannabis	K2
Horizontal nystagmus	Yes	Yes	Yes	No	No	No	No	No
Vertical Nystagmus	Present *	Present*	Present	No	No	No	No	No
Lack of Convergence	Present	Present	Present	No	No	No	Present	Present
Pupil Size	Normal	Normal	Normal	Dilated	Dilated	Constricted	Dilated*	Normal
Reaction to Light	Slow	Slow	Normal	Slow	Normal	Little to none	Normal	Normal
Pulse Rate	Down	Up	Up	Up	Up	Down	Up	Up
Blood Pressure	Down	Up/Down	Up	Up	Up	Down	Up	Up
Body Temperature	Normal	Up/Down/Normal	up	Up	Up	Down	Normal	Normal

* High doses

	CB1	CB2	CB1 Ki (nM)	CB2 Ki (nM)
Delta9-THC	1.64		15.3	25.06
ACEA	1428.57		1.4	2000
ACPA	325		2.2	715
AM630		165	5152	31.2
AM6527	95		4.88	463
BAY 38-7271	3.22		1.85	5.96
CP 47,497			2.2	
CP 55,244			0.11r	ND
CP 55,940		2.12	1.1	0.52
HU-210	8		0.061	0.52
HU-308		434.78	10000	23
JWH-004		11.94	48	4.02
JWH-007		3.23	9.5	2.94
JWH-009		2.21	311	141
JWH-015		28	383	13.8
JWH-016		5.13	22	4.29
JWH-018		3.06	9	2.94
JWH-019		1.77	9.8	5.55

BoCoMO Bay, Columbia

Kevin Bay ...Busted 9/'11
Over \$700,000 seized



Khat

Khat is a naturally occurring stimulant derived from the *Catha edulis* shrub. This shrub is primarily cultivated in East Africa and the Arabian Peninsula. The use of khat is an established cultural tradition for many social situations in those regions. Khat is also known as Abyssinian tea, African salad, oat, kat, chat, and catha. Khat has two active ingredients, cathinone and cathine.

Qat....Khat

- Qat chewing in Yemen is some 400 years old, reported, 19th-century, Yamini can go for several days without food, **but not a single day without qat**. Men and women and children, they all use it.
- The adverse health effects of qat . . **high blood-pressure, under- weight children (when pregnant women chew qat), cancer (from consuming pesticide residues), and dental diseases**. spend, nearly **10 percent of income** [on qat].



MDPV: “Ivory Wave”

Methylenedioxyprovalerone



Several Illinois cases 2010:

- Related to MDMA but effects are like meth
- 4-hour euphoric high-profound sexual stimulation
- O.D.: panic attack, rapid heart beat, B.P. sweating, and muscle lock-up
- Deep depression hangover
- No tox tests – not scheduled

Bath Salts/Powdered Plant Food

- Ivory Wave, Red Dove, Vanilla Sky – marketed at bath salts
- Snorted or smoked
- These powders contain methylmethcathinone (4-MMC) or methylenedioxypropylamphetamine (MDPV) – powerful mood altering stimulants similar to effects of cocaine and methamphetamine
- 4-MMC is a designer take-off of the plant stimulant found in Africa – Khat
- Can be a stand-alone product sold in some brands of foreign made plant food
- Users claim they feel more social and interactive

MDPV

- A more brazen stimulant – can lead to muscle spasm or user may engage in meaningless repetitive motions or behaviors, similar to tweaking
- High dose users have experienced hallucinations and profound paranoia.
- In combinations (with 4-MMC), the drugs have added stimulant effects

Mcat, the street name for Mephodrone, is also known as Meph, Meow, Magic and Plant Food and is most commonly sold in white powder or crystal form. It is sold as plant food via the internet and is illegal under medicines legislation to sell, supply or advertise for human consumption.

