CURRENT ALCOHOL, TOBACCO & OTHER DRUG TRENDS

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CURRENT ALCOHOL, TOBACCO & OTHER DRUG TRENDS

OVERVIEW

• Synthetic Marijuana
• Synthetic Stimulants
• Alcohol Trends
• Relaxation Trends
• Tobacco & Nicotine Trends
• Prescription Drug Trends
WHAT ARE YOUTH FACING?
SYNTHETIC TRENDS
WHAT IS SYNTHETIC MARIJUANA/CANNABIS?

- Herbal mixture, sold as incense
- Dried herb/plant mixture, sprayed with a chemical that mimics THC
- Sold under many names (K2, K3, K4 Spice, Mojo, Genie, etc)
- Used by smoking, or can be made as an herbal infusion for drinking
- "Not for human consumption"
- Not approved or regulated by FDA
- Texas Legislature banned in 2011
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THE DANGER

- Ease of access
- Widespread misinformation
- Absence of regulation
- Unpredictable side effects
- Unknown long-term health effects
Past-Year Use of Illicit Drugs by High School Seniors (percent)

- Marijuana/Hashish: 36.4
- Synthetic Marijuana: 11.3
- Hallucinogens: 4.8
- Salvia: 4.4
- MDMA (Ecstasy): 3.8
- Cocaine: 2.7

Source: University of Michigan, 2012 Monitoring the Future Study
HOW DOES IT AFFECT THE MIND & BODY?

- Effects are similar to marijuana
- Paranoia
- Panic attacks
- Hallucinations
- Giddiness
- Increased heart rate/ blood pressure
- Vomiting
- Dilated pupils
- Seizures
- Long term effects are not known
CURRENT ALCOHOL, TOBACCO & OTHER DRUG TRENDS

K₂ Blue
K₂ Peach
K₂ Mint
K₂ Pink
K₂ Summit
K₂ Latté
K₂ Silver
K₂ Blonde
ARE THEY LEGAL?

• Synthetic Drug Abuse Prevention Act of 2012
  • Signed by the President on July 9, 2012
  • Bans several chemicals in synthetics
    • Classifies them as Schedule 1 in the Controlled Substances Act
  • However, similar compounds can be easily created to circumvent the act
  • New compounds created are far more serious than what we saw with the first chemical compounds
Welcome to the Official K2HerbStore.com. Introducing Our New K2 Herb Packaging! Click the Google + Button to Get Instant Savings On our K2 Incense Products

New factory sealed bags, color specific, 100% legal nationwide and barcoded for your guarantee of “Original Quality K2 Herb” (all products comply with current and proposed legislation and are D.E.A. approved.)

We the manufacturers of K2 herb, have developed this new packaging of our product to help you, the consumer, know you are getting authentic, 100% legal K2 Incense. Our new bar-coded and color specific bags are factory sealed, and guaranteed to have original and 100% legal contents for your protection. Due to all the imported knock offs of k2 herb, we have created this label to protect you from potentially harmful and illegal fakes that are in the “old style” stickered bags.

We no longer sell any of our herbal incense blends that contain any D.E.A. banned substances. We at the K2 Herb Store remain committed to providing our customers with safe, quality controlled, American manufactured 100% legal everywhere k2 herb incense and look forward to doing so in the future.

Our K2 Incense blends are without a doubt, the most impressive incense on the market. Kick back, relax and shop with confidence, buy k2 herb at great prices and we guarantee authentic K2 incense products and fast shipping! Created from rare blends of organic botanicals and herbs our new k2 herb blends are extremely potent and inspiring and best of all 100% legal everywhere. Each of our proprietary K2 incense blends offer a unique personality designed to draw you in and lift you up.

K2 HERB INCENSE – Is incense that creates a pleasant and soothing aroma. Its aromatic nature aids in relaxation and clear thinking. Some have even said that K2 herb can help with regular eating habits and sleeping. It is one of those products that once you try it, you will never want to use a substitute again. K2HerbStore.com distributes the best and most authentic and legal K2 incense on the internet. Our suppliers have come up with a new formula that complies with current and proposed legislation so there is no need to worry. K2 herb incense is an experience to be remembered.
http://K2HerbStore.com/

Polly Herbal Incense - Our Newest Creation - Super strong and makes you laugh like crazy. Has a nice Black Cherry Scent. Buy today only at http://K2HerbStore.com/

New Apocalypse Herbal Incense - Super strong, slight watermelon flavor.
http://K2HerbStore.com/
Welcome to the Official K2 Incense Supplier

Thanks for visiting the Official site of K2 incense! Below you we see the entire K2 collection, including the amazing new Code Black range all available for purchase through this site. Please note that all old K2 Spice blends have restrictions on them in most US states, so are now discontinued and no longer available to purchase. All new code black blends can be shipped to all 50 states discreetly. Priority shipping is also available. Enjoy!

**Code Black : Black Label – 2 – 48 Grams**

Buy the official and original Code Black – Black Label from our online store. Powerful Scent Incense! The Best Around! Available in small to mega size incense tubs. Get the party started or just use it to chill. Legal incense, ships to anywhere in the USA.

**Code Black Blue Label – 2 – 48 Grams**

Buy official Code Black Blue Label from our secure store. Awesome Party Incense! The Best spice available online today. Available in 2 gram tubs, a perfect size to try a new incense flavour. Completely

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**Need Help? Call Toll Free!**
(888) 70-BUYK2 (28952)
Mon - Fri 9am - 4:30pm EST
SYNTHETIC STIMULANTS
SYNTHETIC STIMULANTS (CATHINONES)

- Synthetic derivatives of cathinone, a central nervous system stimulant
- Sold as “bath salts”, “plant food”, “glass cleaner” or “dietary supplements”
- Sold in powder form in a small plastic or foil package
- Used by sniffing/snorting (can also be taken orally, smoked or injected)
- Effects are similar to amphetamines or cocaine
- "Not intended for human consumption"
- Texas Legislature banned in 2011
HOW DO THEY AFFECT THE BODY?

- Rapid heart rate
- Heart attack
- Stroke
- Nosebleeds
- Sweating
- Vomiting
- Dizziness
- Paranoia
- Delusions
- Suicidal thoughts
- Seizures
- Panic attacks
- Insomnia
SYNTHETIC STIMULANTS (CATHINONES)

Texas ban 9/1/2011
US ban 7/9/2012
LOCAL

Bath Salts May Be Behind Naked Man Confronting Girl In Park

June 11, 2012 5:32 PM

Share this

Face-Eating Attack Possibly Prompted by 'Bath Salts,' Authorities Suspect
WHAT DO THEY LOOK LIKE?

[Images of what appear to be bath salts and other drug products]
WHAT DO THEY LOOK LIKE?
WHAT DO THEY LOOK LIKE?
Kono Supplies will never put any of our customers at risk by supplying any banned substance in the USA. All our formulations have been lab tested and are available on request. We welcome the DEA to test all our available USA blends.

We do supply any currently scheduled substance to any state in the USA. It is impossible to add to the list of the DEA that is not legal in your state.

None of the products on this site are displayed as legal in any USA state contain any of the following banned substances:

- AMPED - 500mg
- Concentrated Eight Ball Bath Salt 500mg
- Concentrated Disco Pump it Powder 500mg
- Concentrated Elixir Bath Salt 1000mg
- Concentrated Firecracker Bath Salt 500mg
- Concentrated Sexay Bath Salt 500mg
2-C Series

- 2-C I or “Smiles”, called a “designer psychedelic”
- Has hallucinogenic effects
- Often mistaken for LSD
- White powder, usually used in tablet form or on a drug infused stamp
- High can last up to 12 hours
- Linked to recent deaths in California, Minnesota, and North Dakota
- Also considered at Schedule 1 drug
WHAT DO THEY LOOK LIKE?