- According to the Darlington Drug and Alcohol Action Team, mephedrone can cause **nose bleeds, nose burns, hallucinations, blood circulation problems, rashes, anxiety, paranoia, fits and delusions**. [1] According to the company Crew2000, other problems may include **poor concentration, poor short-term memory, tachycardia, palpitations, anxiety, depression, hyperhidrosis, mydriasis, trismus, and bruxism**. [6] A survey conducted by the National Addiction Centre, UK found that 51% of mephedrone users said they suffered from **headaches**, 43% from **heart palpitations**, 27% from **nausea** and 15% from **cold or blue fingers**. [5]

Lazy Cakes



“Larry Lazycakes”

Lazy Cakes – The relaxation brownie

- Drug filled brownies containing melatonin, valerian root, passion flower and rose hips.
- Has enough melatonin to put the average adults into a deep sleep – recommended dosage is .2 mg., but each cake has 7.8 mg.
- Melatonin can cause impairment to the central nervous system, trouble breathing, and nausea.
- Valerian Root is comparable to valium or tranquilizers.

Lazy Cakes – Cont.

- Appealing to children since it looks like candy
- Sold in colorful, psychedelic wrappers and features a cartoon character – Larry Lazycakes.
- Its slogan is “Peace, Love and Lazy Cakes”
- Sales have gone so well that they are considering introducing a product to counteract the relaxation brownie – a caffeinated browning called an “Up Cake.”

New logos to watch for



71% of all deaths among persons aged **10--24**
years result from 4 causes:

MOTOR-VEHICLE CRASHES

[#1, but less than 50% of all Alcohol related deaths]

OTHER UNINTENTIONAL INJURIES

HOMICIDE

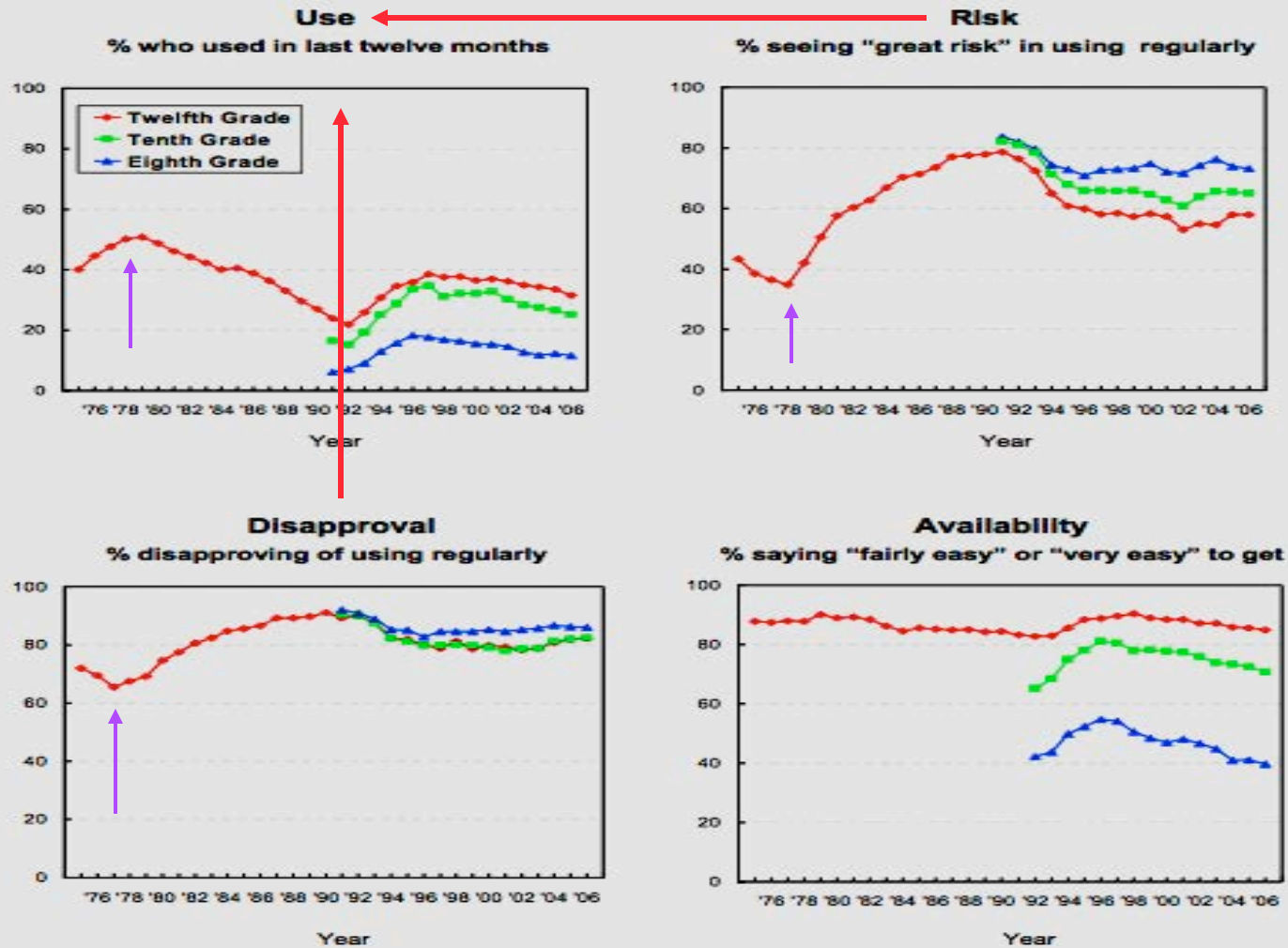
SUICIDE

Basic CAUSE??

BAD JUDGEMENT!!

MTF U of Mich

FIGURE 2
Marijuana: Trends In Annual Use, Risk, Disapproval, and Availability
 Eighth, Tenth, and Twelfth Graders



Source: The Monitoring the Future Study, the University of Michigan

Addiction

- Drugs are far more addictive than alcohol. [Dr. Mitchell Rosenthal, director of Phoenix House]
 - **10 percent** of adult drinkers become alcoholics [1 in 7 teens]
 - Up to **75 percent** of regular illicit drug users become addicted

MCSHC'12 Choking game, " Pass-Out, Space Monkey, Flatliner, or Blackout, Scarfing [autoerotic death]

- A survey of students published earlier this year in the journal Injury Prevention -- performed in the wake of a student death at a Texas school -- found that 68% of respondents had heard of the game and 45% knew someone who had "played."

- LA Times

- Eating Cinnamon Challenge

NEP - Needle "Giveaway" Program

- Mayor Gavin Newsom San Francisco



Needle "exchange" program in California county handed out nearly 80,000 syringes in a year but only 77 NEP participants enrolled in substance abuse treatment

Nearly half of drug users in five U.S. cities with needle exchange programs shared syringes

Hilary Duff Show for Pre-teens



FOX NEWS channel X-RATED GOODIE BAG PASSED OUT TO PRE-TEENS AT HILARY DUFF SHOW

AMERICA'S NEWSROOM

S CONCERT BECAUSE OF SECURITY CONCERN S&P 1626.31

PHILIPS

X-RATED "GOODIE" BAG

- ▶▶ Two condoms
- ▶▶ Catalog for adult store "Lovers Lane"
- ▶▶ "Bearly Legal" suntan sachets w/ marijuana leaves printed on front

FOX NEWS channel 7:48 PT

AMERICA'S NEWSROOM

OFFICES OF FMR FRENCH PM DOMINIQUE DE VILLIERS S&P ▲ 1.14

PHILIPS

"NORMLIZE"

“Happy Crack”

- 2008 St. Louis MO area
- Snorting KOOL-Aid mix and sugar
- Abusers get sensation, but no high



Center for Disease Control - 2008

- Tobacco use is the **leading preventable** cause of **death** in the United States. Cigarette **smoking** causes an estimated **438,000 deaths**, or about **1 of every 5 deaths**, each year. [20%]
- This estimate includes approximately **38,000 deaths** from **secondhand smoke** exposure.
- **More deaths** are caused each year by tobacco use than by **all combined deaths** from:

human immunodeficiency virus (**HIV**), illegal drug use, **alcohol use**, motor vehicle injuries, **suicides**, **and** murders.