2C-I
ALCOHOL TRENDS
Vaportini

- A “revolutionary new way of consuming alcohol”
- Alcohol is inhaled rather than swallowed
- Absorbed directly into the bloodstream- immediate effects
- 80 proof or higher is suggested
- Kit includes: glass globe, metal ring, plastic funnel, glass straw, and candle.
- Available for online ordering, complete kit is $34.50
- Vaporizing alcohol is legal in all 50 states
1 plastic funnel

1 glass straw

1 glass sphere

1 metal Vaportini ring

standard pint glass needed (not included)

1 candle
WHIPAHOLO

- Alcohol infused whipped cream
- “whipped cream with a twist”
- Popular brand is Whipped Lightning
- Alcohol content varies from 16.75% to 18.25%
- Vanilla, chocolate, strawberry, tropical passion, coconut, caramel pecan and many more flavors
- Many recipes for desserts, shots, cocktails, etc
- Very active on Facebook and social media
Chocolate Mint Sandwich
Topped with the world's first alcohol-infused whipped cream.

Top with Chocolate Mint Whipahol®

1/4 oz crème de menthe + 1/4 oz half & half

1/4 oz vanilla liqueur

1/4 oz crème de cacao

WHIPPED LIGHTNING®
Whipped Cream With a Twist®
RELAXATION TRENDS
DRANK (SIZZURP)

- Also known as lean, syrup, purple stuff, or purple jelly
- Soft drink mixed with RX cough syrup containing codeine or promethazine
- Skittles or Jolly Ranchers are sometimes added
- Became popular, starting in Texas, through music of DJ Screw and Three 6 Mafia
- High potential for abuse
- DJ Screw died of a codeine overdose
THE NEW “DRANK”
DALLA AREA DRUG PREVENTION PARTNERSHIP

Official Website
DRANK
Dietary Supplement

**WARNING!**
DRANK MAY BE EXTREMELY RELAXING AND CALMING*

Sing It

RELAX

Online

The first EXTREME RELAXATION dietary supplement to hit the market, DRANK is designed to help calm and relax you.*

So remember... “Just Slow Your Roll” with Drank. Catch us on:

facebook

YouTube

twitter

PUBLICLY TRADED
UNDER THE SYMBOL
(OTC:IBGH)
WHAT IS “DRANK”?  

• “Extreme Relaxation Beverage"
• Contains valerian root, rose hips and melatonin
• Not regulated by the FDA
• Sold at area convenience stores or online
• Marketed to mimic the illegal drank
WHERE IS IT SOLD?

Kool–Aid Jammers

Drank and Lean
HOW IS IT MARKETED?
HOW IS IT MARKETED?
Who is Drinking “Drank” and Why they Love it!!

Our favorite Rappers
The Hip-Hop community is representative of the benefits of “Drank.” They have a relaxed style and a smooth flavor that speaks to the young souls in people of all ages.

Athletes and Work-Out Freaks
Bodybuilders use all three of the key ingredients to maintain a relaxed body and help the body promote healthy recovery after a rigorous workout.* The Drank supplement promotes a tranquil mind and works to help maintain a healthy body.*

Students
Kids of all ages are exhausted by school work and the pressures of academic achievement. For the active student, Drank can aid in relief of occasional sleeplessness related to temporary stress, can support a restful night’s sleep, and promotes overall health.*
LAZY CAKES

- Blend of melatonin, valerian root, rose hips and passion flower in a brownie
- Recommended serving size is 1/2 of a cake
- Large doses of melatonin can slow down the central nervous system
- Marketed as if it was a pot/marijuana brownie- “adults only”
- Available at area convenience stores
- FDA has not approved melatonin as a food additive- sold as “dietary supplement”
WHAT DO THEY LOOK LIKE?
What does Lazy Larry Like?

- Day Dreaming
- Fresh Waves
- Mellow Beats
- Extreme Vegging

$24.99
Free Shipping - 12 pack

Buy Now

WARNING
This product may cause extreme relaxation and excessive use of the word "dude"

Check out the Lazy Shop
Relaxing. It’s what we’re all about. We think the secret to a long life is being lazy and Lazy Larry is the way to do it. Easing you down with natural ingredients to help you relax. All this magic is blended into a smile on your face. This is living, my friend. Grab a box today and let your problems melt away.