Summary

While use of **alcohol** and/or **tobacco** does not guarantee use of **marijuana** and other drugs,

the use of **marijuana** and other drugs is exceedingly rare among those who have not used **alcohol** or **tobacco** first.

Summary

The use of any illegal drug or abuse of a legal drug serve as a "Gateway" to the experimentation and use of other drugs.

The willingness to take chances increase as they learn to obtain substances illegally, use it, control the side effects, hide what they've done, and learn how to deal with any guilt and shame over what they've done.

More < Frequent < Stronger < Different

Resources

American Council for Drug Education <http://www.acde.org/>
Americans For Drug Free Youth <http://www.americansfordrugfreeyouth.org/Home.htm>
CDC Youth Risk Behavior Surveillance <http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5505a1.htm>
DAWN Drug Abuse Warning Network <https://dawninfo.samhsa.gov/default.asp>
DEA Drug Enforcement Administration <http://www.dea.gov/>
DEC Idaho Conf. Material http://www.isp.state.id.us/DEC_Conference/materials.html
Dept of Education http://www.ed.gov/parents/academic/involve/drugfree/tips_pg6.html
Drug Watch International <http://www.drugwatch.org/>
Monitoring the Future <http://www.monitoringthefuture.org/>
National Families in Action <http://www.nationalfamilies.org/>
National Institute on Alcohol Abuse and Alcoholism <http://www.niaaa.nih.gov/>
National Survey Drug Use and Health 2005 <http://oas.samhsa.gov/NSDUH/2k5NSDUH/2k5results.htm>
NHTSA <http://www.nhtsa.dot.gov/people/injury/TSFLaws/PDFs/810727W.pdf>
NIDA National Institute on Drug Abuse <http://www.nida.nih.gov/>
Office of National Drug Control Policy <http://www.oncdp.gov/>
Parents the Antidrug <http://www.theantidrug.com/>
Partnership For a Drug Free America <http://www.drugfree.org/>
PRIDE Surveys <http://www.cspinet.org/booze/FactSheets/PRIDE2000.htm>
Student Drug Testing <http://www.studentdrugtesting.org/>
Substance Abuse and Mental Health Services Administration
SAMHSA <http://prevention.samhsa.gov>
SAMHSA Family <http://www.family.samhsa.gov>
SAMHSA <http://www.oas.samhsa.gov/NHSDA/TeenAlc/teenalc.pdf>

Lesson Sources



All www.

Whitehousedrugpolicy.gov/hidta/midwest.html

Dea.gov

CDCYouth Risk Behavior Surveillance

cdc.gov/mmwr/preview/mmwrhtml/ss5505a1.htm

Inhalants.org

Monitoringthefuture.org

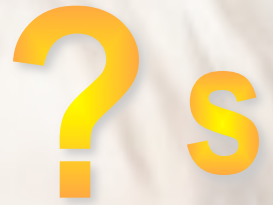
preventionminnesota.com

isp.state.id.us/DEC_Conference/materials.html

nlm.nih.gov/medlineplus/druginfo/medmaster/a682492.html

Lesson Sources

All www.



cspinet.org/booze/FactSheets/PRIDE2000.htm

drugfree.org

Inhalants.org

isp.state.id.us/DEC_Conference/materials.html

madd.org

preventionminnesota.com

nlm.nih.gov/medlineplus/druginfo/medmaster/a682492.html

oas.samhsa.gov/NSDUH/2k5NSDUH/2k5results.htm