LAZY LARRY SUPPLEMENT SQUARES ARE RECOMMENDED FOR ADULTS ONLY! Although perfectly safe for adults, these are NOT dietary supplements for children. Lazy Larry Supplement Squares are meant as dietary supplements to aid adults who lead energy drink-fueled lifestyles to wind down and relax.* Lazy Larry Supplement Squares are intended to help promote relaxation and maintain an overall sense of well-being.* As with any product, it is highly recommended that you read the labels.
TOBACCO TRENDS
DISSOLVABLE TOBACCO

• To adapt to smoke-free ordinances, new smokeless products are being introduced
• Myth: These products are a “safe” alternative to cigarettes
• These are TOBACCO PRODUCTS
• It is not legal for a minor to possess or consume them
DISSOLVABLE TOBACCO

WARNING: This product can cause gum disease and tooth loss.

WARNING: Smokeless tobacco is addictive.

WARNING: This product can cause gum disease and tooth loss.

WARNING: This product can cause mouth cancer.
CAMEL ORBS

• Dissolvable tobacco
• Small pellets  
  (like an aspirin)
• Dissolves in your mouth
• Lasts about 15 minutes
• Made of finely ground  
  tobacco
• Available in 2 flavors
CAMEL STICKS

- Dissolvable tobacco
- Made of compressed tobacco
- Shaped into a “stick”
- Placed in the mouth like a toothpick or between teeth and gum
- Dissolves in 20-30 minutes
CURRENT ALCOHOL, TOBACCO & OTHER DRUG TRENDS
CAMEL STRIPS

- Dissolvable tobacco
- Shaped like a thin wafer (like a Listerine Breath Strip)
- Dissolves in about 3 minutes
- Available in the fresh (mint) flavor
THE CONTROVERSRY
THE CONTROVERSY

• These new products are too similar to candy
• They are packaged in bright colors and in flavors, like candy
• They are easily concealable and can be used in school
• 39% of youth mistook Camel Orbs for breath mints
• 28% of youth said they would try Camel Orbs based on packaging alone

*Based on the findings from a study by the Virginia Foundation for a Healthy Youth (http://meltdownva.com/stats.php)*
E-CIGARETTES

- Battery operated devices that contain liquid nicotine cartridges. The nicotine is vaporized then inhaled (but not “smoked”)
- Widely available, at most convenience stores and gas stations (Racetrac, QuikTrip, etc)
- One small sample by FDA found diethylene glycol (a chemical used in antifreeze, toxic to humans). Other samples found carcinogens
- Many people feel these are “safer” than cigarettes, but we don’t know if that’s true
- Cannot be used on most major airlines, many bans include e-cigs
E-CIGARETTES

Battery  Atomizer  Cartridge

screw atomizer to battery  push cartridge to atomizer

© 2009 K. Nacheff
E-CIGARETTES
E-CIGARETTES
PRESCRIPTION DRUGS
More Americans die from DRUG OVERDOSES than in car crashes and this increasing trend is driven by Rx painkillers.
TWO-THIRDS OF TEENS who abuse pain relievers say they get them from family members and friends.

Parents of teens who think it’s easy to get Rx medicine from:

- 65% get medicines from home or friends
- 30% from someone else
- 31% from school
One person dies every 19 MINUTES from drug overdose in the United States and this increasing trend is driven by Rx painkillers.

Opioid pain relievers are responsible for more overdose deaths than cocaine and heroin combined.
1 in 4 teens reports having misused or abused a prescription drug at least once in their lifetime.

That is a 33 percent increase over a five-year period.
MOST COMMONLY ABUSED DRUGS

1. Pain relievers (Vicodin, OxyContin)
2. Stimulants (Adderall, Ritalin)
3. Depressants (tranquilizers/sedatives)
4. OTC cough/cold
WHERE DO THEY GET THEM?

- 65% of teens say they get medications to abuse from their family members and friends.
- 22% of teens say they were given a prescription not meant for them by their parent.
- A very small percentage get drugs illicitly from a doctor or online.
WHAT CAN YOU DO?

1. Safeguard your medications.

2. Dispose of unwanted or expired medications appropriately, to remove them from circulation.

3. Monitor medications in your home. Take note of how many pills are in each bottle and refills.

4. Share this information with others.
NOW WHAT?
WHAT WE CAN DO

• Be educated and aware
• Take notice of what our kids, students, etc are doing and talking about
• Check out Facebook and the internet to keep up to date with trends
• Learn how to talk to youth about drugs (Partnership at DrugFree.org)
QUESTIONS & DISCUSSION
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